

LOCAL LEGAL DIRECTORIES



INFORMATION PACK

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1. About Local Legal Directories

Local Legal Directories was established to develop and provide an online marketing and social media platform for law firms on a regional basis across the UK.

Founded in 2008, Local Legal Directories commenced with the development of www.yorkshirelawyer.co.uk allowing a regional development model upon which to trial the Local Legal concept and to build the Solicitor Search directory, social media and PR platform. The structure has now been built to incorporate regional sites across the UK supported by an integrated social media platform covering the main social networks.

Key objectives:

- Facilitate the use of emerging communications technologies, new media and social networks for the legal profession
- Provide a sensible online platform both to help consumers make informed choices when looking for a solicitor or legal services online
- Provide a sensible platform for law firms, lawyers and solicitors to demonstrate and explain their expertise and suitability to handle particular cases
- Facilitate a shift in the balance of online visibility and accessibility back in favour of law firms rather than costly referral schemes
- Create a recognised, joined up news service built on social networks to help law firms build local community and online engagement

In addition to the services provided to law firms, Local Legal directories also offer free services to professional accreditation organisations and local law societies to give them access to the Social Media & PR platforms in order to help promote the awareness and benefits of instructing local, specialist accredited lawyers and solicitors.

For any further information about Local Legal Directories and how we can support your Firm, Organisation or local Law Society, please contact Justin Lister by email justinlister@locallegaldirectories.co.uk or call 0844 736 1496

| Local Legal Directory Subscription | Year 1 | Year 2 onwards |
|---------------------------------------|--------|----------------|
| Standard annual fee (per region) | £600 | £600 |
| Additional office location annual fee | £100 | £50 |

All prices are subject to VAT at the prevailing rate.

Subscriptions for multi region / location firms are calculated on an individual basis according to the structure of individual firms. Please enquire for details.

2. Service Overview

Using examples from Yorkshire Lawyer, the service operates as follows:

- Subscribing firms all receive the same service level incorporating each of the elements shown in this section.

See also [Subscriber Video Guide on YouTube](#)



1 Yorkshire Lawyer home page

Home Page Features:

- Postcode Search linked to Google API. Displays accurate location results by latitude & longitude coordinates
- Most common areas of law direct search boxes
- Extended areas of law dropdown list
- Custom Google Search – entire site search capability including all sub domains and local news portals
- News feed (consolidated feed from all sub domains and regional news portals)
- Links to related Social Media Networks
- 'Local Solicitors' scrolling lawyer profiles
- Scrolling Company logos
- Visitor ' video guide'
- Visitor help guides

Individual Profiles



YORKSHIRE Lawyer

Ridley & Hall Solicitors

Here is the personal profile for Sarah Young. Please contact Sarah using the details listed in the contact panel to the right hand side of this page. You can also choose to send an email enquiry or request a call back.

Position: Managing Partner

Sarah Young is Managing Partner of Ridley and Hall. She specialises in personal injury. Sarah has an LL.M in Personal Injury Law and is a specialist in claims involving head injury. She has a record of bringing the most complex cases to a successful conclusion. Sarah has worked closely with Headway in Huddersfield and is now a trustee of the Marie Curie in Huddersfield, a charity which supports people living with a neurological condition.

In addition to her skill in personal injury work, she is one of a limited number of practitioners in West Yorkshire who are specialists in contentious probate law.

When she's not at work, Sarah does a bit of gardening and looks after her three children, both of which would keep her fit if she didn't eat so much chocolate. Sarah is committed to the firm's ethos of making a difference to the community.

Specialist Areas:

- Personal Injury
- Head Injuries
- Contentious Probate

Follow Sarah Young on Twitter

CONTACT

Sarah Young - Ridley & Hall Solicitors

Name: Sarah Young

Telephone: 01484 504211

Position: Managing Partner

Practice Areas:

- Personal Injury
- Wills, Trusts & Probate

Office Locations:

- Huddersfield HD1 1RH

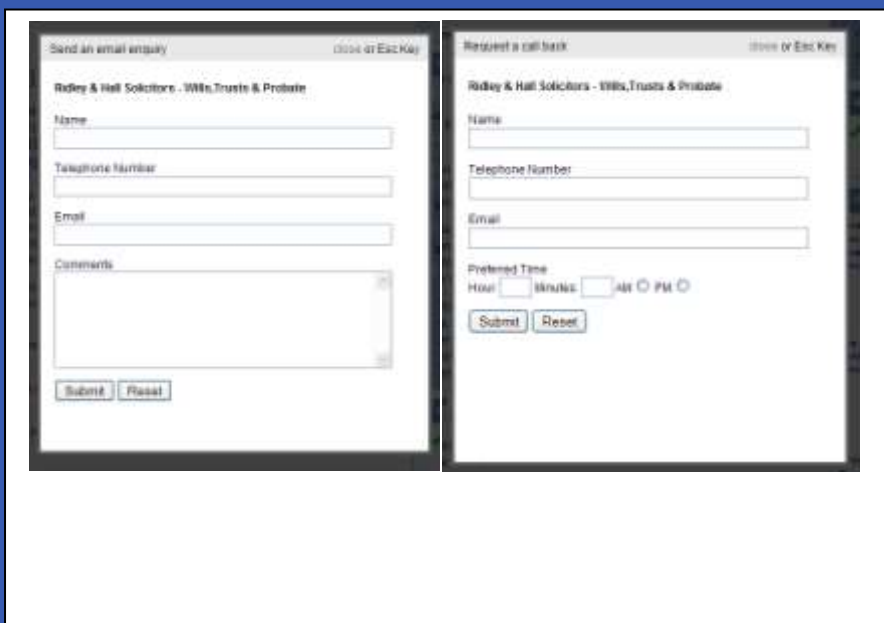
Get in touch:

- Send an email enquiry
- Request a call back
- Visit the website
- Get Directions

Individual Profile Features:

- Individual profile information
- Specialist area fields
- Accreditation information
- Full contact information, enquiry and call back forms, web link & directions
- Embedded video profiles
- Include links to: Twitter, LinkedIn, Facebook, YouTube & Skype profiles
- Share this page options for individual recommendations

Email enquiry & Call Back forms



Send an email enquiry (close or Esc Key)

Ridley & Hall Solicitors - Wills, Trusts & Probate

Name:

Telephone Number:

Email:

Comments:

Request a call back (close or Esc Key)

Ridley & Hall Solicitors - Wills, Trusts & Probate

Name:

Telephone Number:

Email:

Preferred Time: Hour: Minutes: AM PM

Email enquiry & Call back forms:

- Trackable email & call back forms for enquiry monitoring
- Telephone numbers for call tracking available
- Visitor analysis provided by practice area

Regions

Local Legal Directories currently operate in the following regions:

| | |
|------------|------------------------------------|
| Yorkshire | Active |
| North West | Active |
| Midlands | Registration open from August 2010 |
| North East | Registration open from August 2010 |
| South East | Registration open from August 2010 |
| South West | Registration open from August 2010 |

3. Social Media & PR

The integrated social media & PR platform enables law firms to take advantage of the communication channels and community engagement possibilities of social networks in a sensible way without creating a resource overhead to an increasing 'ready built' local audience. The service is also designed to complement and support social media presence and strategies of any firm at any stage.

News feeds



Social Media & PR :

- Subscribing law firms can submit unlimited news stories, case studies, press releases, articles for publication
- Direct access to local portal feeding regional news feeds or a managed publishing service included in subscription fee
- The network structure is built to enable stories to be processed on a regional and relevant basis as appropriate

Facebook Application

Each Local Legal Directory is integrated with an approved application on Facebook provide a complete, detailed Solicitor Search & News service.



Application on Facebook :

- Integrated application combining all Local Legal Directories
- Application 'personalises' with visitor name
- Facebook users can bookmark application for future reference
- Results relevant to users location when known

Facebook Pages




Facebook Pages :

- Regional Facebook pages linking to Application and to Local Legal Directory
- News stories 'pushed' to page fans.



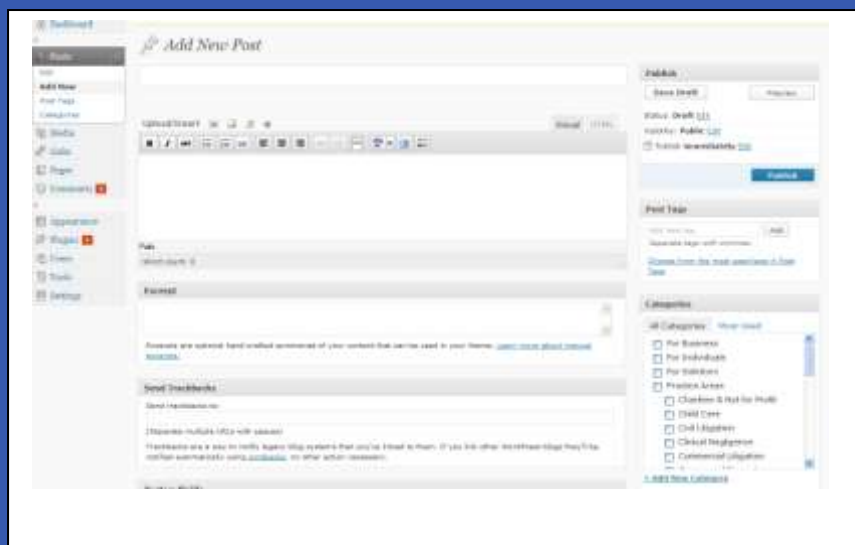

WordPress

WordPress is an extremely powerful open source web software used to power millions of websites worldwide. The Wordpress 'engine' is built into each Local Legal Directory and sub domain enabling subscribers to take advantage of the latest tools in web publishing in a simple way. Using Wordpress allows subscribers to either use a managed service provided as part of the subscription cost to upload news items or to have direct access to a local portal to publish news stories directly which are in turn fed across the social networks indexing directly in the search engines.

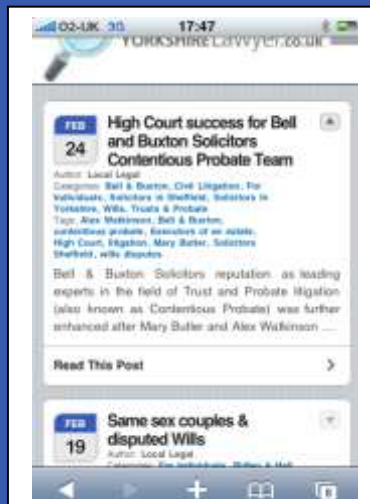
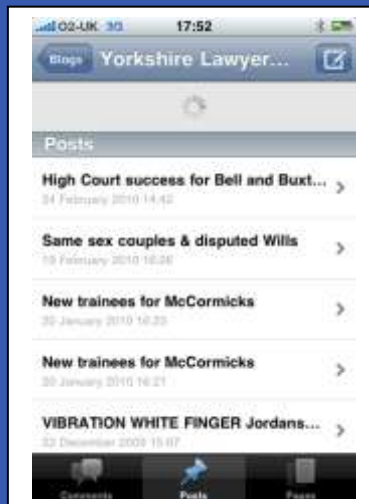
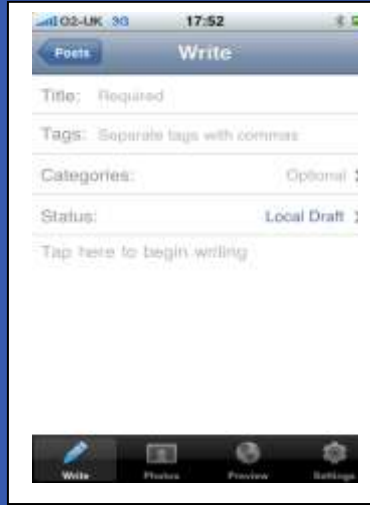
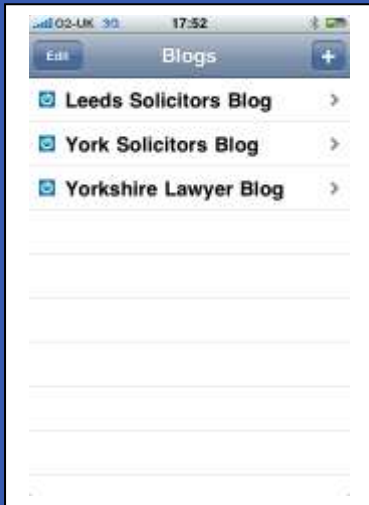
Local Legal Portal :


- Local news stories, branded and tagged for search engine visibility, categorised for searchable news archive within Local Legal Directory Custom Google Search
- Managed publishing service or direct access available for subscribers.

Local Legal Portal :

- Simple to use desktop user interface for direct access to local news portals
- Pre-configured practice area category tick boxes for



Mobile / iPhone App : 

- Simple to use mobile application interface for direct access to local news portals
 - Pre-configured practice area category tick boxes for news archive
 - Instantly communicate with local communities via social networks from a simple to use application
 - News stories formatted automatically to be readable on mobile devices
-
-



Twitter



Twitter : 

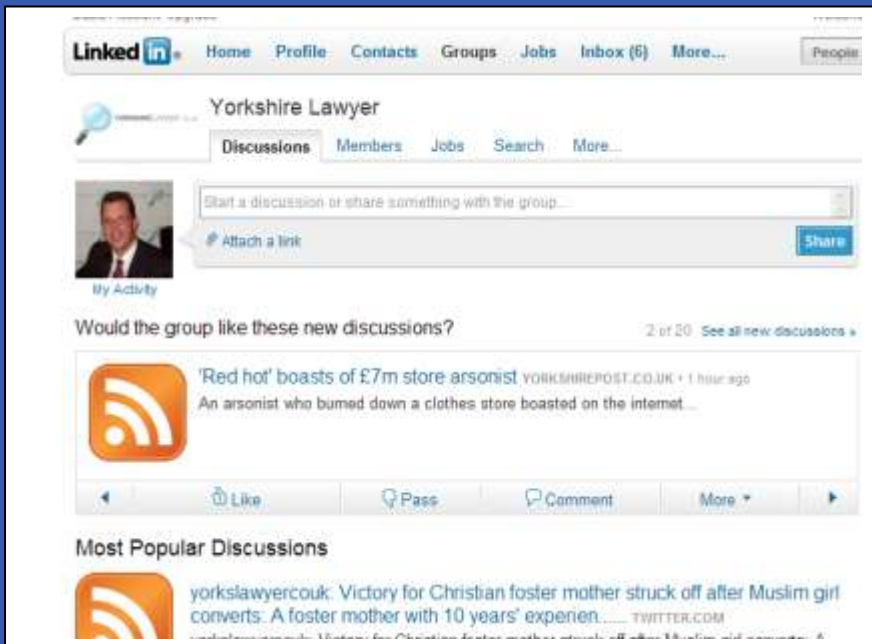
- Dedicated Twitter pages for every major town & city
 - Consolidated regional Twitter pages
-
-



YouTube :



- 'Local Legal' Channel on YouTube
- Upload video blogs, guides, press releases, profiles
- Videos loaded onto directory profiles and published across news networks as appropriate



LinkedIn :



- Regional groups for lawyers
- Town & City sub groups
- Special Interest Groups

4. For Professional Accreditation Organisations

Local Legal Directories promote both the use of local specialist solicitors and awareness of professional accreditations when deciding to instruct a solicitor. Professional Accreditation organisations are therefore provided with full access to the Social Media & PR programme to enable them to publish articles of relevance to the public and business communities on a regional basis.

If you represent a professional accreditation organisation and have not yet been contacted by Local Legal Directories, please contact Justin Lister directly at justinlister@locallegaldirectories.co.uk or call 0844 7361496



The screenshot displays the 'Accreditations' section of the Local Legal Directories website. It features a grid of logos for various professional bodies, including:

- APIL Member
- AWMA (action against medical accidents)
- Children panel
- Civil & commercial mediation
- Clinical negligence
- Collaborative Law
- Community Legal Service
- Criminal Defence
- Family Law
- Family law ad
- Headway
- Immigration an
- Mental Health Tribunal
- Personal injury panel
- Planning law

At the bottom of the accreditation grid are logos for 'resolution First for family law', 'SOLICITORS FOR THE ELDERLY', and 'STEP Society of Trust and Estate Practitioners'. To the right, a social media feed shows two tweets:

- One tweet from 'about 1 day ago' regarding a 'Victory for Christian foster mother struck off after Muslim girl converts: A foster mother with 10 years' experien...'. It includes a URL: <http://bit.ly/vGzITDy>.
- Another tweet from 'about 8 days ago' regarding a 'Yorkshire Lawyer Leadership Group Update: Following the taster session in June we have used attendees feedback to a...'. It includes a URL: <http://bit.ly/1022344>.

The website also features a search bar at the top right, a magnifying glass icon, and a section titled 'OUR NETWORKS' at the bottom right with social media icons for Twitter, Facebook, LinkedIn, and WordPress.

5. For Local Law Societies

Local Legal Directories have developed a free service for local Law Societies to take advantage of the social media and pr platform by offering dedicated local portals for local law societies to either integrate with their existing websites or use as a website if one doesn't already exist. The intention is to help local law societies build on their long standing presence in local communities by facilitating community engagement through social media and promoting local solicitors.

If you represent a local Law Society and have not yet been contacted by Local Legal Directories, please contact Justin Lister at justinlister@locallegaldirectories.co.uk or call 0844 7361496.

Leeds Solicitors
LOCAL Legal DIRECTORIES

News, comment and opinion from solicitors in Leeds

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Find a solicitor 

Passport, tickets, currency, holiday entitlement?

June 29th, 2010



With forecasters predicting yet another disappointing British summer, a significant number of employees from Yorkshire are expected to pack their bags and jet off for a holiday with a better climate.

However, following changes in employment contracts and time worked by employees being reduced to part-time roles, many employers may be unsure of their staff's current holiday entitlement. Steven Willey, HR and Employment Law Consultant with Yorkshire Law firm, Last Cawthra Feather offers advice on the ruling by The European Court of Justice to determine annual leave.

"Clearly the amount of holiday an employee gets is related to their hours of work; A full-time employee will get the maximum leave; a part-timer will get a proportion of that."

However, what happens when a full-time employee elects or is required to take on a part-time role instead?

Steven adds: "This is without a doubt one of the main areas of confusion for employers when it comes to holiday entitlement. During the unpredictable economic climate many employees have, and continue to be asked to reduce their working hours part way through a year, thus creating a notable grey area with few employers understanding the law and little in the way of a uniformed approach that they could use as guidance.

"Nevertheless, the new ruling by The European Court of Justice should clarify this considerably. It states that if an employee, for example, reduces their contracted hours from five days a week to three their future leave entitlement will reduce to 60 per cent of the full-

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Check out this SlideShare document: Yorkshire Lawyer Leadership Group Invitation

Example: Leeds Local Portal