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Use your business and professional activities, such as publishing articles, to change the information on your social media pages

only rises on Google's ranking but the firm experiences more inquiries and activity.

Here are some important things to do to keep your website consistently content fresh:

KEEP YOUR PROFILES CURRENT. Not only do you want to maintain an accurate and current website biography/profile, you must also keep your social media profiles such as LinkedIn up to date.

If you are an active networker and engaged in business and professional organizations, opportunities abound for updating your bio.

- Making a professional move (new firm; new title; ascending to leadership)
- Joining a new organization

- Assuming a committee leadership role in a trade/legal/business association
- Receiving any type of award
- Published works
- Giving a presentation
- Earning a new professional designation/certificate
- Pro bono cases
- A noteworthy case settlement and/or verdict.

BLOGGING. The more, the better. Not only does blogging provide a platform for demonstrating a lawyer's areas of expertise, it can also serve as a repository of relevant content to which you refer clients, contacts, key influencers, media and anyone who has a need to learn more about a particular area of your practice. Maintaining a blog will, over time, be an effective credentialing tool as well as highly useful SEO (i.e. Search Engine Optimization: a tool for getting traffic from search results on search engines) as it gives Google a reason to constantly index your site. It's a must do!

WINS/SETTLEMENTS. While some lawyers shy away from heralding their own successes, listing a

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Who uses social media?*

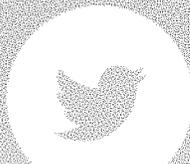
Total number of users:

73

PERCENT OF
ADULTS ONLINE



LINKEDIN:
238+ MILLION
USERS



TWITTER: 232
MILLION MONTHLY
ACTIVE USERS



FACEBOOK: 1.19
BILLION MONTHLY
ACTIVE USERS



GOOGLE+: 300
MILLION MONTHLY
ACTIVE USERS

* Compiled by Jaffe

