



UPDATE LAWYER BIOS ON YOUR WEBSITE FOUR TIMES A YEAR

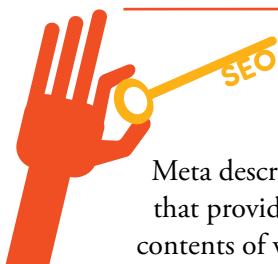
And Other Things I Learned at LMA Tech

Sayre Happich

Marketing expert Nancy Slome of Lawyers Biography Service and One to One Interactive presented at the Legal Marketing Association's (LMA) 2015 Legal Marketing Technology Conference/West in San Francisco on the very important subject of optimizing lawyer bio and practice area web pages for search.

Slome shared compelling stats about why these two areas of your website are very important:

- **78 percent** of in-house counsel rely on attorney bios when researching outside counsel
- **80 percent** of legal site traffic is to attorney biographies



What are Meta descriptions?

Meta descriptions are HTML attributes that provide concise explanations of the contents of web pages. Meta descriptions are commonly used on search engine result pages (SERPs) to display preview snippets for a given page.

Here are a few tips that should motivate you to increase potential client traffic to your law firm website:

- In regard to lawyer bio web pages, formality has gone out the window. Bios are no longer using, “Mr. Smith. . . .” Start using first names.
- Meta descriptions—don't know what that is? See the box to the left. If you don't write meta descriptions for attorney bio and practice area pages, Google will write them for you. These are not fun to write, but they are doable.
- While website bios are written in third person, LinkedIn bios should be written in first person.
- On the practice area pages of your website, use terms specific to your client's industries.
- Match the content on your bio page with the needs of your potential clients—in other words, define the client you want.
- Update the attorney bio pages of your website two to four times a year. Google search loves this.
- On attorney bio pages, be sure to include links to blog posts or articles the attorney has written.
- The law school you attended should not be the first thing you mention on your bio. Don't bury the lead.

Next are some great examples of lawyer bio pages provided by Nancy Slome.

NANCY SLOME'S BEST PRACTICES EXAMPLES



Law Offices of David Berg

dberglaw.com/site/about-the-firm/david-c-berg

- Bio begins with a prominently featured quote
- Quickly focuses on his approach and types of issues he handles on behalf of his clients



Schultis Law Group

www.schultislaw.com/team

- Succinct and has a modern voice
- Quickly zeroes in on types of clients and their issues
- Provides details into the lawyer's previous career (technology), which demonstrates his edge over other lawyers practicing in the tech space



Fox Rothschild Partner Robert J. Palmer

www.foxrothschild.com/robert-j-palmer

- Written in a modern style (note first name throughout), and the tone connotes accessibility, helpfulness, and is not stuffy
- Good use of bullet points (easy to scan and skim) for the types of issues the lawyer deals with



White & Case

www.whitecase.com/people/michael-gallagher#biography

- White & Case splits bios into two sections, Biography and Experience, making for an easy read
- Many of the firm's lawyers' bios begin with either a summary or a quote. Look up Michael Gallagher, for example.

Bottom line: Spend time several times a year updating your online bios as you never know when a client is searching for someone just like you.

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