

TL NewsWire™

Hot new products for lawyers and law office administrators.

Compare Your Web Presence to That of Your Competitors

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Having a web site nowadays is just table stakes. For your web site to help you win new clients, it must rank well in Google and other search engines. You should also leverage legal directories and social media. To prevent wasting time and money, you must continually analyze data to identify areas for improvement. Furthermore, online marketing is a zero sum game so you must also keep track of your competitors. Large law firms hire one or more people for their market intelligence needs. By contrast, most small law firms can't afford these salaries. Fortunately, you can track all of this data and more with a new iPad app.

Martindale-Hubbell Competitive Essentials ... in One Sentence

Launched in March, [Martindale-Hubbell Competitive Essentials](#) enables you to analyze your law firm's web presence, and compare it to that of your competitors.

The Killer Feature

When you open the app, you see a dashboard with all your key metrics. For example, the number of visits to your web site, Lawyers.com and Martindale-Hubbell profiles, and Facebook, Twitter, and other social media accounts. At a glance, you can also see your domain authority and search engine rank for key web pages (including inbound links, the most important "signal" Google uses for ranking). If you haven't completed your Lawyers.com and Martindale-Hubbell profiles, the

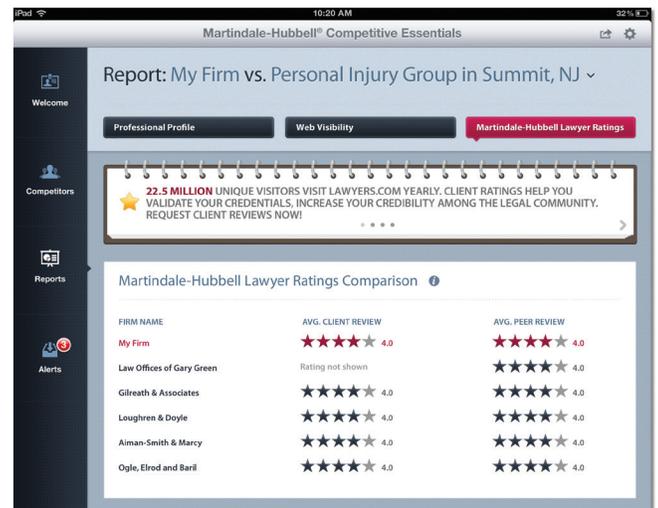
dashboard informs you as to how much remains unfinished and provides optimization tips.

Other Notable Features

From this dashboard, you can begin drilling down further. For example, you can see how your web site ranks on Google for keyword searches (e.g., Hamp-ton's real estate lawyer). You can also obtain statistics for your social media accounts, and see how many leads you've obtained and their origin.

As its name suggests, Martindale-Hubbell Competitive Essentials enables you to compare your web presence to that of your competitors. You start by finding your competitors and saving them to your account. You can quickly add law firms you already know about, and then find others by searching within your geographic area and by practice areas. Once you create a list of competitors, you can compare all of your statistics (see above) to theirs. Once you know your relative status, you can take action to improve.

"The ability to easily see where your law firm ranks online against your competition can help you understand which aspects of your marketing plan are working well and where you need to engage



in some fine-tuning so that you can bring in more new business," LexisNexis Martindale-Hubbell Director, Acquisition Marketing Lydia Pickens told us.

What Else Should You Know?

You can download Martindale-Hubbell Competitive Essentials from the App Store for free. However, the app requires a Lawyers.com Professional Profile (as opposed to a free Lawyers.com profile) so you'll want to create a Lawyers.com Professional Profile first if you don't currently have one before using the app.

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