

Making Sure Your Website is Compliant with State Bar of Texas Ad Rules

Making sure a firm's website is compliant with State Bar of Texas advertising rules is just one of the many responsibilities for Texas lawyers and law firms who are launching a new site or updating an existing site, writes Bruce Vincent in a **blog post** for Muse Commuunications.

"Just like television or print advertisements, websites are considered advertising by the State Bar of Texas," he explains. "That means that your site's content must be submitted for approval to the State Bar Advertising Review Committee, which has maintained responsibility for approving and monitoring legal advertising, including websites, for more than 20 years."

He discusses some common ad rules violations, such as misrepresenting specialization and professional honors, making unfair comparison to other firms, improperly listing verdict amounts, and including photos of non-lawyers.

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