

Managing Your Internet Presence For Attorneys

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“Marketing is not an event, but a PROCESS... It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.

-Jay Conrad Levinson, author, Gorilla Marketing

“You can be the driver of your reputation or the passive recipient-which do you choose?”

-Cordelia Blake

Internet Presence is the Art Of Marketing You!

It is what people learn when they research you online

Clients and referral sources Google you before meetings

It's what makes you different, special, interesting, competent, fun, friendly, successful, altruistic, and/or philanthropic that improves your professional reputation

People want to know your name, achievements, hobbies, groups, family accomplishments and relevant opinions

Legal marketing tends to be **firm oriented and client centered**

Referrals can be a huge source of revenue for attorneys

Your firm website can be the anchor of your Internet presence only if you have any control over it and like it

SEO-Stands for “Search Engine Optimization” and is the art of getting your website listed in the top section of the first page of search engine results

YourName.com: is a valuable asset, owning it is like insurance

Amazon.com – book reviews rank very well

LinkedIn.com – Can be as simple as an online “black book” or an important source of information and referrals. It has tremendous ranking-even for common names.

Google Local Business Center – this free service allows you to be listed on the Google map when someone searches for your business type and location

Facebook & MySpace – can be valuable but can also be extremely time consuming.

Blogs, Podcasts, & Twitter can be incredibly time consuming. **Only start them if you enjoy the process and have the time.**

If you like the blogosphere you can enter by **leaving insightful comments on others blogs** and include a link to your website or linked in profile in the signature.

Where In The Internet Are YOU?

Firm Website
Google
Paid listing sites
Professional Organization Sites
LinkedIn*
Amazon.com*
Facebook
MySpace
Google local business*
Twitter
Blog & Blog comments
Podcasts
Eletter

* Top 3 FREE Online Tools To Manage Your Internet Presence!