Robert Algeri Predicts the Future
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What will the typical law firm website look like five years from now? It's an interesting question, and Robert Algeri from Great Jakes published his thoughts on this topic in a recent *National Law Journal* piece on "The Future of the Law Firm Website." His take is an outstanding one, and well worth reading.

According to Robert, law firm websites are on the verge of a revolution. He says that firm websites will soon become more valuable (in terms of importance in business development), bigger to accommodate more content, and—here's the key part—much more focused on the marketing of individual attorneys as opposed to the law firm as an institution.

Bingo.

Getting more specific, Robert predicts that the single-page attorney bio will fade away and be replaced by what he calls "attorney microsites."

What exactly is an attorney microsite, you ask? Well, as Robert explains, think of it as a small, customizable website that fits seamlessly into a law firm's larger website. Best of all? It provides a flexible space for attorneys to use the web as a primary marketing platform.

If implemented, attorney microsites would be customizable and could include anything from basic biographical information to presentations, videos, case studies, blogs, and Twitter feeds. An attorney microsite could be configured to have any number of pages and any information that a particular attorney needs to develop business.

Now that's something to think about.

HBC wholeheartedly agrees with Robert's vision of where the law firm website is headed generally, and specifically with his notion of attorney microsites as its central feature. With GCs and potential clients using online sources to find and vet potential representation, law firm websites are bound to undergo continued evolution. And, as we've mentioned in the past, law firms should see themselves as collections of talent, and therefore emphasize the marketing of individual attorneys. Robert's predictions show how this philosophy can be most fruitfully applied to one of the most powerful marketing tools at a law firm's disposal: its website.