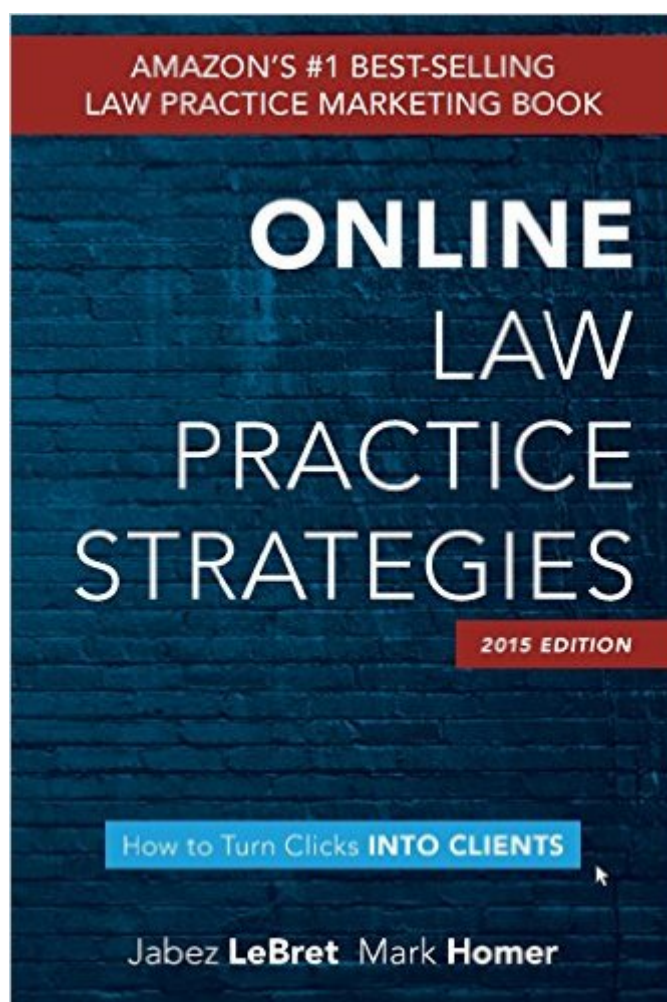


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# Online Law Practice Strategies



## Synopsis

New for 2015 - our 4th Edition"...for years we enjoyed top employment law keyword positions in Google. That changed when Google made major changes to its search algorithms...This book explains those changes and provides an understandable, step-by-step process for doing well in local searches."Â Neil Klingshirn, Esq.Â Your one-stop guide to building the professional online presence you need for your law firm.Â "The book opened my eyes to how important online marketing is to client development today, as well as the impact that social and mobile will have in the future."Steven Watts, Esq.Â You spend thousands of dollars on office furniture to create a professional first impression to visitors; this book will show you how to create a web presence that presents your firm professionally as well.Â "This book is exactly what every lawyer needs to succeed on the Internet. Actually...the information in this book would benefit any business seeking to increase their presence on the Internet...I was expecting a decent overview, but was blown away by the current, detailed content in this little treasure."Â Trey Barrow, Esq.How do you navigate the ever-changing world of online marketing and digital practice management? Online Law Practice Strategies explains everything you need to know, whether you're a solo practitioner or part of a large firm.This 2015 edition shows you:Â How to create an online presence that attracts and converts prospective clients\* Why online reviews matter and how you can get themÂ Where you should focus your efforts on social mediaÂ Which digital tools will help with day-to-day practice managementÂ Â If you are reading an online marketing book written before 2015, it is now obsolete.

## Book Information

Paperback: 318 pages

Publisher: Legal Technology Press; 2015 Edition edition (August 1, 2015)

Language: English

ISBN-10: 0982640382

ISBN-13: 978-0982640388

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 starsÂ Â See all reviewsÂ (16 customer reviews)

Best Sellers Rank: #1,877,722 in Books (See Top 100 in Books) #11 inÂ Books > Law > Law

Practice > Law Office Marketing & Advertising #164 inÂ Books > Law > Law Practice > Law Office

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Typical solo or small law firms, especially newer ones, are usually striving to develop new business. In the really old days (say, pre-2012!) they relied on slowly-developing word-of-mouth referrals or the Yellow Pages. Those strategies now are as antiquated as hard-bound law libraries and index card client context systems. We are living in a much different world where there is now a legal market much closer to what economists call "rational." That means that clients/customers have ready access to choices, can easily acquire relevant information to make choices, can cost compare, and can assert service accountability from their professionals by widely-distributed ratings and recommendation means. Social media is the new "word-of-mouth." • All of these new market variables derive from the Internet, computers and mobile devices, review and recommendation websites, and software applications of various sorts. To be successful in obtaining reputation and client business, today's law firms have to adjust to the new type of legal market made possible by new technology. That's where a book like "Online Law Practice Strategies" (2015 Edition) fits in. It outlines what is really a paradigm of a law firm presence online. It offers a down to earth program on how to build the professional online presence most firms will need to compete in this new form of legal marketplace. Its four sections and sixteen chapters show how to create a successful online presence, why online reviews matter and how to get them, when/how to focus your efforts on social media, and which digital tools are most useful for your online success. The authors, Jabez LeBret and Mark Homer, are prominent technology writers with specialized expertise in the legal consulting field.

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