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Lawyers: Are You Monitoring Your Online Reputation?

Now that the internet gives us instant access to information, it is critical that you are aware of how to develop and monitor your reputation. People are talking about you and your law firm; you need to know what they are saying.

What follows are 4 suggestions to help you not only track what others are saying about you online, but also how you can help build your reputation and position yourself as a thought leader.

1. Create a blog and regularly contribute to it - By writing articles about the fields of practice you work in is a great way to build trust and reputation. Others will look to you as an expert and you will build a great catalog of material to "show off" to prospective clients.
2. Sign up for Google Alerts - With Google's free tracking tool, you can submit terms you want to keep track of. By entering in your name, the name of your law firm, competitors, etc. Google will email you results when new instances of the words you are tracking appear on the internet. This is a convenient way to monitor what is being written about you and your firm.
3. Check Twitter - Twitter allows you to search the stream and follow when others are talking or mentioning you or your law firm. Some desktop Twitter tools such as TweetDeck will allow you enter search terms that will automatically populate when they are found. Utilize the Twitter stream to your advantage.
4. Involve yourself in social media - Take time to answer LinkedIn discussions and questions. Submit blog posts to Digg.com. Friend other professionals and lawyers on Facebook. Taking part in these activities will establish connections and build your reputation.

The online community is an extension of how people interact in the real world. If you take time to establish yourself and gain credibility, it will benefit you should anyone attempt negative conversation about you.

Negative comments and conversation should be tracked and viewed as an opportunity to address the problem and win people over. Often times how you react and handle bad situations is a better reflection of you and your law firm than how you act when things are going well.

When you put forth effort into establishing and developing your online reputation you will see potential clients turning into actual clients. Establishing trust and monitoring is essential in the online community.

Our [attorney seo](#) program is based on transparency and accountability. With too many [attorney seo](#) program out there over promising and under delivering, isn't it time you tried one that is accountable to you?

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