

## **Google Me – The Importance of a Good Internet Profile to a Young Attorney** - By. *Brad A. Council*<sup>1</sup>

As a young attorney there is one thing that is constantly driven into your subconscious; that your reputation is the most valuable asset that you have. Your reputation will affect everything you do, from your interactions with the opposing counsel and the court to your ability to get that introductory meeting with a new client.

A reputation is usually made by word of mouth, but in today's technology driven society your internet profile and search results can be just as important. The first place an opposing attorney or a new client will go to research and learn about you is the internet. Without exception, they will "Google You" to see what is out there.

And as a new attorney what will they find? Will it be a court opinion touting your triumph or pictures of you at the bar with your friends? Will they read a beautiful biography of your accomplishments or a scathing expletive laced comment from that prose defendant that you unscrupulously trounced and embarrassed in court.

To keep a squeaky clean reputation while boosting your internet profile and search engine results, I recommend three things:

- 1) **Be Nice.** It is the age old saying that your mother has been driving into your head since you were a child. The advent of the internet did not diminish its wisdom, but enhanced it. Today, one slip of the tongue or lapse in judgment can "go viral" and become what everyone expects from you. A reputation as the promising young associate can quickly turn to the firm idiot or worse, the court jester, in the blink of eye. Taking on an attitude of humility and professionalism will help to curb any unwanted internet reviews. While our system is adversarial, taking on the opposition with professionalism and common courtesy goes a long way.

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<sup>1</sup> Brad A. Council is an attorney with the law firm of Slovin & Associates Co., LPA in Cincinnati, OH. Brad is licensed to practice law in both the state and federal courts in Ohio, Kentucky, and Indiana. For more information on Brad and/or Slovin & Associates, please visit [www.sclpa.com](http://www.sclpa.com) or <http://www.linkedin.com/pub/brad-council/15/63a/5b3>

- 2) **Get Involved**. The more you are involved, the more likely your accomplishments will rise to the top of an internet search. There are many things a young attorney can do. For example, volunteer with your local bar association or other nonprofit. There is usually a nice write up about the event and the volunteers are usually named. Speak at a CLE event. Nothing will boost your reputation like your name on a podium, and hey, you may even learn something. You can also write an article or case note. Share what you have learned in writing and watch the article float to the top of the internet search results.
  
- 3) **Promote**. Self-promotion often has a negative connotation. But, with the way law schools are churning out new lawyers every year, it doesn't hurt to show why you stand above the rest. Online profiles are everywhere, from LinkedIn, Facebook, Avvo, Martindale-Hubbell, Bar Associations, Justicia, etc. Make sure yours are always up to date and don't be afraid to fill them out. That way, when your name comes up in a search, a new client can actually find and contact you. If you have a good court decision, submit it to Westlaw or Lexis. Attorneys can submit decisions to West editors for potential inclusion in the case law collection by emailing [west.attysubmissions@thomson.com](mailto:west.attysubmissions@thomson.com) for federal and state appellate decisions or [TRL.trialdocsreceiving@thomson.com](mailto:TRL.trialdocsreceiving@thomson.com) for state trial court decisions. Allow those searching for you to find out just how well you perform in the courtroom.

Curious if these ideas will work? Do you want to know what it will do for you? Go ahead, "Google Me" and see.