Lawyers Guide to Marketing on the Internet
Authors: Gregory Siskind and Deborah McMurray

Reviewed by Sophia Lisa Salazar

Ready to navigate the web? This book gives you a clear roadmap

A practical guide to how to develop an online presence for your business, this book is full of workable guidelines and solid examples on how to best tackle building a web site.

Most under-estimate the amount of resources required to build a successful online presence in today’s uber-viral world. Siskind and McMurray understand that just like building any other aspect of a business, a firm web site takes planning, time and financial commitment.

The book covers all aspects of internet marketing from positioning, branding and campaign marketing. The authors also spend a good amount of time guiding the reader through the “under the hood” elements of a web site, introducing lawyers to the concepts of web platforms, hosting services, responsive design and search engine optimization.

Siskind and McMurray are fearless in challenging industry standards, pointing out ways to stand above other law firm web sites. Analyzing the results of McMurray’s Content Pilot 2016 Global 50 Websites Study, these two identify opportunities for lawyers’ web sites to shine. Siskind and McMurray show that they “get it” by looking at web page markup tags and Google snippets to show lawyers how to build a site that can stand above the rest.

This book goes below the surface of creating a pretty web site that has the standard “About Us”, “People Search” and list of practices. This team teaches lawyers how to better market their business online by building a site built with a solid foundation of content optimized for search engines, designs responsive to all mobile devices and integrated marketing campaigns that support and drive traffic back to web site.

Siskind and McMurray realize that digital marketing is not just about a web site—it is the integration and interaction between all marketing channels, including social media. There is an entire chapter dedicated to social media best practices and another devoted to videos, podcasts and webinars.

One section that could have been expanded upon was the chapter on analytics. Analytics is the “show me the money” part of the web, where digital marketers can show lawyers how to analyze their web site traffic to identify potential business opportunities. Analytics also acts as the web’s life support system to ensure that the site is working the way it should be. The team provided a good general overview of analytics but I would have liked it to have more teeth.
It would also have helpful to include a few sample forms and templates to guide readers through the process of preparing for their web site, building wire frames and a sample analytics report.

Overall, the book was an easy read, broken down into digestible chapters that included excerpts from respected legal industry leaders in web, social media and public relations. If new to the field of online legal marketing or interested in building a new firm web site, this book is an excellent overview of what is needed to build a well-functioning site.

Lisa Salazar is a digital marketing specialist with over 15 years of legal marketing experience and a proven success in managing a digital and creative team in the execution of complex, global projects. A co-founder of Three Geeks and a Law Blog, she is a licensed attorney in the State of Texas.