

THE ATTORNEYS' EDGE IN THE NEW AGE

by Christina Penza

Greetings attorneys, friends and fellow legal hounds. While you were busy trying cases, the multi-platform world has quietly invaded our economic lives. In the future, attorneys will measure their success in megabytes. Yes, I am being a bit poetic, but the reality is that the more online mentions you can get about your firm, the greater the public's awareness that you exist and have the expertise to help them win maximum compensation. So, how do you attract more clients?

One way to stay in the public eye is to improve your Google ranking by maintaining an ongoing blog on your own website. This is according to all those SEO (Search Engine Optimization) geeks who keep track of the latest trends in online marketing. They are today's "Mad Men."

The problem, of course, is what attorney has the time to maintain a blog? You can relegate it to an assistant if you have that luxury - or hire an outside firm with strong writing skills and legal knowledge to write your blog at a reasonable price. Either way, I recommend one blog update a week to start. You can pick the topic - i.e. auto accidents, product liability, personal injury, copyright infringement. Your blog can include information on your latest case as well as reassure others that you can help them in similar situations or you can write about how to choose the best lawyer for a product liability case. There many ways to go. First, make sure that your webmaster

puts a Blog or WP (Wordpress) key on your website. Make sure that the blog actually exists on your site and not on an outside entity so that Google will give you the credit for having the blog. Then, the key is to let a staff member, someone familiar with your chosen topic, spend a few minutes on the phone with your blog writer. A good writer will get enough information in that time to craft a solid 600 to 800 word blog. Make sure to proof read your blog before it is posted and - voila - you have your weekly post. Linking your website to your Facebook page, Twitter account and RSS (Really Simple Syndication) feed will further spread your identity. Make sure that the Twitter world knows that there's a new blog on your site which may be interesting to them. This is a whole new world of marketing, but with a little knowledge, you can get the Attorneys' Edge.