

Report to Legal Management

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What Corporate Counsel Look For in a Law Firm Web Site



Virginia Grant

By Virginia Grant

Law firms doing business with corporate counsel — Listen up! Your web site should serve one main function: to inform.

An in-house lawyer will contact you, and ultimately retain your services based on your firm's competitive capabilities. Your web site is a key medium to differentiate your firm from others based on your particular experience and expertise. Don't waste this opportunity by filling your site with canned platitudes. Be clear. Be specific. Give examples.

Below is a list of eight key elements corporate counsel look for in a law firm's web site.

- 1. Practice Specifics:** Provide details regarding the type of legal services handled, size of deals, industries served, representative clients, etc.
- 2. Attorney Experience:** Be specific about each attorney's experience, but don't oversell. Concrete examples of past case-work are most effective.
- 3. Industry Knowledge:** Demonstrate clear understanding and knowledge of specific industries and businesses.
- 4. Work Samples:** Show them your stuff — include articles authored by attorneys in the firm, white papers, work product, etc.
- 5. Billing Policies:** Explain how the firm bills, i.e., flat fee, contingency, hourly, etc. (Don't say: "We'll do whatever you want us to do.")

- 6. Diversity:** Describe the firm's commitment to diversity and provide supporting numbers.
- 7. Testimonials:** Include results of a recent client survey or other client comments.
- 8. Easy Access:** Provide specific contact information for each office location, practice group and attorney. Consider using downloadable Microsoft Outlook V-(business) cards.

The more effort a firm puts into its web site, the more positive responses it should expect. ♦

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