

Your bio is not an obituary! A conversation with Kelly Hoey, strategic networking consultant

Our friend Kelly Hoey was recently engaged by an AmLaw 200 firm to help make their attorneys' bios more engaging and effective. Her top recommendation: *just answer the question "why should you be hired today."*

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The Era of "Long-Distance Clients" Has Arrived.

For its entire existence, the legal business has been focused locally. And most legal marketing has been highly personal, often conducted over dinner and drinks. *This is now changing.*

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Eliminating the *Ping-Pong Effect* — a major usability problem on law firm websites

Every legal marketer I've ever met agrees that website usability is paramount. Yet, nearly all law firm websites are afflicted with the same usability problem — the *Ping-Pong Effect*.

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About Great Jakes

Great Jakes creates web-centric marketing strategies for law firms and other professional service firms. The firm was founded in 2002 by brothers Dion Algeri and Robert Algeri (pictured at right). Visit us at www.greatjakes.com



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