

Time for Review of Your Online Presence

By Roberta M. Gubbins

Early last year, experts created lists of marketing trends. Many were already part of your marketing plan; others you adopted to improve your business. Now that we are halfway through 2016, it's time for a quick check of your online efforts.

The firm website

Your website is essential. It is often the first stop for potential clients searching for a lawyer. Whether consumers realize it or not, the attractiveness of your site and the amount of information it contains influence their decisions. Is yours up to the task with modern formatting and compelling content?

Review sites

Whether selecting a plumber, doctor, or lawyer, consumers expect reviews. Protect your online reputation. Pay close attention to what is being said about you and your firm on review sites such as AVVO, Personalinjury.com, Yelp, Google, and Facebook.

Content marketing is catching on

People are moving away from general keyword searches toward more specific content requests such as "Detroit criminal defense attorney for drunk driving case." This



search narrows the results and leads to websites with that content. Read your profiles and other materials to be sure the nature of your practice is clear.

Consumers like free informative downloads

Potential clients will interact with your website if you offer an e-newsletter or article in exchange for their name and e-mail address. Consumers are pleased with the information and you have a new lead. Are you using that information to continue the contact?

Social media can produce leads

GlobalWebindex, which tracks time spent online, reported that in 2014, potential clients

spent 1.69 hours a day on social networks such as LinkedIn, Facebook, Twitter, or Google+. Consumers want to see updates, news, and information. Are you keeping your profile current on LinkedIn, tweeting the latest news on Twitter, or posting firm events on Facebook?

E-mail marketing informs clients

Keep your name in front of current clients by regularly sending e-mails with helpful information. Give tips on new legislation or important case decisions in your field of practice. Remember to respond to any questions.

Consumers use legal directories

Consumers are increasingly turning to legal directories such as the SBM Member Directory to find new lawyers or validate their existing counsel. It's important to keep your information current by checking and updating it when necessary.

A periodic review of your Internet efforts will reveal if they are performing or if changes are needed. Repair those that aren't working and congratulate yourself on a job well done for those that are. ■

Whether consumers realize it or not, the attractiveness of your site and the amount of information it contains influence their decisions.



Roberta M. Gubbins, Esq. practiced law before serving as the editor of the Ingham County Legal News. Since leaving the paper, she provides services as a ghostwriter, editing and writing articles, blogs, and eblasts for lawyers and law firms. She is the editor of Briefs, the Ingham County Bar Association newsletter; and The Mentor, the SBM Master Lawyers Section newsletter.