

# Need an Online Presence?

## The SBM Has You Covered

By Roberta M. Gubbins

**T**he SBM Member Directory powered by Zeekbeek is much more than a legal directory. It's an online marketplace where lawyers can increase their visibility and consumers can find lawyers. The directory provides you with both free and fee-based products and services.

### Free services

#### Enhanced and searchable profile

Create your enhanced profile by adding professional photos; a biography; your employment history; education; contact information; licensing information, particularly if you're licensed in more than one state or territory; and links to your social media accounts. Remember to indicate that you are accepting clients.

If you speak more than one language, identify which languages you speak. Your fluency in Spanish or French may bring in your next big client. Define your practice areas for other lawyers, consumers, and referral sources. Add community activities such as board positions you hold or places you volunteer.

#### Consumer conveniences

Consumers can easily see that you are available and ready to take their call. Links to an appointment scheduler encourage clients to contact you to make an appointment or request a phone conference. If you authorize clients to write reviews, there is a submission form for them to use.

#### Join or create groups

Connect with like-minded lawyers or create a new group to share ideas and meet possible referral sources.



#### Post articles and videos

You can add your blog posts, articles you've written, or links to published items and videos from speaking events, interviews, or television advertisements.

#### Badges

There are a number of badges you can add to your digital resources: a profile badge,

a book-an-appointment badge, and text links leading to your profile page. To access this new feature, log in to Zeekbeek, select Edit Profile, and scroll down the list of navigation options to select Share Your Profile. Copy and paste the code onto your web page and Facebook, LinkedIn, and Twitter pages to share your member directory profile and make it easy for consumers to book an appointment. The badge library will continue to grow, so check back often for updates.

### Fee-based products and services

#### Lawyer2Lawyer referral directory

With this service, you can advertise your practice area to fellow lawyers.<sup>1</sup> The listing consists of two parts: a business card and a spot for a small advertisement. For example, you might list your practice area as appeals. That designation, along with your contact information, would fill the box on the left side of the page. You can include up to five practice area advertisements in boxes on the right by adding premium services. Use the directory to search for lawyers who practice in a particular area or advertise your niche skills to other attorneys. The directory is fully launched in Michigan and is expanding to Ohio, Indiana, and Illinois. Become part of something big and join the referral network.

The SBM Member Directory is an online marketplace where lawyers can increase their visibility and consumers can find lawyers.

## Law Firm

Does one person manage your marketing? The law firm package will help you distinguish your firm identity and promote your lawyers all from one login. Each firm can create a profile in the law firm directory with your logo, firm commercial, summary about your practice, locations, news, articles, payment options, social media, and more. Staff can save time by using one login to manage profiles and purchase products for each lawyer in your firm. Law Firm is launching in October! Use this coupon code to receive 15 percent off your first month: barjournal.

## ZB Web Archiver

Michigan Rule of Professional Conduct 7.2(b) provides that an advertisement or communication shall be kept for two years after its last dissemination with a record of when and where it was used. The SBM

Member Directory makes this easy. Zeekbeek has designed ZB Web Archiver, a screen-capture tool that automatically preserves the online content of your profile and any external websites you select, and archives the data electronically for at least three years. For \$5.99 per month, all your Zeekbeek profile pages will be archived, and you can add external website archiving for \$5–\$20 per month based on the number of web pages you need to track.

## Profile Builder Plus

No time to create your profile? Zeekbeek will do it for you. The service includes a personalized walk-through of all site features.

## Profile Builder

Not sure how to get started? The Zeekbeek staff can answer your questions.

The State Bar and Zeekbeek have created a site you can use as your sole online

presence or as an addition to your website. Setup is quick and easy. Log in<sup>2</sup> using your SBM username and password to get started. ■



*Roberta M. Gubbins has served as the editor of the Ingham County Legal News. Since leaving the paper, she provides services as a ghostwriter editing articles, blogs, and e-blasts for lawyers and law firms.*

*She is the editor of Briefs, the Ingham County Bar Association e-newsletter, and The Mentor, the SBM Master Lawyers Section newsletter.*

## ENDNOTES

1. Zeekbeek, *Lawyer2Lawyer Referral Directory* <<https://www.zeekbeek.com/lawyer2lawyer-landing>> (accessed September 20, 2016).
2. Zeekbeek, *Login* <<https://www.zeekbeek.com/Login?returnurl=%2fSBM%2f>> (accessed September 20, 2016).

# The SBM Wants to Help You Get Found

More than 3,041 members have already updated their online member profile and are benefiting from THOUSANDS of consumer practice area searches per month. What are you waiting for? Update your profile today and GET FOUND.

**76% of consumers search online to locate and hire legal professionals.**

The online member directory is used every day—by the public looking for lawyers and by attorneys looking for other attorneys. Let your SBM Member Profile help generate business. Highlight your experience and career achievements by adding:

- A profile photo
- A list of practice areas
- A customized biography
- Online appointment scheduling
- And more...

# GET FOUND

In the past three months, 81,567 attorneys and consumers searched 1,038,183 pages in the SBM online member directory. **Did they see your expanded profile?**

**SBM**  
STATE BAR OF MICHIGAN

**MEMBER SEARCH JUST KEEPS GETTING BETTER**