Making the Most of Top Lawyer Lists

Legal rankings were previously limited to only a handful of outlets such as Martindale-Hubbell and The Best Lawyers in America, but that roster has expanded rapidly in the past two decades, writes Bruce Vincent for **Muse Communications**.

“Today, the glut of top lawyer lists and top law firm rankings makes it difficult to determine which of them mean anything at all,” he warns.

He explains that there are many tasteful ways to let the world know about a lawyer being selected to one of the lawyer lists.

The article discusses the tips: buy a expanded online profile, update the “online you,” be smart when advertising, don’t forget social media, and issue a press release.

Read the article.

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