Trust Me – Your Practice Needs an Online Presence

As new attorneys seek to establish themselves among the vast field of established law firms, it is vitally important to create an online profile that accurately represents your practice and attracts clients. We live in a society where the vast majority of business contacts are initiated through online contact.

Failing to properly set up your online identity can cost you clients and potentially valuable opportunities. The steps to accomplishing this goal are not difficult, but they do require some effort and direction.

With a little planning, you can position your practice to take advantage of a strong online presence. The business podcast offers tips to building your online presence. Let's discuss a couple and how they apply to your legal practice.

A Website

This is probably the most obvious component of an online presence. Your website serves as a "home base" in the virtual world. It is where potential clients go to obtain most of their information about you, including your contact info, your practice areas and a little about who you are professionally. Check and double check to ensure that all of the included information is accurate.

Within the past decade, websites have also increasingly become a vehicle to showcase your knowledge and expertise on particular subjects. This is accomplished through your blog, which law firms generally attach to their websites, as well as practice area or notable outcome pages.

Each of these options offers the opportunity for extensive content about specific legal topics or trends. You may want to highlight a recent

courtroom success or weigh in on a controversial decision by the Supreme Court. Use your website to provide new and potential clients with value. Let them know why you are the best suited attorney to handle their legal matter.

Socialize

Social media may not be your favorite pastime, but in a digital world, it is a necessary one. From Facebook, Twitter, and Google+ to Pinterest and Pericope, the options are enough to cause a migraine headache. But here's the good news. You do not need to establish a presence on all of them. Pick two or three platforms and eject the rest from your overworked brain.

Linked In is a good choice for law practices, due to its focus on building and maintaining professional relationships. With a 140 character limit, Twitter offers a quick and easy way of keeping your message in front of new and existing clients. Facebook is useful to highlight specific staff members or special practice events. If you can present your message through pictures and graphics, consider maintaining an Instagram account.

Whichever platform you choose, commit to keeping a consistent presence. Consumer studies show that outdated social media accounts can result in lost sales. If you need help keeping up your social appearances, consider outsourcing to a freelance social media coordinator. There are also numerous automation systems available to help you maintain social butterfly status.

Today, an online presence is essential to a successful legal practice. Though it may seem difficult, especially when you are just starting out, the potential gain is well worth the effort of learning about the various options and implementing those that are most appropriate for your business. I'll see you online!

About Erika Winston:

Erika Winston is a Virginia based writer with a passion for all things legal. As a former domestic relations attorney, she understands the challenge of determining the best fee structure for your practice. Erika is a regular contributor to TimeSolv and a variety of other publications.