



Leverage your Lawyers.comSM investment to establish credibility, boost visibility and generate more leads

"The Ask a Lawyer site provides me with new leads from several different sources... even more important is the fact that my answers on the site are visible and indexed on the major search engines... we're seeing increased referral traffic on our firm's website from the Ask a Lawyer posts."

— David L. Gibbs, Esq.
The Gibbs Law Firm, APC

Ask a Lawyer on Lawyers.comSM

With 34 million consumers visiting Lawyers.comSM annually seeking legal assistance¹, having a profile on Lawyers.com is clearly a smart choice. Highlight your legal knowledge and capitalize on your investment in your Lawyers.com profile by participating in **Ask a Lawyer**, the Lawyers.com online legal advice forum.

More than a third of consumers who sought an attorney in the past year used an online legal advice forum at the beginning of their search process.² So participating in **Ask a Lawyer** is a great way to reach an engaged audience and increase the lead generation potential of your profile.

Ask a Lawyer helps you offer legal guidance and capture the attention of potential consumers quickly and easily. Participate to:

- Increase visibility
- Demonstrate credibility
- Boost your search engine rankings
- Drive more traffic to your Lawyers.com profile and firm website

¹ LexisNexis Self-reported Web statistics, 2012

² The Research Intelligence Group (TRIG), "Attorney Selection Research Study," March 2012.

"It's very easy. Participating in the program has already led to three clients retaining my office."

— Diana L. Anderson
Carluccio, Leone, Dimon, Doyle & Sacks, L.L.C.

"I like that consumers get helpful information while the attorney helps build a Web presence and increase SEO by contributing."

— Mark J. Markus
Law Office of Mark J. Markus

Reach an engaged audience and improve your bottom line

Thousands of questions are posted each month at **Ask a Lawyer** on Lawyers.comSM. Just sign up once and then answer as many questions as you choose.

- **Link-building opportunities** let you connect your **Ask a Lawyer** responses to your Lawyers.com profile, blog, firm website, and to legal references and resources.
- **Archived responses** published on Lawyers.com provide potential clients who ask similar questions further insight into your expertise.
- **Email notifications** of questions in your area of expertise alert you to opportunities to respond and give you the flexibility to answer at your convenience.
- **Mobile access** allows you to read and answer questions 24/7/365 from your mobile device.
- **Follow-up functionality** increases engagement by allowing consumers to ask for more information.
- **Ask a Lawyer RSS feed** automatically adds fresh content to your website and blogs.

Build an online presence that's visible, credible and engaging

Extend the performance of your Lawyers.com investment at no additional cost. With control over the content and volume of your **Ask a Lawyer** responses, you can go broad or focus on your area of expertise in your state—the choice is yours.

Let Ask a Lawyer help you to:

- **Increase visibility**
Answer consumer inquiries within your practice area and geography—your responses are published instantly to Lawyers.com and are highlighted on the **Ask a Lawyer** landing page.
- **Demonstrate credibility**
Establish your law firm as an authoritative source of legal information while creating rapport and gaining the trust of potential clients.
- **Boost your search engine rankings**
Improve your SEO with links from your responses to your Lawyers.com profile, blog, firm website and more.
- **Drive more traffic to your Lawyers.com profile and firm website**
Attract potential clients to the online destinations featuring your firm and its specific expertise.
- **Leverage fresh content**
Reuse your answers for your own blogs, quickly improving your position in organic search results.
- **Earn advertising rewards**
Participate frequently in the program to earn targeted ads in search results and high-exposure banner ads on Lawyers.com.

Find out about Ask a Lawyer on Lawyers.com today!

For more information, email us at askalawyer@lexisnexis.com or call 1.888.871.8813.

