

Legal Networking Sites Help Lawyers and Law Firms Achieve Far Greater Reach



Released on: February 23, 2009, 11:31 pm
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Industry: [Law](#)

Toronto, Canada---February 02, 2009 – It looks like the dot com bust of the year 2000 is well and truly behind us if the number of web start-ups in the past three years is anything to go by. From online retail stores to social networking sites, many web based companies have come up and they are not only surviving but actually showing profits with huge valuations against their name.

But it seems in the year of 2007 and 2008 the real winners are the legal networking that provide valuable legal expertise to their visitors and allow registered users to post their problems or legal requirements on their sites. Lawyers can then advise these users on what to do next and even pursue taking up their cases. The fact that these sites have made the common man more comfortable with their legal issues and overall handling of the law, have made them an absolute favourite with users.

Richard Susskind predicted just this back in 1996 who is now in Toronto promoting his new book called 'The End of Lawyers? Rethinking the Nature of Legal Services' to [Toronto Lawyers](#). He argues that not so in the distance future majority of the [Lawyers](#) and Law Firms will start offering the legal services online while those who are slower to adopt the use of technology to increase their reach online will falter. "I'm seeing a whole wave of new technologies emerging, which are allowing clients to gain cheap and new access to legal services and advice. The classic interface between lawyers and clients is disappearing because online services are replacing it" Mr. Susskind said.

[Lawyer Ahead Inc](#) founded in 2007 is one of the most popular legal networking sites that have learnt from the mistakes of their predecessors and now concentrate on offering the best value proposition for their lawyers. They make sure that their users experience is something that they genuinely value and at the same time make it as easy as possible for them to use the facilities of the website. Through compelling offerings to

lawyers to encourage them to sign up - not only are they showing profits with huge valuations, they have also made the lawyers understand the importance of harnessing the power of web as a tool for effective advertising. Recent Neilson study shows that 3 out of 4 people are now online looking for a lawyer and that number continues to grow month over month. "Lawyerahead services are an inexpensive way to gain internet exposure."

Said Christopher Hicks, a Criminal Lawyer and a Partner with Hicks Blocks and Adam LLP. "We have received several inquiries from Day 1, their customer focus is number 1 and they do a wonderful job promoting their lawyers as top lawyers. It's a no brainer."

It's no wonder Mr. Susskind has raised quite a stir about his new book. He expects this trend to continue, he expects continued shakeups in the legal industry, and believes that if a [lawyer](#) or law firm is to continue its success in the legal space they are going to have to change also.

About the company
Lawyer Ahead Inc. aims to help consumers find lawyers with the right experience for their legal needs. Often choosing a lawyer is an important and difficult task for any consumer.

Lawyer Ahead Inc, narrows the gap here by providing a simple, guided process for consumers to present their legal matters online and then by connecting those consumers to lawyers in an efficient and effective manner. Unlike the yellow pages, lawyerahead.com gives consumers multiple selections of lawyers to choose from as it stands by that giving the consumers the option is a valuable tool when selecting the right lawyer. Lawyerahead.com's community is constantly sharing their own legal experiences allowing new consumers to learn from their insights and learning from another who has already been there.

Lawyer Ahead, Inc also operates under www.lawyerahead.ca to better serve its Canadian consumers looking for legal help for their legal needs.

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