

Online Reputation Management

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eLawMarketing

What Do Clients and Others See When They Search for Your Firm on Google?

Today, law firms are operating in an increasingly connected and conversational web environment. Sources of information about a firm and its attorneys are no longer limited to the firm's website or press releases. Instead, casual dialogue or references on social networks, blogs, directories, job boards and other websites all contribute to the reputation of a firm in the legal marketplace. *In just a few hours, a single negative reference about a firm on a well-trafficked blog can easily mushroom into hostility or ridicule across the Internet!*

A major force behind the changed online environment is Google, which as Andy Beal and Dr. Judy Strauss explain in their book, *Radically Transparent*, is no longer just a search engine; it's a **reputation engine** that stores links to every single reference - positive or negative - about a company anywhere on the Web, and displays them to anyone who inquires.

So are you helplessly at the mercy of Google? Not at all. Through a program of regular and ongoing publication of positive online content - e.g., articles, blog posts, press releases, seminar announcements - on your own and third party websites, your firm can maximize the likelihood that positive references will dominate references to your firm on Google, and push down negative references, if any, to later pages.

Online Reputation Monitoring and Management

To help law firms and individual attorneys monitor and manage their online reputations, we offer the following services:

- **Advise** on mechanisms to monitor legal industry blogs, traditional media websites, and miscellaneous "feedback" sites like Vault.com
- **Advise** on content creation strategies (e.g., articles, white papers) designed to build positive search engine references
- **Compose** and distribute online press releases optimized for search engine visibility
- **Design** and launch "niche" blogs designed to maximize search engine visibility of individual attorneys in specialized practice areas
- **Advise** on distribution of firm content to third party resource websites and directories (e.g., JD Supra)
- **Advise** on marketing through Wikipedia
- **Advise** on marketing using Twitter and social bookmarking sites (e.g., Digg)

Get Started Today

To get started monitoring and managing your firm's online reputation, please contact us today at 866.833.6245 or sales@elawmarketing.com

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

- Warren Buffet

"Google is more than just a search engine - it's a reputation engine."

- Andy Beal and Dr. Judy Strauss
in *Radically Transparent: Monitoring and Managing Reputations Online*

