

## Find a Solicitor profile guidance

Find a Solicitor profiles are the public record for you and/or your firm that are published on the Law Society's [Find a Solicitor](#) website. This guidance will help you to understand the features available and how to personalise your profile and communicate your expertise.

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### **Public profile: regulated information**

Regulated information we hold about you includes:

- Your name
- Your SRA ID
- Your main practice name
- Your main practice address

Regulated information cannot be updated by editing your Find a Solicitor profile. You should instead log in to your [MySRA account](#). Changes will take up to 48 hours to show in Find a Solicitor.

### **Public profile: additional information**

#### Display email and telephone

By default, the display telephone and email fields contain the contact information for your main office. You can choose to personalise both of these fields.

By editing these fields you override the default information and will be responsible for keeping them up-to-date.

		Display on profile <span>?</span>
Display telephone: <span>?</span>	<input type="text" value="01234 567890"/>	<input type="checkbox" value="No"/>
Display email: <span>?</span>	<input type="text" value="firstname.lastname@lawfirm.co.uk"/>	<input checked="" type="checkbox" value="Yes"/>

#### Display telephone

This should be the best number that people can contact you on, for example your direct dial

number or your mobile. If you do not wish to show a telephone number on your profile, set the display on profile switch to 'No'.

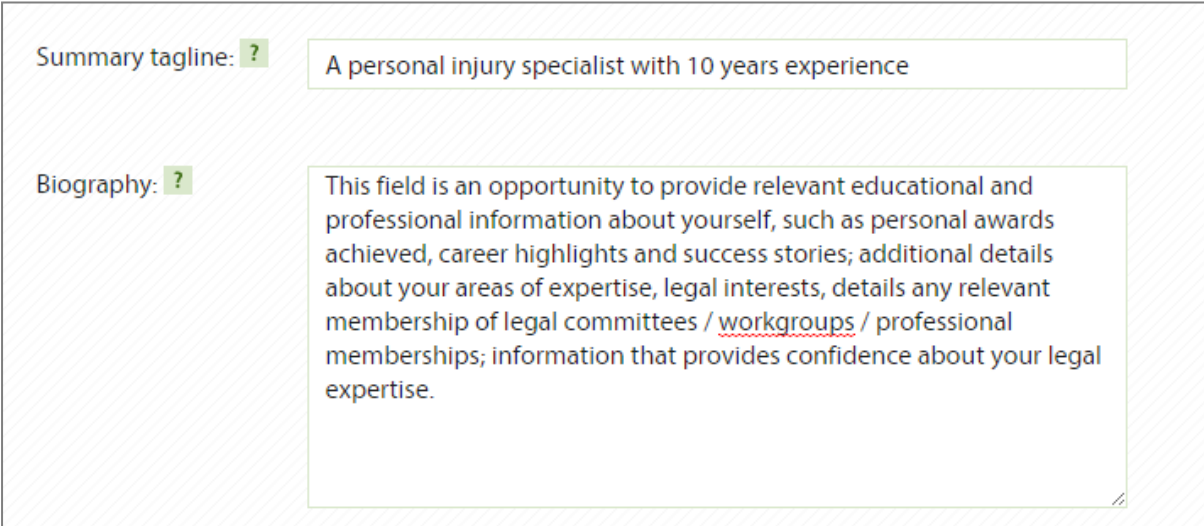
### Display email

This should be the address for the email account that you check most frequently in connection with your work. Ideally it should consist of your name and firm/organisation's name as the domain (for example [firstname.lastname@lawfirm.co.uk](mailto:firstname.lastname@lawfirm.co.uk)) to provide reassurance to clients that it is a legitimate account.

Try to avoid using webmail accounts, such as Gmail or Hotmail. If you do not wish to show an email on your profile, set the display on profile switch to 'No'.

## Tagline, biography and summary

The tagline, biography and summary enable individuals and offices to add more descriptive information to their profiles about their experience and areas of expertise to help a prospective client decide if you can assist with their legal needs.



The image shows a screenshot of a profile form with two main sections. The first section is labeled 'Summary tagline: ?' and contains a text box with the text 'A personal injury specialist with 10 years experience'. The second section is labeled 'Biography: ?' and contains a larger text box with the text: 'This field is an opportunity to provide relevant educational and professional information about yourself, such as personal awards achieved, career highlights and success stories; additional details about your areas of expertise, legal interests, details any relevant membership of legal committees / workgroups / professional memberships; information that provides confidence about your legal expertise.'

### Tagline

Differentiate your expertise in less than 140 characters. Provide a short summary about yourself or your office to encourage potential clients to contact you.

Example tagline for an individual profile: 'Specialising in clinical negligence cases, including birth injury, orthopaedic, surgical, delayed diagnoses and brain injury.'.

Example tagline for an office profile: 'Advice on buying & selling property, family matters, handling personal injury claims and protecting property and other assets.'

### Biography (individual profile only)

Use your biography to provide a snapshot of your professional experience: what you do, specialist expertise and experience, including examples of client work. Use it to

communicate the work you wish to be known for and help to generate enquiries from potential new clients.

The biography is free-text. Here are some suggestions to help you structure the content:

- Introduce your areas of interest; main areas of practice and specialist expertise.
- Provide information on the types of clients and/or industry sectors advised.
- Give examples of significant transactions or examples of types of client work.
- Reference any published works or speaking engagements.
- State relevant professional memberships.
- Other professional qualifications, awards and other roles, e.g. non-executive Directorships.

### **Summary (office profile only)**

Use the summary to provide an overview of the key facts about your firm's key areas of expertise, including main practice areas, credentials, examples of client work and awards. You can edit the information for each office to make it more relevant to the local area or specific services offered via that office.

The biography is free-text. Here are some suggestions to help you structure the content:

- An opening paragraph to introduce your firm's key strengths and selling points
- Details about the work offered for individual and business clients and the types of clients advised, e.g. industry sectors, organisational size, issues faced by individual clients at particular stages of life
- For each of the firm's key areas of practice: describe the type of work undertaken and explain how you have helped clients.
- List the names of clients that that your firm advises, if able.
- List any relevant awards.

### **Social networks/blogs**

Add links to your social network profiles, blogs or websites. Logos for the following types of links are recognised:

- Twitter
- LinkedIn
- Facebook
- Blogs - WordPress and Blogger



Add social networks/blogs: ?  

[Add a social network/blog](#)

## **Accessibility options (office profiles only)**

Indicate whether an office offers any of the following services by setting the switch to 'Yes':

- Hearing loop
- Wheelchair access
- Legal Aid

Hearing loop: ?	<input type="checkbox"/> No
Wheelchair access: ?	<input type="checkbox"/> No
Legal aid: ?	<input checked="" type="checkbox"/> Yes

## **Languages**

Add languages spoken by an individual or by all solicitors at the firm.

You may already have languages assigned to your or your office profiles. These have been taken from information given to the SRA.

### **Your languages (individual profiles only)**

You can add any languages that you speak.

### **Languages spoken (office profiles only)**

You can add any foreign languages offered by your firm or office.

Languages: ?	<input type="text" value="French"/>	<input type="button" value="Remove"/>
	<input type="text" value="Arabic"/>	<input type="button" value="Remove"/>
<a href="#">Add a language</a>		

## **Practice areas**

Add practice areas offered an individual or by all solicitors at the firm.

Practice areas already assigned to your individual or office profiles have been taken from the areas of interest information that you provided to the SRA through your MySRA accounts.

### **Your practice areas (individual profiles only)**

Add or remove all areas of law that you practise.

### **Practice areas (office profiles only)**

Add or remove all areas of law that are offered by individuals based at this office.

Areas of practice: ?

Conveyancing - residential ▼ [Remove](#)

Banking ▼ [Remove](#)

[Add an area of practice](#)

### **Law Society accreditations**

Where relevant, this section shows accreditations that are held by an individual or the accreditations held by the entire firm.

#### **Individual accreditations (individual profiles only)**

These cannot be added or edited by you. The information comes from your accreditation record, which is maintained by the Law Society.

#### **Individual accreditations (office profiles only)**

You can choose to display all or some of the Law Society accreditations that are held by your firm.

The list of available accreditations is automatically generated and is based on the number of entity (firm-wide) accreditations that your firm holds and the number of individual accreditations held by separate solicitors that work at the firm.

If you wish to display all individual accreditations, set the switch for 'Display all individual Law Society accreditations held by your organisation' to 'Yes'.

Display all individual Law Society accreditations held by individuals in your organisation: ?  Yes

Individual accreditations: ? Children Law - Private Practice (Child Party's Representative)  
Criminal Litigation - Full

If you wish to choose which accreditations are shown on an office profile, set the display switch to 'No'. Then find the name of the relevant accreditation and click the 'Remove' link.

Display all individual  
Law Society  
accreditations held by  
individuals in your  
organisation: ?

No

Individual  
accreditations: ?

Children Law - Private Practice (Child Party's ▼

[Add an accreditation](#)

## ***Publishing your profile***

Once you have made your changes, you are ready to publish them.

You should first check the changes you have made by clicking the 'Review' button. Clicking 'Cancel' will return your record to its initial state, without saving your changes.

[Review](#) [Cancel](#)

[Terms & conditions](#)

Clicking 'Review' will show all of the information that will now display on your profile. You should check it carefully for accuracy. If you wish to continue making changes at that point, click 'Edit', otherwise click 'Publish'.

[Publish](#) [Edit](#)

[Terms & conditions](#)

Once you have pressed 'Publish' your changes are submitted and will take up to 24 hours to appear on the Find a Solicitor website. By publishing, you agree to the terms and conditions.

If you need further help, see our [online help section](#).