

Discoverability Document

Share your contribution to a Chambers Global Practice Guide

We first would like to thank you for working with Chambers and Partners and for your contribution to the Global Practice Guide. Chambers GPG continues to provide a unique service to in-house counsel and clients, providing expert legal commentary from industry specialists.

Now that your firm is amongst our industry leaders providing content, it is time to share this with not only our global audience but also the wider legal community.

Below you will find our tips and advice on how your firm can increase the discoverability and engagement of your contribution.



Directing users to the Chambers GPG website and your contribution allows them to either choose individual country PDFs of the guide to download, use our country comparison tool, or search the breadth of other guides in our series, as well as being able to filter content by jurisdiction.



A link to our eGuides will allow users to quickly navigate through a guide via the contents page and even download the entire guide as a PDF.

HOW TO MAXIMISE THE DISCOVERABILITY OF YOUR COMMENTARY

We provide details on how your firm should be looking to promote its contribution across various marketing channels. Follow our guidance and advice to drive visits to your guide.

1. Showcase your commentary on your website

WHY?

Our clients who share links from their website to their contributions to a Global Practice Guide are not only able to drive visits to the guide, but showcase their knowledge and expertise to build trust with visitors, as they are showing examples and insights into their legal knowledge and understanding.

By adding a link to your contribution to the eGuide, your own website will gain benefits such as increased brand visibility and helping your domain become more credible and trusted to search engines.

HOW?

Your firm should add links across your website pages to your contribution to the Global Practice Guide. We recommend adding one or two links from your homepage, in your website's footer, in articles/blog sections and on respective lawyer bio pages.

2. Promote via email

WHY?

Emails are a direct communication between your firm and your clients and present a fantastic method to showcase your knowledge as industry experts by sharing links to a guide. Whether you have just contributed to a guide or have recently updated a section of a guide, keep your clients informed of your commentary by sharing links to the guide and encouraging reads.

HOW?

Whether it is a mention in a monthly newsletter or a dedicated email, we recommend sharing an overview of your contribution to a guide and links within emails.

3. Engage with email signatures

WHY?

When you send an email, your recipient can be directed to your website instantly and easily. Tapping into this to promote your contribution is an excellent way to increase discoverability of your commentary and guide itself but also shows your firm and team to be experts in the market.

HOW?

Use the Email Signature asset we share in the media kit to add to your firm's emails and simply add a link to the guide.

4. Share on social

WHY?

Social (LinkedIn, Facebook, Instagram and Twitter) is a huge channel and is ever growing, which presents a fantastic opportunity for your firm to not only connect with its followers but also to a global audience. Share news of guide launches across your social channels to maximise exposure, provide updates on any additions made to a guide or raise your firm's profile as industry experts and tap into a new audience.

We recommend that firms as well as partners involved share links to their contributions (or the entire eGuide) within their own relevant feeds across all platforms.

It would also be beneficial if all at the firm also share your firm's contribution to a guide on their own social accounts.

HOW?

Create social campaigns to promote your firm's contribution using the media kit we provide, which contains digital assets to support your campaign. These assets will only require your firm to add its logo.

Write informative copy for your social platforms to summarise what your contribution is and to entice the audience to read it.

Tips

- Highlight key points of discussion from your contribution
- Run social campaigns throughout the year using different messaging to drive engagement
- Tag @chambersandpartners within your posts

5. Keep your content up to date

Significant developments in your jurisdiction or practice area? We welcome updates to your contributions throughout the year. By keeping your commentary up to date, our users gain confidence that what they are reading remains accurate and the updated content is great to boost the SEO of your guide page to help drive organic traffic.

6. Leverage your rankings

Ranked profiling firms on chambers.com can benefit from having GPG contributions featured on their firm profile page to enrich their content and maximise discoverability and engagement.

Consider purchasing a profile to unlock the potential.

THE VALUE OF A CHAMBERS RANKING

A Chambers ranking emphasises to your potential clients that you are among the very best firms in your jurisdiction and practice area. It is this client-led ranking process that gives clients confidence when it comes to appointing legal representation.



Differentiate your firm from your competition



Stand out in a highly competitive legal market

A ranking is beneficial to firms of all sizes and can be used to highlight key strengths and quality service to existing and potential clients.



Enhance and showcase your firm's status

Stand out from your competitors with an official Chambers ranking badge, widely used on websites and marketing materials for brand awareness.



Connect with local and global clients

Clients tap into the power of Chambers.com to review our market-leading analysis and rankings of law firms in their search for providers of legal services.

7. What Chambers offers

To connect our global audience to GPG, we have a dedicated page on chambers.com which highlights the various practice areas covered by our guides and provides links for users to directly view each guide.

Across our social platforms, we also promote brand new guides and run monthly insight campaigns highlighting those guides with new updates and chapters to connect with our highly engaged social followers.

The collective promotion of these free-to-access resources to targeted audiences such as in-house counsel, by both Chambers & Partners and all firms involved, will lead to a strong international marketing campaign to showcase your firm as leaders in the legal market.



Exposure

With a global audience of over 2 million chambers.com and practiceguides.chambers.com visitors.



Links

On your contribution to Chambers Guides rankings pages.



Ability

To showcase your firm's contribution on its Chambers Profile Suite.



Global distribution

Of eGuide to General Counsel, including clients who provide us with feedback for our research.

Summary

It is important all businesses are continually working to enhance their online presence. Increasing your website's discoverability is crucial for online success and therefore winning new clients.

Using the steps outlined in this guide, your firm can begin the process of widening its reach online, as well as building your digital reputation and helping your practice distinguish itself from competitors and stand out in a crowded legal market.

About Chambers and Partners

Chambers and Partners is an independent research company operating across 200 jurisdictions delivering detailed rankings and insight into the world's leading lawyers.

Chambers empowers organisations and individuals to make informed decisions when selecting legal services, saving time and resources, and reducing risk. We continue to invest and innovate to deliver data-led platforms, enabling law firms to provide the right services and in-house counsel to partner with the right firms.

Find out more about how Chambers can help grow your online presence, improve your discoverability, and drive online enquiries to win new business.



Website: chambers.com

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practiceguides.chambers.com

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