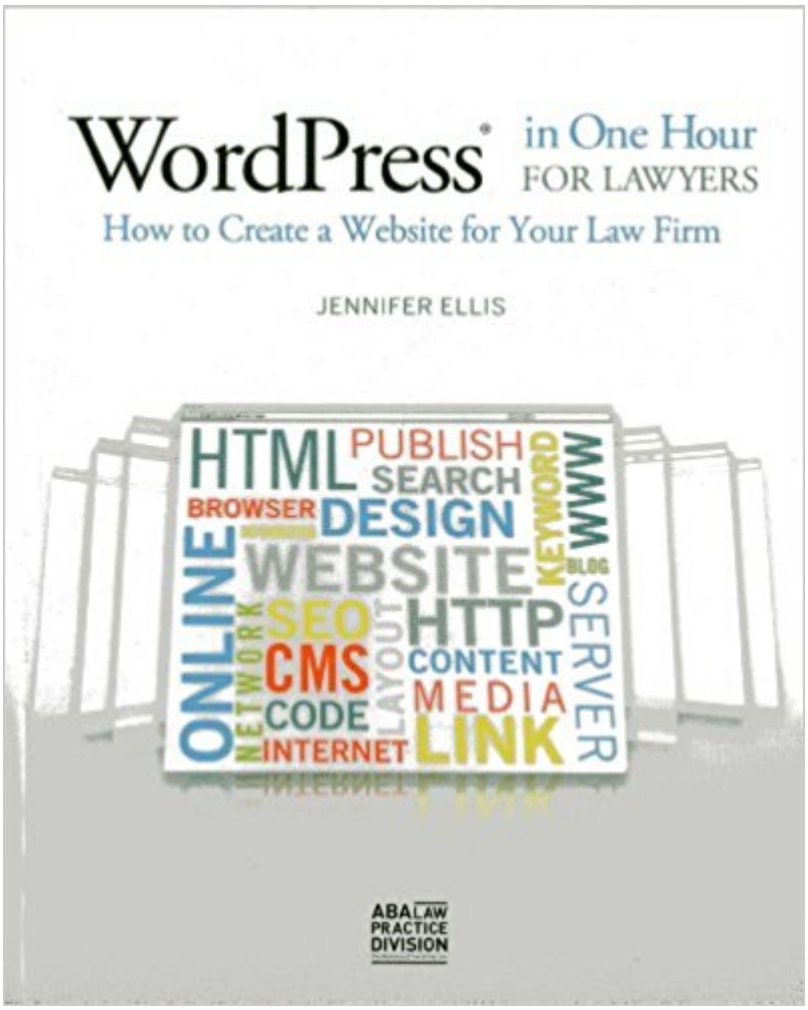
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WordPress In One Hour For Lawyers



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Synopsis

Law firms without websites are placing themselves at a great disadvantage compared with the competition. Even if you feel you receive the majority of your clients through referrals, a website provides the opportunity for those potential clients to learn about you and your firm. This book will explain how to get create your firm's website quickly and easily with WordPress software.

Book Information

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Average Customer Review: 5.0 out of 5 stars 1 customer review

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Customer Reviews

When people ask me why I wrote this book, the simple answer is that I was tired of seeing so many solo and small firm practices without websites, or with websites that were badly done, out-of-date and unethical to boot.Ã Â I wanted to create a tool to help lawyers understand that they can create their own sites, as long as they have a bit of tech savvy and a bit of time. If you are not inclined to make your own site, my book will still be useful to you.Ã Â It will help you gain the basic understanding you need about:Why WordPress is the best website creation tool for solo and small firm lawyersHow you can edit your own site so it remains up-to-date What you need to know about making sure your site meets ethical requirementsA basic understanding of what search engine optimization (SEO) meansRead my book before you hire someone to create your site, so you will understand what the web designer will be doing and so you are in a position to appreciate whether the person is the correct designer for you. Also, use my book to make certain you are aware of the ethical rules that come into play for online marketing. Web designers who are non-lawyers often do

not appreciate that there are certain words we cannot use in our web sites and certain language that we must use. For those who are not lawyers but are looking to get a WordPress site up and running quickly, this book will be useful for you as well.Ã Â The only chapter that is specific to lawyers is the one on legal ethics. I did not use legalese in this book.I hope those of you who purchase WordPress in One Hour for Lawyers find it useful.

Jennifer Ellis is an attorney with the Philadelphia law firm of Lowenthal & Abrams. She manages the firm's online presence and practices legal malpractice and ethics. In addition, Jennifer is a law practice management consultant who focuses on assisting lawyers with websites and other aspects of their online presences. Jennifer is a frequent speaker and author on topics such as social media, websites, ethics and law practice management.

WordPress in One Hour for Lawyers is a great book for lawyers with a desire to create a website for themselves and a spirit of adventure. Ms. Ellis's book will show you how to do it. As she is careful to point out, "in one hour" is a figure of speech and not a promise. The idea of the book is to help you get your website going as quickly and as painlessly as possible. The chapters are called "lessons," and you should view them that way. The book contains pictures of the screens you will encounter in the course of setting up your WordPress site, and that is especially helpful. The sensible way to use the book, I suspect, is to tackle your project a piece at a time, with the book sitting next to your computer screen.The book's utility is enhanced by the author's recounting of her experiences -- what works and what doesn't -- and her recommendations of things to use or to avoid. Building your own WordPress site with the help of this book should not be a challenge beyond the reach of anyone who is willing to give it a try.I like the clarity of the book and the specifics it provides.I wish the screen shots could be larger, but that's a problem with printed pages.

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