



*A Worldwide Network of Quality Law Firms*

## **Marketing & Business Development Quarterly Conference Call**

**October 14, 2010**

## **TAGLaw Update**



*A Worldwide Network of Quality Law Firms*

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## Who is The Appleton Group?



From left to right: Anne Appleton Jones, *Vice President*; Lourdes Allende, *Coordinadora de Programas en Español (Spanish Programs Coordinator)*; Kenneth Mayers, *Director, Member Relations*; Jennifer Allen, *Executive Director*; Bob Sattin, *President*; Jacky Breeden, *Director of Operations*; Jenifer Quiles, *Administrative Assistant*; and Peter Appleton Jones, *Chairman and Founder*.



Chris Cervellera, *Marketing Coordinator*



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## TAGLaw Status

### Statistics

Countries:	84
Total Firms:	150
Total Offices:	315

Region	Lawyers	Firms
Asia Pacific	837	17
Europe	1919	50
Latin America	593	20
Middle East-Africa	147	9
North America	4322	54
Totals	7819	150



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# TAGLaw Website Resource Center

## RESOURCE CENTER

Directories  
Marketing & Branding  
Mailing Lists  
TAGLaw Publications  
Lawyer Exchange Program  
Website Instructions

## Marketing & Branding

The resources below will help your firm use your TAGLaw membership as a marketing asset inside your firm, to your current clients, and to prospective clients. If you have any questions or suggestions about materials included on this page, please contact the TAGLaw Marketing Coordinator, Chris Cervellera at [ccervellera@taglaw.com](mailto:ccervellera@taglaw.com) or +1 727 895 3720.

## Client-Oriented Material

- [TAGLaw Client Presentation \(PowerPoint\)](#)
- [TAGLaw Client Presentation en Español \(PowerPoint\)](#)

## Promote TAGLaw Within Your Firm

- [Introduction to TAGLaw Presentation \(PowerPoint\)](#)
- [Introduction to TAGLaw Presentation en Español \(PowerPoint\)](#)
- [TAGLaw Facts at a Glance \(PDF\)](#)
- [TAGLaw Facts at a Glance en Español \(PDF\)](#)

## Use TAGLaw in Your Marketing Efforts

- [TAGLaw description for use on your marketing materials](#)
- [TAGLaw description for use on your marketing materials en Español](#)
- [New Member Press Release](#) - Send this press release to media outlets announcing your new TAGLaw membership
- [Guidelines for Using the TAGLaw Name and Logo](#)
- TAGLaw Name and Logo - TAGLaw members may use the TAGLaw logo on firm materials. Click the links below to download a logo that fits your firm's needs.



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# New Member Integration Plan

## REALIZING MEMBERSHIP BENEFITS

I'm a member of TAGLaw®. Now what do I do?

TAGLaw membership helps firms meet their long-term goals for growth and profitability, not only by providing access to law firms worldwide, but by offering services and programs that are aligned with a law firm's most important strategic goals.

- Retain clients
- Attract new clients
- Maintain a competitive advantage
- Recruit and retain talent



### TAGLaw FOCUS

Foster a collaborative network environment and provide the global reach and expertise necessary to better serve clients and grow your client base.

Start putting your membership to work today. Here's how:

### CHECKLIST OF IMMEDIATE TO-DO ITEMS:

The following page contains a checklist of "IMMEDIATE TO-DO ITEMS" from which you will begin drawing immediate benefits.

### NEW MEMBER 90-DAY INTEGRATION PLAN:

Once you have completed the "CHECKLIST OF IMMEDIATE TO-DO ITEMS" move on to the "NEW MEMBER 90-DAY INTEGRATION PLAN." This plan is broken into three simple and targeted phases.

#### Phase 1

##### Get to know TAGLaw

Realizing the benefits of TAGLaw starts from within. To effectively use the membership, firm management and staff must be equipped with knowledge about TAGLaw and its benefits, and with tools to put the membership to work. Phase 1 will help guide you through this process.

#### Phase 2

##### Promote your firm to TAGLaw

Your firm management and staff are now experts on TAGLaw. What next? Begin creating visibility for your firm and developing relationships within the network. Phase 2 will take you through steps to becoming well-integrated into the network.

#### Phase 3

##### Use TAGLaw in your marketing efforts

Leverage your TAGLaw membership to raise your firm's profile among clients and prospects, in an effort to increase business from current clients and attract new clients. Incorporate TAGLaw into your marketing efforts during Phase 3.




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## TAG Academy 2011

Since 2007, TAG Academy has offered more than 100 live instructional webinars to help you grow professionally. To meet the needs of members around the world, we will now offer all of our courses exclusively as recorded downloads for only \$50.00\* each. This means you can download a course at any time, and share it with everyone in your firm an unlimited amount of times. (\*prices may vary based on region)



**TAG Academy**  
*Learn & Lead*

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\*Prices may vary based on region.

**Coming in 2011!**  
Courses suggested by you. (See course slide for details)

[www.tagacademy.com](http://www.tagacademy.com)



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## New Directions in Law Firm Website Development

Robert Algeri, Great Jakes Marketing



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**General Legal Marketing/Business  
Development Discussion**  
(group discussion)



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**TAGLaw**<sup>®</sup>

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**Marketing & Business Development  
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**October 14, 2010**

# New Directions in Law Firm Website Development

GREAT ★ JAKES

Great Jakes | 41-51 East 11th Street, Floor 11 New York, New York 10003 | 212.699.3684

About a year ago we realized that the business landscape for law firms was undergoing a major shift.

In response to the changing times, we decided to *entirely rethink the law firm website* and adapt it to today's business environment.

So, what I'd like to do with you today is share with you

1. some of the **observations that we made**, and then
2. what we see as the **new directions law firm website development are heading towards**.

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Last year we had reason to take a step-back and reconsider the law firm website.

We took a good, hard look at the websites we had developed, as well as those created by our competitors.

And we discovered 2 main things...

### Observations:

- Law firms grappling with a new business landscape.
- Law firm websites have not evolved significantly.

## Observation 1: New Business Landscape

- Tech-savvy lawyers, and clients
- A wider (and more competitive) market
- Emergence of social media
- The Economy

The first observation, which was the most profound was that law firms were grappling with a new business landscape.

The way that law firms do business and how business is developed was undergoing a major shift.

We saw that the roots of this New Business Landscape were 4 things:

- **Tech-savvy lawyers, and clients.** The newest crop of attorneys (and many your clients!) have been on the internet for their entire professional lives. They're not afraid of technology and their expectations for how that technology needs to work for them is pretty high.
- **A wider (and more competitive) market.** For a variety of cultural and technological reasons, clients are now increasingly willing to engage attorneys outside their immediate geographic area.  
What this means is that they can find an expert with just the right skill-set and experience to solve their issue; no matter where in the world they are located.
- **The emergence of social media.** Marketing platforms such as blogs, LinkedIn and Twitter have matured to become effective marketing tools for attorneys. Their use, while viewed as purely supplemental today, is expected to only grow in importance. **A recent study by the ABA found that 77% of attorneys between the ages of 30-39 are actively using social media.**
- **The economy.** Right around the time technology and the internet made all this possible, Like a perfect storm the Great Recession happened and accelerating everything and spurring firms to reconsider how they do business, and get business.

So. This new business landscape was the 1<sup>st</sup> thing we discovered.

**Observation 2:** Website paradigm (the basic structure) has not changed.

The 2<sup>nd</sup> thing we found was that

The website paradigm (the basic structure) that law firm websites employ hasn't really changed all that much in the past 7 or so years.

Early law firm websites were essentially online versions of a firm's brochure.

Since then, they have evolved; however, the basic goal has remained constant: to help brand the firm.

Here's an example of what I'm talking about...



Lot's of info about firm.


- Firm's annual review
- Achievements in Diversity
- E-Learn Series
- Lead Director Network

No doubt, all of this is important for the firm and helps to define the firm's brand, but its very firm-centric.

From a prospect's perspective, it all may be a bit too much too soon.

If I'm a prospect for the firm, I'm probably coming to the website for a specific purpose. Most likely to **learn more about an attorney**.

But...

LAWYERS / PROFESSIONALS			OFFICES
Search		<b>Meghan Magruder</b>  Partner mmagruder@kslaw.com Phone: (404) 572-2615 Fax: (404) 572-5100  <a href="#">Download v-Card</a> <a href="#">Download Bio</a>	Atlanta 1180 Peachtree Street, NE Atlanta, GA 30309-3521 Phone: (404) 572-2615
Retired Partners			
Biography			
<b>Bio   Publications   News</b>			<b>PRACTICE AREAS</b>
<p>Meghan Magruder is a Senior Partner in King &amp; Spalding's Atlanta office and a member of the Business Litigation Practice Group. Ms. Magruder represents corporate clients in insurance coverage and complex commercial litigation matters.</p>			Commercial Disputes Litigation
			Consumer Class Action
			Energy and Natural Resources
			Subprime and Capital Markets
			Insurance Coverage and Recovery
			Corporate Plaintiffs Litigation
			Directors' & Officers' Liability Litigation
			Domestic Arbitration/ADR
			Environmental Litigation
			International Arbitration
			Pharma: International Arbitration
			Pharma: Products Liability / Mass Tort
			Toxic Tort Litigation
<p>Ms. Magruder has more than twenty-five years of experience handling complex commercial litigation matters with particular emphasis in insurance coverage, contract and indemnity disputes, mass tort defense and product liability litigation. She handles multi-party, class action, and multi-jurisdictional litigation and various forms of dispute resolution. She also provides clients with counseling on preventative litigation strategies, and advises policyholders on a wide variety of insurance and risk management matters. Ms. Magruder is listed in <i>The Best Lawyers In America</i>.</p>			
<p>Ms. Magruder represents policyholders in connection with claims in negotiation, litigation and arbitration including international arbitration. She advises clients with respect to all types of insurance policies and all matters of claims, including commercial liability, all risk, property, directors and officers, crime, employment, environmental errors and omissions and electronics specialty policies. She handles property loss and business interruption claims, and she has been retained by companies to assist with insurance strategies in situations where large numbers of cases and class actions, such as consumer class actions, asbestos and other toxic tort litigations have been filed. Ms. Magruder also counsels clients on review of their insurance programs and adequacy of coverages.</p>			
<p>Ms. Magruder also has substantial experience representing clients in a variety of commercial litigation areas. Ms. Magruder was lead trial counsel in a winning judgment and zero recovery in connection with a federal litigation involving over \$100 million in property damage claims brought against her client. She was also recently lead counsel in an international arbitration in London in connection with a dispute brought by European insurers against her Texas-based energy client.</p>			
<p>She also represents clients in a variety of mass tort and product liability matters. For example, she recently represented a major pharmaceutical company involved in numerous product liability and class action consumer fraud cases. She is national coordinating counsel for major companies involved in benzene exposure litigation. She also defends companies in asbestos and lead litigation, and she has represented a building</p>			

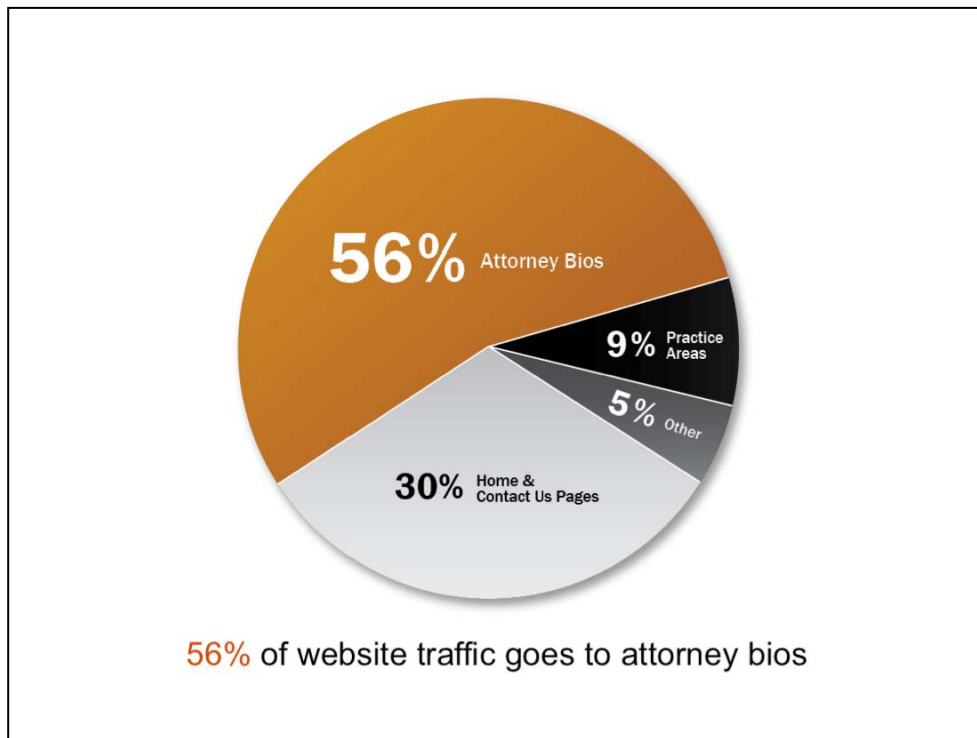
But, as we drill down to the attorney bios, what we usually find is an attorney page that looks like this. We call this the **one-size-fits-all format**.

Everything that this senior attorney with 25 years of experience needs to communicate about her expertise needs to fit between these two blue bars.

When we consider that Meghan's experience and her relationships are what's bringing in the firm's business, this "one-size-fits-all" approach website format, where so much attention has been placed on supporting the firm, and not so much on Meghan -- doesn't seem to make sense anymore...

BUT the other reason that this doesn't make sense in this new business landscape is because

The majority of the traffic going a law firm's website goes to the attorney bio section!



We did a study of the law firm websites that we hosted and found that 56% of the traffic on the website happens the attorney bio pages.

I've discussed this stat with many CMOs over the past few months and what I hear is that this is low. They report 70% or more.

A 2009 survey of general counsel showed:

- 100% of the respondents said that they visited a law firm's website when evaluating and purchasing legal services
- 90% said that the attorney bios section is the most important section of a law firm's website – and the one they visit most.

\* 2009, Wicker Park Group survey of general counsel at major companies

We also know from other studies:

- 100% of the respondents said that they visited a law firm's website when evaluating and purchasing legal services
- 90% said that the attorney bios section is the most important section of a law firm's website – and the one they visit most.

### What we learned:

- New business environment.  
Changing the way potential clients find attorneys.
- Websites haven't changed.  
Spotlight on the firm, not so much on attorneys.

So, to quickly summarize what we observed...  
Our research showed that there's:

1. A new business environment that is completely changing the way potential clients find lawyers.
2. A website format that may not be helping attorneys grow their practice as much as it could be because it puts the spotlight on the firm, and not so much on the attorney.

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So, with all that in mind, imagine if you will...

### Imagine... Share the spotlight

- Firms:
  - Continue to build the firm brand
- Attorneys:
  - Communicate depth of experience
  - Build their reputation

Imagine... a scenario where firms could have a website that would:  
Share the spotlight evenly between the the FIRM and the ATTORNEYS

Allowing the FIRM to continue to build their brand, but also  
Providing tools for ATTORNEYS so that they can

- 1) communicate depth of experience
- 2) build their reputation

---

We thought about **that** possible website and concluded that the KEY to achieving a website that addressed all this was to **rethink the attorney bio**.

The **one-size fits-all attorney bio** is too easy. And as website developers we need to do better. Because every attorney is different.

We shouldn't expect that each attorney will grow their practice the same way.

So, what if every attorney had – **instead of a one-page bio – a small website?**  
A MicroSite that they could use to position themselves and grow their practice online.

### Attorney Microsites

- Small, customizable websites for each attorney
- Fits within the firm's larger website
- Can have any number of pages
- Can include any type of information

That's what we're predicting. We believe that the **future of law firm websites will include Attorney-Microsites** –

Multipage attorney bio sections —

1. essentially, small, customizable websites for each attorney
2. that fit within the firm's larger website.
3. An attorney's microsite could be configured to have any number of pages and
4. any type information that will help that particular attorney develop new business.

So how would this work? Well here's some examples....



1. The Thought Leader. Builds his reputation by writing and speaking. His microsite showcases Publications, Presentations, Blog, Case Studies



2. The Charismatic Rainmaker. Her microsite includes video clips, photos and social media feeds from LinkedIn and Twitter.



3. The Senior Partner. His microsite consists of only a single page of biographical information.

**Attorney 1 - The Thought Leader.** This attorney has a brilliant legal mind and builds his reputation by writing and speaking. His microsite would showcase his intellectual talents by including pages for Publications, Presentations, Blog, Case Studies – in addition to basic biographical information.

**Attorney 2 - The Charismatic Rainmaker.** This attorney is both smart and charming, and the media loves her. In addition to basic bio information, her microsite includes a page of video clips of her television appearances and photos of her shaking hands with politicians and business moguls. She might also want to showcase her social media activity by including feeds from LinkedIn and Twitter.

**Attorney 3 - The Senior Partner.** This seasoned attorney doesn't need to spend much time marketing. As a result, his microsite consists of only a single page of biographical information.

### Why Attorney-Microsites?: A better business tool

- Repository
- User Experience
- Social Media Integration
- Differentiation

Repository – as marketers we’re telling attorneys to go out there and network, get involved, write articles, start a blog. But all this activity and thought-leadership is scattered. The micro-site concept allows there to be a repository for all this. Finally, there’s a natural place to put that attorney’s video, or photo-gallery, or article, or podcast, or even the their social media activity...

In-house Counsel user experience – because all the attorneys activity and thought leadership resides in one place, we’ve made it easier for the business owner or in-house counsel visiting her page to understand the depth of her expertise and expertise; because it’s all easily seen in one place.

Social Media Integration – the microsite paradigm allows for the seamless incorporation social media into the online bios and/or practice areas.

Differentiation – a means by which your firm’s attorneys (and practice areas) can differentiate themselves from their many competitors.

### Great Jakes Thought-Leadership:

- [Law Firm Websites: The Next Generation](#)  
Published in: Strategies-The Journal of Legal Marketing
- [The Future: A New Business Landscape for Professional Service Firms](#)
- [iPhone-Friendly Websites: Should law firms bother?](#)
- The Great Jakes Blog. Recent posts:
  - [Attorney Bio Photos – A Survey of 10 Firms](#)
  - [The future of attorney bios. How personal is too personal?](#)
  - [Attorney bios in the age of Facebook.](#)
  - [The law firm pedigree bubble is bursting.](#)
  - [Brace yourself for the backlash against social media marketing](#)

Repository – as marketers we’re telling attorneys to go out there and network, get involved, write articles, start a blog. But all this activity and thought-leadership is scattered. The micro-site concept allows there to be a repository for all this. Finally, there’s a natural place to put that attorney’s video, or photo-gallery, or article, or podcast, or even the their social media activity...

In-house Counsel user experience – because all the attorneys activity and thought leadership resides in one place, we’ve made it easier for the business owner or in-house counsel visiting her page to understand the depth of her expertise and expertise; because it’s all easily seen in one place.

Social Media Integration – the microsite paradigm allows for the seamless incorporation social media into the online bios and/or practice areas.

Schedule an appointment:

Great Jakes has entirely reconceived the law firm website. Our new approach is called the *Rainmaker Focused Website*.

I'd enjoy the opportunity to show you an example.  
Please call me to set up a time to speak:

Robert Algeri, Partner  
Great Jakes Marketing  
212-699-3684  
[ralgeri@greatjakes.com](mailto:ralgeri@greatjakes.com)

Repository – as marketers we're telling attorneys to go out there and network, get involved, write articles, start a blog. But all this activity and thought-leadership is scattered. The micro-site concept allows there to be a repository for all this. Finally, there's a natural place to put that attorney's video, or photo-gallery, or article, or podcast, or even the their social media activity...

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**GREAT ★ JAKES**

# Strategies

07.10  
V12.N07  
The Journal of Legal Marketing

## The Next-Generation Law Firm Website.

Attorney Bios Will Grow into Attorney Microsites



By Robert Algeri

**P**owerful forces—both business and cultural—are causing law firms to rethink their approach to business development. One result is that law firm websites, which have evolved very little over the past decade, are about to undergo a little revolution.

### What will this Revolution Bring?

I predict that attorney bios will expand significantly. The one-size-fits-all, single-page attorney bio will be relegated to the dustbin of legal marketing history. And it will be replaced by something much more robust: *the attorney microsite*.

### What Exactly is an Attorney Microsite?

Attorney microsites are multipage attorney bio sections—essentially, small, customizable websites for each attorney that fit within the firm's larger website. An attorney's microsite could be configured to have any number of pages and

any type information that will help that particular attorney develop new business. For instance, let's take a look at how three different attorneys might configure their microsites:



#### The Thought Leader.

This attorney has a brilliant legal mind and builds his reputation through an effective

blend of writing and speaking. As a result, his microsite would showcase his intellectual talents by including pages for publications, presentations, blogging, case studies, and links to valuable third-party resources, in addition to basic biographical information.



#### The Charismatic Rainmaker.

This attorney is both smart and charismatic. In addition to basic bio information, her microsite

includes a page of video clips of her television

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## *If attorney bios are the most important and most visited section of law firm websites, why do so many firms neglect them?*

---

appearances and photos of her in the company of politicians and business movers and shakers. She might also want to showcase her social media activity by including feeds from LinkedIn and Twitter.



### **The Senior Partner.**

This seasoned attorney has a solid reputation and an established client base, and thus doesn't need to spend much time marketing. As a result, his microsite consists of only a single page of biographical information.

Because no two attorneys are identical, the benefits of a customizable attorney microsite appear to be self-evident (when compared to the traditional one-page attorney bio).

However, even if you accept that microsites offer a better marketing platform, you may be asking yourself: Who is going to see these things? *Is it really worth the money and effort to create these microsites?*

The answer is yes. And the statistics are compelling.

### **Who Visits Law Firm Websites?**

According to a 2009 survey of general counsel at major companies performed by the Wicker Park Group, law firm websites played a surprisingly large role in the process of selecting outside counsel. The survey's revelations include:

- ▶ 100 percent of respondents visited a law

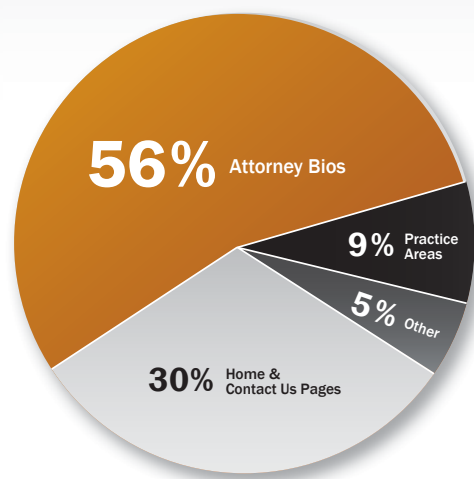
firm's website when evaluating and purchasing legal services.

- ▶ 90 percent said that the attorney bios section is the *most important* section of a law firm's website—and the one they visit most.

The Wicker Park survey confirms what most law firm marketers have known for years. My marketing firm recently ran the traffic data for several law firm websites that we manage. We found that 56 percent of page views occur in the attorney bios section. Some major law firms that we have spoken with report that over 70 percent of their traffic occurs in the attorney bios section. All of which beckons the question: *If attorney bios are the most important and most visited section of law firm websites, why do so many firms neglect them?*

The traffic data alone are enough to suggest that marketers will pay more attention to the attorney bios in the future. However, a variety of converging business trends could make the adoption of microsites inevitable.

### **56% of website traffic goes to attorney bios**



## A Shifting Landscape

Early law firm websites were essentially online versions of a firm's brochure. Since then, they have evolved; however, the basic goal has

remained constant: to help brand the firm. Now things are changing. Firms expect their websites to do more, and this includes helping individual attorneys build their practices. This new thinking

# More Than a Bio... An Attorney Microsite

Attorney microsites are essentially small websites for each attorney that fit within the firm's larger website. Microsites can easily be customized to the specific marketing needs of each attorney.

- ▶ Each attorney's microsite can be easily configured to have any number or type of pages.
- ▶ Each microsite acts as a repository for the attorney's thought leadership work (articles, presentations, case studies, videos).
- ▶ A microsite can easily integrate all of an attorney's social media activities (blogs, LinkedIn and Twitter).

The screenshot shows a web browser displaying the Bond LLP website. The top navigation bar includes links for Attorneys, Practice Areas, About the Firm, Careers, and Contact Us. The main header area features the Bond LLP logo and a navigation menu with links to Curriculum Vitae, Cases, Publications, Speaking Engagements, LinkedIn, Twitter, and Blog. The central content area is titled "Gregory Anderson Partner" and contains a detailed biography of Mr. Anderson, his practice areas (Litigation and Real Estate Law), and his bar admission information (New York, 1975; U.S. District Court, Southern District of New York, 1975; U.S. District Court, Eastern District of New York, 1975). To the right of the text is a portrait of Gregory Anderson, a man in a suit and glasses. Below the portrait are social media links for LinkedIn and Twitter, along with contact information including a phone number (212.444.4555) and an email address (ganderson@bondlaw.com).

**Bond** LLP

Attorneys Practice Areas About the Firm Careers Contact Us

Share This Page +

## Gregory Anderson Partner

Curriculum Vitae Cases Publications Speaking Engagements LinkedIn Twitter Blog

For more than thirty years, Mr. Anderson has handled a variety of litigation from trials through appeals, in all courts in New York with respect to every aspect of real estate law. These matters include partnership disputes; transaction disputes; disputes between cooperative and condominium boards and shareholders and owners; disputes between boards and sponsors and professionals and contractors; and commercial and residential disputes concerning conditions, terms of lease, and the like.

He has served as a volunteer Special Master in Supreme Court, New York County mediating real estate disputes in pending actions since May, 1997, and as a volunteer Judge at New York University Law School's moot court program since 1981.

**Practice Areas**

- > [Litigation](#)
- > [Real Estate Law](#)

**Bar Admission**

- > New York, 1975
- > U.S. District Court, Southern District of New York, 1975
- > U.S. District Court, Eastern District of New York, 1975

**Gregory Anderson**

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Join My LinkedIn Network

Follow Me on Twitter

is being ushered in by a variety of powerful forces including:

- ▶ **Tech-savvy lawyers, and clients.** The newest crop of law firm partners (and many of their clients) have been on the internet for their entire professional lives. They are demanding a more robust online marketing platform.
- ▶ **The economy.** As with any substantial reversal of the economy, The Great Recession has forced law firms to reconsider how they do business—and find a better way. As a result, more firms are embracing web marketing techniques.
- ▶ **A wider (and more competitive) market.** For a variety of cultural and technological reasons, clients are now increasingly willing to engage attorneys outside their immediate geographic area. As more business is pitched remotely—to prospects whom the attorney may have never met in person—lawyers will need more potent ways to market themselves online.
- ▶ **The emergence of social media.** Marketing platforms such as blogs, LinkedIn and Twitter continue to mature as effective marketing tools for attorneys. Their use, while viewed as purely supplemental today, will only grow in importance.

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*As more business is pitched remotely—to prospects whom the attorney may have never met in person—lawyers will need more potent ways to market themselves online.*

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We're entering an era in which websites, blogging and social media will be central to the business development efforts of nearly all attorneys. This is a seismic shift. And it presents an enormous growth opportunity for those firms that embrace the new marketing landscape—and master it.

*Robert Algeri is a partner at Great Jakes Marketing Company, which develops websites and web-centric marketing strategies specifically for law firms and other professional service firms. He is also co-chair of the Technology Committee of LMA's New York Chapter and is a past board member. Robert can be reached at 212/699-3684 or at [ralgeri@greatjakes.com](mailto:ralgeri@greatjakes.com). To read more about his firm's contrarian approach to law firm marketing, visit his blog: [www.greatjakes.com/blog](http://www.greatjakes.com/blog).*