



**Legal Services & Online Reputation Management**

## 1. ONLINE REPUTATION MANAGEMENT OVERVIEW

With the Internet having become an integral part of everyday life online reputation management (ORM) is becoming a must for both businesses and individuals. Search engines and the rapidly growing social medias play a vital role in shaping online reputation. This raises the importance of adequately managing the information online in order to build a positive image, presenting you to the world in the best light possible.

### *Businesses and Corporations*

No matter what field you are in – health care, finance, legal services, etc. - you want to leave the public with a good impression of your organization. Working towards captivating the growingly active online audience is an integral part of any good business model. A strong ORM strategy can position your company ahead of competitors and establish it as the best in its field. Underestimating the power of your online presence is no longer an option.

### *Individuals*

Just like companies individuals need to maintain a positive image online. Lawyers, paralegals, secretaries, assistants, barristers, directors, solicitors can all suffer from the detrimental effects of negative content about them online. A good ORM approach and Internet strategy can work towards building an individual's positive online reputation and thus serving as a great tool for their future aspirations.

## 2. SEO & SOCIAL MEDIA

### 1) SEO

Search engine optimization or SEO is the practice of improving a website's or a link to a website's visibility and relevance in the listings of search engines. It is an excellent and efficient marketing tool aimed at driving traffic to your website. The work of a SEO practitioners involves attempting to analyse how search engines, such as Google, Yahoo or Bing, decide which site goes where. Meaning: why does one site come up on the first page while another shows up on page 15? Following this, practitioners implement changes to the website in order to influence how search engines will rank the site in relation to specific terms.

Ranking well on organic search results is extremely important for companies or businesses, which highly depend on their website to drive sales or attract new customers.

## 2) Social Media

The impact that social media has had on our lives in recent years is apparent to everyone with access to the Internet. It has turned into a powerful marketing tool, which provides businesses with vast exposure, as well as interaction with past, present or future customers. Social media sites are free and reach a wide and active demographic with which any company can establish a two-way conversation. Thus it is important that businesses utilize the advantages of social media in order to provide good customer service, up-to-date information and solidify the brand's image.

## 3. LEGAL SERVICES & ORM

Reputation can make or break a business. The Internet has fostered an online community where people can review, rank and discuss different businesses, services and products. This highlights the importance of maintaining an excellent profile online, which will attract new clients and will illustrate that you and your business provide the best legal services. A strong and positive online reputation is important as it communicates to clients' professionalism and reliability.

A good online reputation management strategy can position your firm or business ahead of competitors. Utilizing the help of ORM specialists, such as BEYOO ONLINE, will give you a competitive edge. We can:

- build, monitor and develop your digital image and reputation;
- construct a responsive website which will engage your audience;
- employ SEO techniques which will bring information relevant to your business at the top of search engines results;
- implement a social media and Internet strategy to engage directly with your audience, as well as expose them to your products and services in a fun and creative way;
- provide you with daily, weekly, monthly or quarterly reports of the state of your online reputation;
- take measures to prevent and minimize risk and crisis situations.

## 4. FACT

- 78% of business-decision makers search for lawyers online
- 65% of consumers begin lawyer search using search engines, websites and social media.
- In small firms 71% of employees rely on social media for new business.
- According to research Twitter is becoming the key referral source for lawyers.
- Firms are increasingly using Twitter and Facebook as ways to broadcast their news and promote the services they can offer
- 40% of Scottish lawyers are believed to now have a LinkedIn profile

- Legal Blogging or 'blawging' is being increasingly used with approximately 8-12% of Scottish firms now blogging through their website.
- Research shows that 44% of the law firms listed 'lack of time' as the biggest obstacle to their use of social media.

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BEYOO ONLINE [**bi**: **ju**]: The process of joining two or more things together to form one entity...Be yourself!