

Build an Online Personal Brand – 3 Top Tips

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It is very important if not critical that you build a strong online presence and brand name as a professional if you want to be seen as an expert and the best in your niche. Contrary to common belief, [building an online personal brand is not difficult](#). It is however time consuming and it requires regular and constant updates and tweaking to keep the search engines are interested and attracted to your information.

Building Your Online Brand Name Is Easy

You are not on the net you do not exist for most people out there who require a competent and expert attorney such as yourself. Do not let such opportunities to pass you by just because your name does not come up on a Google search. Here are a few critical tips to promote your brand name online:

Start With The Fun Part - do you have a Facebook id? Get a professional page created. It will take less than 15 minutes and you will instantly be broadcasted among your friends and their friends as an attorney in your line of expertise. You do not have a Facebook id? Well, it is time you got one because this is by far the quickest growing and [most popular social media site online](#) and hence, it will give the highest level of visibility and promotion.

Get a LinkedIn Account - the next huge leader for networking online for professionals is LinkedIn. Simple, to the point, and excellently designed to promote interactive networking, LinkedIn is the place you should be if you want to be widely known professionally.

Boost Your Name's SEO-ability - type your name in the Google search bar and see what you get. Unless you have done your homework you will get precious little. To ensure that you project the right professional image you need to search-engine-optimize your name. You can do this by:

- a. Getting your name registered online - get your name based domain: [www.XYZ.com](#) or [www.XYZ-CriminalAttorneyAtlanta.com](#) or anything that appeals to you while at the same time spells out what you are/ what you do. This can take as little as \$10-\$50 per year and it is money and time well invested.
- b. Posting Articles Based On Your Experience - use free article submission directories to post articles with advice, introspection, case studies, etc. Aim to come across as an expert in your field.
- c. Setting up a blog to your domain and update daily - it does not take more than 20 minutes to update something of interest. You owe that much to your promotion campaign. Write about various aspects of your profession and always SEO the text.