

CBA Launches New Online Attorney Directory

Update Your Profile to Maximize Visibility

BY LOREN FAYE

The Colorado Bar Association has updated its online attorney directory, formerly known as Find A Lawyer, to Licensed Lawyer. The new directory¹ offers upgraded search technology to more easily connect members with prospective clients.

What's Different?

Similar to Find A Lawyer, which consistently ranked as one of the most visited sections of the CBA website, Licensed Lawyer allows prospective clients to search for and connect with local attorneys. But the new site has more robust search technology, more categories and criteria, and the ability to link social profiles. And it's mobile friendly.

"We are always trying to improve our services to members, and Licensed Lawyer helps to serve our mission to advance attorney practices by improving the ability of the general public to connect with the resources they need," said CBA Executive Director Patrick Flaherty.

When users enter the type of assistance they require, Licensed Lawyer prompts them with specific questions related to their category, worded in plain English rather than legalese. This ability for users to get specific with their legal needs will better match them to attorneys who can best serve them, reducing mismatched connections and wasted effort for both users who are seeking representation and attorneys who have to field calls that aren't relevant to their practice.

Payment options and firm size categories have also been enhanced. For example, "What Method of Payment would you Prefer?" has

eight options for users to choose from (and they can choose more than one).

"The various payment options are for the 70% of the population who don't believe they can afford a lawyer, but in fact, can," says CBA's Access to Justice Director Kathleen Schoen, who oversees the Modern Law Practice Initiative. "Modern lawyers are more client focused, and looking for ways to make their services affordable, such as offering flat fees for certain services, or limited scope representation. This new directory helps illustrate the innovation and cost-effective services thriving law practices employ to draw more business."

Users can contact attorneys directly from their profile by sending an email, following a link to the practice's website, or calling them directly.

Attorneys will also be able to easily get an Activity Report on their dashboard from the past 30 days to see how many times their name

comes up in full, geographical, and practices searches, as well as how many times their profile has been viewed.

Updating Your Profile

All attorneys who had profiles on Find A Lawyer were migrated to the new Licensed Lawyer website, but all members are asked to update their profiles. New categories and fields that aren't refreshed will remain blank, which will reduce an individual's compatibility and visibility on executed searches.

To update attorney profiles, members should go to cobar.org and click on the Licensed Lawyer icon, using the same name and password as the CBA member login. Alternatively, members can go to the former Find A Lawyer website, which will take them directly to their Licensed Lawyer personal dashboard. Forgotten passwords can also be reset by clicking "Forgot Password."

Once in their personal profile, users may choose "Update Your Profile" or "Update Your Profile Wizard." The "Update Profile" option allows users to pick and choose what information they would like to update, or update one or two areas easily. It is recommended that for first-time updates, users select the wizard to ensure all the information is up to date and new fields aren't accidentally left blank.

Creating a Bio that Stands Out

Now is certainly a good time to make sure your bio is not only up to date and accurate, but is easy to read by clients and reflective of you. In general, clients are hiring you, not your firm, and all things being relatively equal in terms of cost, experience, and location, the average

Profile



Margaret Haywood

Bar #: 123456

Colorado Bar Association
1900 Grant St Ste 900
Denver, CO 80203-4336
P (303)860-1115

[GET DIRECTIONS](#)

[VALIDATE LICENSE](#)

Is Currently

- ✓ LicensedLawyer™ Member
- ✓ Carrying Malpractice Insurance

[CONTACT THIS LAWYER](#)

[EMAIL THIS LAWYER](#)

[VISIT WEBSITE](#)

[VIEW ON LINKEDIN](#)

[VIEW ON FACEBOOK](#)

[VIEW ON TWITTER](#)

Profile

Margaret has worked at the Colorado Bar Association since 2010.

Experience

Experience Level 3-10 years

Education

JD	University of Colorado 2015
MSTR	University of Denver 2011
BS	Colorado State University 2009

Memberships (Bars, Sections, Committees)

Chapters	Denver Bar Association
Sections	Family Law Section
Leadership	President, Specialty Bar Assoc Officers

Other Bar Memberships

- Other State Admitted to CT
- Other State Admitted to NY
- Other State Admitted to TN

Firm Details

Firm Size	Small Firm (2-10 attorneys)
Billing Options	Hourly Rate

Fields of Practice

- Environmental Law**
- Family Law**
 - Adoption
 - Child Custody & Parent Time
 - LGBTQ
 - Mediation
 - Other family
- Juvenile Law**
 - Adoption
 - Education
 - Parental Rights Termination

Languages Fluent In

- English
- Spanish

Membership



third person for consistency, but if you are a solo attorney, drop the third person.

Think Like a Journalist

Your first sentence should be the lead that summarizes who you are and what you are about. Instead of, “Sue Smith is an associate in the Intellectual Property practice group . . . ,” try “Sue Smith guides clients in developing and implementing intellectual property protection strategies based on their ideas and goals”

Don't Recreate Your Resume

Your bio is *not* your resume, though you may include a link to your CV. Don't list every place you have worked, but focus on how your background can support your clients. And don't list former cases without proper explanation, because most users won't be familiar with them. Use short, succinct sentences and paragraphs, add bullet points where appropriate, and include words that describe *how* you guide clients and what it's like to work with you.

Include a Headshot

People want to know who they might be working with, and not including a photo could indicate that you are simply not interested in new business.

Conclusion

There's no time like the present to update your Licensed Lawyer profile. This new online attorney directory is available to all CBA members as part of their member benefits. ^{CL}



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NOTE

1. licensedlawyer.org/co.

person will hire someone they think they will *like*, so there's no need to make your bio formal or devoid of human emotion.

Avoid Legalese and Jargon

While certainly other legal professionals are searching your profile, they generally know what they are looking for, so write your bio for the average person. In other words, don't use

acronyms or overly complicated language; for example, use “custody” instead of “allocation of parental responsibility,” or “divorce” instead of “dissolution of marriage.”

Write for the Web, not a Law Review

It is no longer unprofessional to use either first or second person, pronouns are acceptable, and shorter is better. Large firms may require

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Help!

Rescue
To the



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