

Wow Clients with a QR Code on your Business Card and a Google "SearchMe" Link

By **Larry Bodine**, a business development advisor with a nationwide practice. He has helped 250+ law firms generate new revenue by devising strategies, conducting business development retreats and individually coaching attorneys. He can be reached at www.LarryBodine.com and 630.942.0977.



- Would you like to be one first page of Google for \$3 a month?
- Would you like to impress people instantly with how tech-savvy you are?
- Would you like a web link that gives potential clients exactly the Google results you want them to see?



You can do all of this by creating a free [Vizibility](#) account. **It creates a unique SearchMe button** that you can put on your LinkedIn profile, blog and email signature, which will create a custom Google search to the best links about you. **It also creates a cool QR (quick response) code** that you can put on your business card, resume, proposal and any other printed or online materials.

When scanned with a smart phone, the QR code displays a user's top five verified Google search results. "If you are a lawyer working with technology clients, it is critical to communicate familiarity with the latest technologies," said [Jeffery M. Stoler](#), a partner at 400-lawyer McCarter & English. "What better way to make a lasting impression than to put a QR code on a business card or in a presentation to send that message for you."

"**It creates a killer first impression,**" said [James Alexander](#), founder and CEO of Vizibility, based in New York City.

Vizibility is the cure for lawyers who wish they could be found by potential clients searching with Google. "We're a Google society, we'll search about anything before we buy it – and this applies to any professional. Anyone's going to be Googled as part of vetting process. Lawyers need to know what comes up when people Google them and try to control it," he said.

"A QR code creates a one-click to a profile," Alexander said.

Vizibility is a member benefit of [MyLegal](#), a website where lawyers can find the best vendors. You can also go to Vizibility.com, fill in the blanks in the online wizard, and it will create your QR code and SearchMe link. **I did it myself and it's very easy.**



Hold up your smart phone to the computer screen, use Google Goggles or other QR code reader to scan it, and see what my personal QR code displays for you.

If you want alerts on when you're searched or reports on a change in your Google results, it costs only \$3 per month.

"When you put out news release, you can put SearchMe link into it. It also creates link backs which improves your search results. **If you're not on the first page, you're not in Google,**" Alexander said.

The IP firm [Novak Druce](#) has 100 Vizibility accounts, as do many solos and lawyers at 700-lawyer Duane Morris. "For IP attorneys, just having a QR code on their business card says 'I'm tech savvy.' **It's a great branding statement,**" Alexander said.

For more on this topic, call:

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