

Industry Descriptions



We are constantly banging the drum to remind lawyers to look at things from the client perspective instead of their own. Therefore, we highly recommend that, where possible, lawyers and law firms include industry descriptions in their marketing materials. Industry descriptions differ from practice area descriptions. Practice area descriptions discuss your technical capabilities for a specific area of the law whereas industry descriptions discuss how a lawyer can help a client achieve its goals, that the lawyer understands the client's business and needs, and that the lawyer is indeed an expert in that space. Both are important and should be considered to maximize marketing benefits.

We offer the following:

- Create new industry descriptions
- Improve industry descriptions
- Optimize industry descriptions for SEO
- Create industry strategies

Let us know how we can help you create effective industry descriptions.