

Website Profile Guidelines

Why your profile is important

Before engaging with professional services, prospects will review a company's website and carry out their own research to vet their choices. A key starting point are people profiles, which are typically the second most visited section of a law firm's website after the homepage.

They send a message about how individual lawyers and the firm as a whole can assist prospective clients and are therefore an important reference in the customer decision making process. As such it is imperative that they are well written and effectively communicate the firm's legal expertise.

What to include

When writing your biography have your prospective clients in mind and consider your areas of expertise which will be of most interest to them. It is also an opportunity to highlight relevant matters or cases that you have worked on.

Your profile is not your CV and should focus on career defining moments rather than a plotted history. Don't just talk about yourself, what BDB Pitmans does and how great the firm is. Talk about what we can do for the person reading your profile – people searching on Google are looking for solutions to their problems. Why do they need us to help them?

It is recommended that your profile is made up of the following sections:

1. A description of your role and practice area
2. Career highlights
3. Relevant memberships or professional bodies that you are affiliated to
4. Chambers UK / Legal 500 directory quotes
5. Links to any publications that you have contributed to

What not to include

- Personal information such as hobbies and interests

General writing tips

- Write in the third person
- Begin with the most important information
- Use short, succinct sentences and paragraphs

- Limit each paragraph to one idea
- Use plain English, avoid jargon – write copy that anyone could read and understand
- Use shorter words where possible eg 'begin' rather than 'commence'
- Ask someone else to proofread for grammar, spelling and punctuation
- Include keywords relating to your areas of expertise to help readers pick out key information
- Show, don't tell through specific details and examples. Phrases such as 'highly experienced', 'knowledgeable' and 'committed' are overused – back them up with concrete, quantifiable terms
- Get to the point – visitors want information quickly and easily
- Organise your content so that it has a readable flow

In short, your profile should be a helpful guide for potential buyers of our services.