

Is your law firm on Wikipedia?

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I was working our firm's Wikipedia entry last night and I began to wonder if **a)** all firms have an entry; and **b)** what are the benefits of having one. I've done some research and I'd like to share the following statistics, benefits, examples and my tips for creating an entry.

Statistics

- January 2009 – 97% of all US users looked to Wikipedia when looking for an online encyclopedia according to The Gazette.
- Wikipedia receives 684 million visitors annually according to The Gazette.

Benefits

- Creating a Wikipedia enhances your firm's visibility online. It is interesting to note that when doing an online search for most US law firms the Wikipedia entry is listed first before their official site.
- Wikipedia entries must be well written and factually accurate. It is unacceptable for an entry to be written like a marketing brochure and all entries must remain neutral. One of the top 100 law firms in the UK had its entry completely removed for being written too much like an advertisement. The entry was reinstated later for correcting its tone.
- All entries can be edited by anyone but it's important to note there are restrictions and policies in place to keep the information correct and factual. Editor IP addresses can be traced and potentially tracked down if necessary. RSS feeds of edit history are available as well.

My Tips

- Create one user account to create and edit your firm's entry.
- Clearly indicate that this account is associated with your firm.
- Ensure your entry is always neutral, never promotional.
- Topics to include are history, offices, employees, awards, reference list and external links. (more or less if necessary)

Great Examples of law firm Wikipedia entries

- Clifford Chance - http://en.wikipedia.org/wiki/Clifford_Chance
- DLA Piper LLP - http://en.wikipedia.org/wiki/DLA_Piper_Rudnick_Gray_Cary
- Morrison & Foerster - http://en.wikipedia.org/wiki/Morrison_%26_Foerster

Sources:

Does your Law Firm Have a Wikipedia Page? by Law.com

Are You There Yet? UK Law Firms on Wikipedia by Fellssoft Limited

Top 50 firms that get Wikipedia – And those who Don't by the Law Society Gazette