



Google+ for Lawyers: Reduced to a “Just in Case” SEO Strategy?

I hate to say “I told you so, but...”

The rapturous welcome and flood of sign-ups for Google+ last summer can no longer disguise the platform’s fundamental problems. For example, tracking research by comScore shows that *in January the average user spent a paltry 3 minutes on Google+ – which was lower than even perennial social media afterthought MySpace.*

It seems the best argument Google+’s supporters can muster is that “No one has a firm grip on where Google+ is headed, but their[sic] is no question it’s here to stay and is going to influence search and discovery of information and people.”

Notwithstanding such confident but unsupported claims, unless Google+ becomes more attractive to subscribers and demonstrates clear ROI, it’s not worthwhile for solo and small firm lawyers to squander time and attention on experimentation with it.

