

## Why Subscribe?

Congratulations - your firm has been very highly recommended by The Good Lawyer Guide. That means your practice has scored extremely well in the criteria we use to compile our independent guide to solicitors across England and Wales. We have recommended your firm because it offers an excellent all-round service to clients in your local area.

Our ratings are 100% independent. It's our straightforward approach and reliable brand that has helped us become the fastest growing legal referral site in the UK, with more than 70,000 unique visitors each month\*.

When clients google "good lawyer" in their home town, our site is at the top of the results. We've done the hard work for you. Subscribe to The Good Lawyer Guide now and make sure your firm is the first practice clients see when they use www.goodlawyerguide.co.uk - as 1000s of clients are doing every day.

\* Statistics accurate as of June 2011.

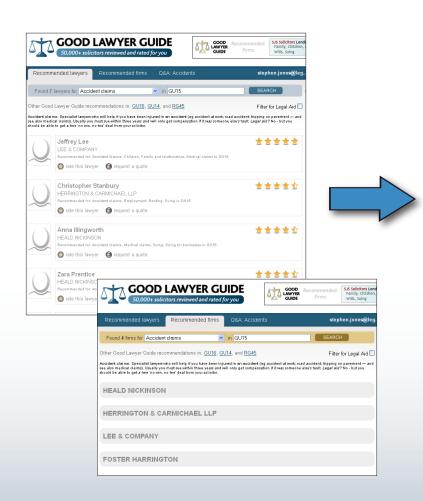


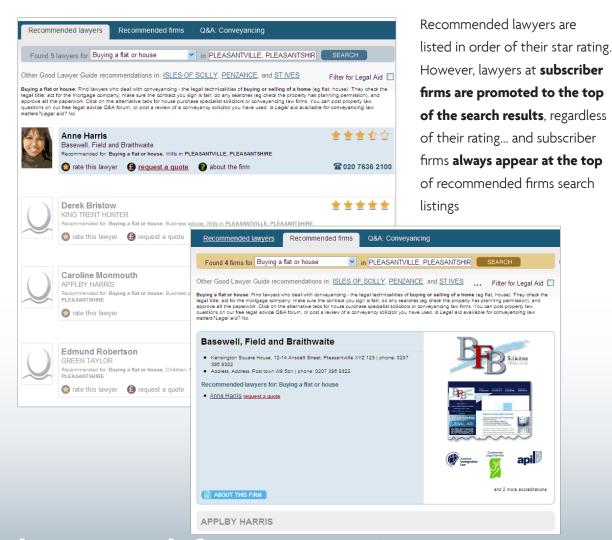
#### www.goodlawyerguide.co.uk - what you need to know

- 100% independent lawyer ratings by experienced legal market analysts
- No extra fees for referrals
- Outstanding site traffic making ours the fastest growing UK legal referral website
- Hundreds of valuable, relevant fee quote requests delivered to law firms within weeks of our launch
- Clients fully engaged with the site since May 2010 leaving more than 1000 of their own reviews backing up our recommendations!



## <u>Subscribe</u> - and be top of the search results!





Appear first when potential clients search for an expert in your area.



# <u>Subscribe</u> - and be on all relevant fee quote requests!

Lawyers at subscriber firms are automatically added to every fee quote form submitted by a potential client.



Hundreds of clients are requesting fee quotes from our recommended lawyers every month. Lawyers at subscriber firms are **guaranteed to be included on relevant fee quote request forms in your local area**.

That means you are signing up to receive relevant business. Any client looking for a local expert in your field will be given your name - guaranteed!

Bring valuable, focused, reliable business to your practice

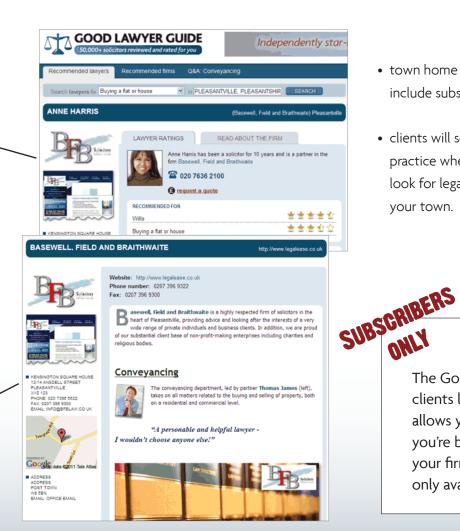


### Subscribe - benefit from enhanced firm and lawyer profiles

#### Subscribers benefit from:

- enhanced, full colour, extended lawver and firm profiles
- comprehensive contact information
- your branding and links to your website

A better informed client will make a better choice when selecting their lawyer



• town home pages only include subscriber firms

• clients will see your practice whenever they look for legal advice in your town.



#### Market your firm where YOU want to be seen

The Good Lawyer Guide is based around a postcode search - for clients looking for their local firm. But our flexible subscriber package allows you to advertise in other towns in which you work, too. So if you're based in Harrogate but you practise in Leeds - we'll make sure your firm appears in Leeds postcode searches as well. This service is only available to subscriber firms.

Make the most of our outstanding visitor numbers raise the profile of your firm

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### Why subscribe? - Some FAQs

"Who makes the Good Lawyer Guide and why are you doing it?"

The **Good Lawyer Guide** is produced by Legalease, the publishers of The Legal 500 series and a host of other globally respected titles. We have more than 20 years' experience of analysing the legal market. The **Good Lawyer Guide** is intended to provide independent, unbiased advice to high street businesses and private clients when choosing a solicitor. We believe that solicitors are frequently criticised unfairly and that often such criticism is ill-informed. So, our approach is to praise the praiseworthy.

We want to be the first port of call when seeking an answer to the following question - "I have a legal problem. Do you know a solicitor I can use?"

"How does your site perform on search engines? Will our firm benefit with Google searches?"

Search for a 'good lawyer' in your town on Google and you'll see us at the top of the list. The content on our site is specifically structured to be picked up as much as possible by search engines. And we're constantly working with Google to make sure our site is as search friendly as possible. The phenomenal traffic to the site since its launch in May proves our methods are working.

The greater your presence on the site, the more your firm can benefit from that traffic and that search engine optimisation. With a subscription you can maximise your presence, and make the most of the online market place the **Good Lawyer Guide** offers you.

"We've used referral sites before and the business we've got has been disappointing. What's different about you?"

We know there's no point in bringing business to you if it's misdirected or bad quality — and we know that's what some other referral sites do. That's why our system is set up such that only lawyers with direct, local expertise can be recommended to clients. Not only that, but each and every one of the dozens of fee quotes that comes through our system every week is checked by the **Good Lawyer Guide** team.

We only send you business that you can use. And if you are a lawyer at a subscriber firm, we guarantee we'll suggest your name to a client looking for specific expertise in your area.

**www.goodlawyerguide.co.uk** went live at the beginning of May 2010, and already the independent guide to lawyers in England and Wales has received a phenomenal response:

- Over **980,000** unique visits
- Viewing 2.7 million + pages
- **1800+** members of the public have submitted reviews of solicitors to the site already
- Dozens of focused, relevant referrals sent out every week

	Non-subscriber	Subscriber
Included in recommendations	1	1
Lawyers moved to top of lawyer search results	X	1
Firms moved to top of firm search results	X	
Lawyers included automatically in relevant fee quote requests	×	1
Enhanced, comprehensive, full-colour lawyer and firm profiles	×	1
Appear on town home pages, the Good Lawyer Guide hubs for local legal resources and information	×	1

England and Wales has an independent guide to lawyers, and it has recommended your firm. Make the most of it.

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