



# The Legal 500: Meet the Editors – United States

10th August 2022  
17:00PM BST

## Speakers



(L-R)

ANNA BAUBOCK (Editor)

BARNABY MERRILL (Deputy Editor)

WASIM HAMID (Senior business development manager)

TIM VERBRUGGE (Senior key account manager)



# The Legal 500: Portfolio

## Reward/recognition

GC Powerlist, The Legal 500 Awards, Hall of Fame, Next Generation lawyers, Rising Stars

## Publishing

GC Magazine, Comparative Guides, Legal Business magazine, The In-House Lawyer magazine, fivehundred magazine

## Law firm - business development tools

Historical Data, ConvertNow

## New initiatives

Meet the Team, State Hubs, Exclusive MPUs, Focus on, Research +, Podcast

## New products

The Legal 500 Global Green Hub and Green Guide





# Who uses The Legal 500?

- Over 6.1 Million unique visits each year
- 21.5 Million page views over 12 months.
- 90% of Fortune 500 energy companies
- 91% of Fortune 500 companies
- 95% of FTSE 350 companies
- 100% of Fortune 500 financial institutions
- 100% of Fortune 500 pharmaceutical/chemical companies
- [www.legal500.com](http://www.legal500.com) will consistently feature at the top of search results for all major search engines.

We are pleased to share that we have monitored the usage of **The Legal 500** platform and **The Legal 500** remains the world's largest legal referral platform with:

**+65%**  
traffic year on year

**+78%**  
LinkedIn referral traffic

**+79%**  
Search engine traffic



**x2.3**  
higher

legal500.com

**Traffic 2.3x higher than chambers.com\***

\*Estimated traffic via semrush.com; ahrefs.com; similarweb.com



# SEO and Stats

World's largest legal referral website



476k

▲ page views across US  
(+51% year on year)



127k

▲ unique users  
(+96% year on year)

77% of clients want to read law firm profiles  
74% of clients want to read lawyer biographies  
69% of clients use directory recommendations  
before instructing law firms  
68% of clients use the site for primary research  
purposes

The Legal 500 =

unrivalled SEO

1<sup>st</sup> organic return...

*eg. Law firm United States, market-leading law firm United States, Corporate law firm United States, commercial law firm United States, litigation leading law firms United States etc*

Organic search traffic:



▲ Increase in organic search traffic from Google year on year



+79%

Organic search traffic from  
Google up 79% year on year\*

# Meet the Editors

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## United States



ANNA BAUBOCK  
Editor – United States



BARNABY MERRILL  
Deputy Editor – United States



# The Legal 500 – why submit?

- ❖ The Legal 500: the essential reference tool that helps businesses choose the right law firm
- ❖ Used extensively by in-house counsel, business leaders and law firms
- ❖ Our website has over 5.9 million users annually (2.5 times more than our nearest rival)
- ❖ Our comprehensive research program is revised and updated every year to bring the most up-to-date vision of the global legal market
- ❖ Our research is based on:
  - feedback from over 300,000 clients worldwide
  - submissions from law firms and interviews with leading private practice lawyers
  - a team of researchers with unrivalled experience in the legal market



# The Legal 500 US – why submit?

- ❖ The rankings are based on a series of criteria, but simply put, we highlight the practice area teams who are providing the **most cutting-edge and innovative advice** to corporate counsel.
- ❖ The firms and leading individuals we rank are the **true elite** of the US market.
- ❖ More than **half of the 300 firms we rank do not achieve more than 3 rankings** across all the practice areas we cover.
- ❖ Brand reputation alone does not gain you a ranking in The Legal 500, only **evidence of outstanding work** in the past 12 months will do.
- ❖ Where other guides to the market seek to be exhaustive, we are exclusive, deliberately focusing on the **true superstars of the profession** – if you are part of this distinguished peer group in our rankings, your clients know that they are really dealing with the **best in the business**.



# United States research schedule

## Mid-August

New submission guidelines announced

**16 August 2022**

- ✓ Verify submission deadline
- ✓ New/amended ranking categories?
- ✓ Download submission template & referee spreadsheet
- ✓ Request logins for Submission Site if needed

## Mid-November

Submission deadline

**17 November 2022**

- ✓ Submit via our Submission Site
- ✓ Emailed documents will not be accepted
- ✓ Send separate submissions and referee spreadsheets by practice area

**Submission information page:** <https://www.legal500.com/the-legal-500-submission-information/united-states-submissions/>



# United States research schedule

## December to February

### Research Period

- ✓ Submission updates possible (re-upload document)

### Interviews

- ✓ Practice head or partner with good knowledge of the entire practice
- ✓ No more than 2 participants
- ✓ Duration: approx. 30 mins
- ✓ Do request interviews proactively by emailing the relevant researcher

## February to May

### Editing period

- ✓ Research concluded
- ✓ Updates about major developments (team moves/mergers) still possible

## June

### Launch of new edition

- ✓ Queries via FAQs

FAQs: [www.legal500.com/faqs](http://www.legal500.com/faqs)



# US – what's new for 2023?

## New rankings

- ❖ Government: State Attorney General
- ❖ International Trade: CFIUS
- ❖ International Trade: Customs (including export controls)

## Amended rankings

- ❖ Energy litigation/regulation/transactions: Electric power
- ❖ Finance: Fintech
- ❖ Financial services regulation: Banking / Consumer finance
- ❖ Project finance: Infrastructure and PPP / Energy and power

## New spotlights

- ❖ Environment Litigation – Climate change litigation
- ❖ Financial Services Regulation – Broker-dealers
- ❖ Fintech - Crypto
- ❖ Government relations – Congressional investigations

Complete new practice area list available on the US submissions information site from mid-Aug:  
<https://www.legal500.com/the-legal-500-submission-information/united-states-submissions/>



# Meet the editors: Submission best practice

- ❖ Separate submissions by practice area
- ❖ Submit on time and via the correct channels (i.e. the Submissions Site)
- ❖ Matter highlights
  - Should fall within the research period we are assessing – Nov 2021 to Nov 2022
  - Summarize the key aspects of the deal
  - Provide individual case summaries – avoid grouping work together
  - Work can be ongoing
  - Complete all relevant fields, including dates, team members involved, opposing parties
  - Possible to include the same matter in more than one submission – description tailored to the relevant practice area
  - Quota of 20 matters



# Meet the editors: Submission best practice

## Confidentiality

- ❖ Include any non-publishable work highlights or clients in the corresponding non-publishable sections
- ❖ Confidential work highlights – providing that firms are able to disclose all significant and complex aspects – will be treated the same from a ranking perspective as publishable highlights

## Matter summary section

- ❖ Ensure all information is cleared for publication
- ❖ Distil this to a one-line synopsis of the work handled

## Team information

- ❖ Arrivals / departures – senior, relevant to the practice area
- ❖ Individual categories: Leading individuals; Next generation partners; Rising stars
- ❖ Provide supporting evidence



# Meet the editors: Client referees

- ❖ Submit in the correct format – do not amend or add any fields
- ❖ Provide one referee spreadsheet per practice area
- ❖ Client referees should have worked with the firm over the last 12-18 months
- ❖ Can put forward the same referee for multiple practice areas
- ❖ Unlimited number of client referees – we will contact all of them!
- Client referees emailed by the Legal
- Client referee anonymity preserved



# Meet the editors: Ranking firms and individuals

How we rank firms:

Factors include -

- ❖ Evidence-based approach to the ranking – work presented in the submission
- ❖ Track record in a practice area
- ❖ Perception in the market
- ❖ Calibre of the client base
- ❖ Market share
- ❖ Bench strength
- ❖ Team developments
- ❖ Sector strengths



# Meet the editors: Ranking firms and individuals

- ❖ Bios – avoid referencing awards and academics – not factors considered for the ranking
- ❖ Lawyer categories:
  - Leading individuals: fronting market-leading work
  - Next generation partners: three to five years as a partner
  - Rising stars: associates
  - Recommended lawyers – any individual mentioned in the editorial (firm write-ups, client testimonials, as heads of practice or other key lawyer listings)
- ❖ Key team members must be reflected in matter highlights!
- ❖ Logos available to download



# Meet the editors: How to make a good submission

- ✓ Sell yourself: what really differentiates you from your peers?
- ✓ Focus on facts to demonstrate your position: tell us about revenue growth/hires, new clients, panels, etc.
- ✓ Use matter highlights wisely: tell us about your role and why it's special - don't just describe the deal
- ✓ Talk about strategic growth plans for the practice
- ✓ Be prompt: if you want an interview get your request in early, but be aware that your ranking won't be affected by a lack of interview
- ✓ Prepare your partners for interviews: researchers want tangible information and honest feedback on rankings, not marketing puff.
- ✓ Please include talented women and other minority lawyers in your submission
- ✓ Avoid jargon
- ✓ Submit on time and in the right format – including referee data



# Meet the editors: Q&A

- ❖ I didn't get an interview this year, how do I ensure I get one next time?
- ❖ Can I request a specific researcher?
- ❖ How do I get into the Hall of Fame?
- ❖ We've hired someone who's a leading individual at another firm, does their ranking move over with them?
- ❖ What is ConvertNow and how does it work?
- ❖ Will I still be ranked if I send in a Chambers submission?
- ❖ Will I still be ranked if I don't submit?
- ❖ What do you do with our data?
- ❖ Can I suggest a new ranking category?

## WHEN THE RANKINGS ARE RELEASED

What do I do if something needs updating in the editorial in the new rankings?

Can I get feedback on the rankings?

For all questions about either the editorial or ranking decisions please use our FAQ page at [www.legal500.com](http://www.legal500.com)

Remember to separate out your questions and remember we cannot provide feedback on every submission or ranking.

For any questions about your paid for microsite please contact your account manager if you are unable to login and update the information yourself.



Wasim Hamid  
Senior business development manager  
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# Commercial & marketing

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United States



# The Legal 500 Profiles

## The Firm Profile Package includes:

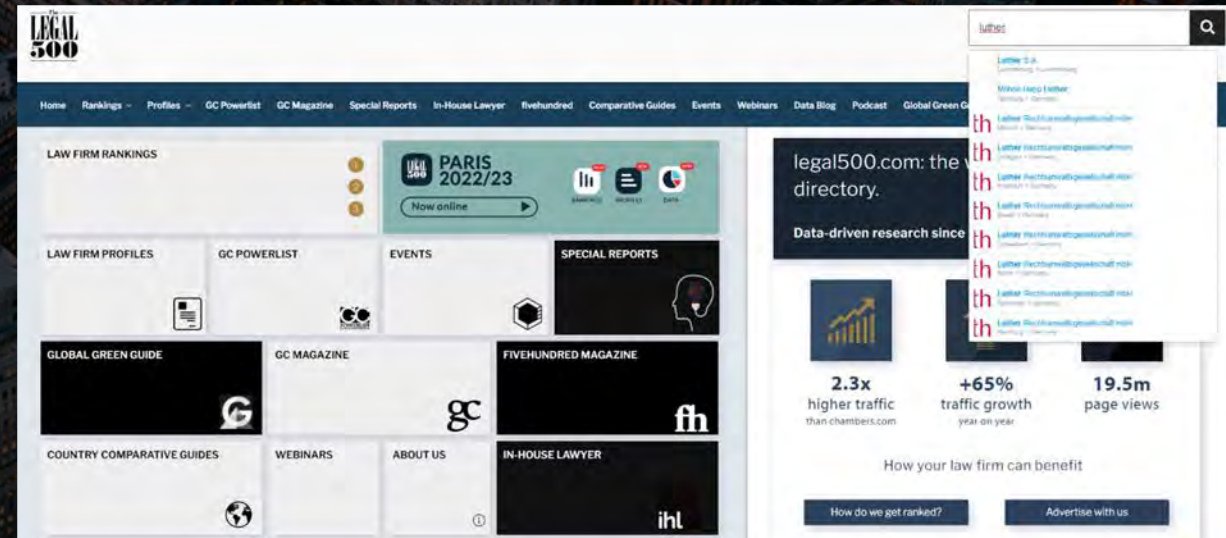
- Firm profile outlining firm history, facts and figures (Unlimited Word Count)
- Unlimited lawyer biographies
- Main work contacts
- Diversity/Community/Pro bono information
- Client testimonials & Notable cases
- Weblink from microsite to your firm's website
- Social media links from microsite to your relevant accounts
- Collated Legal 500 firm rankings, where applicable
- Historical Data: access to all US editorial rankings data from 2008 – 2021
- International Capabilities Tab

The screenshot displays the firm profile for ELIAS NEOCLEOUS & CO LLC, located in LIMASSOL, CYPRUS. The page features a navigation bar with links to Home, Rankings, Profiles, GC Powerlist, GC Magazine, Special Reports, In-House Lawyer, fivehundred, Comparative Guides, Events, Webinars, Data Blog, Podcast, Global Green Guide, and About. The main content area includes a search bar, a list of navigation tabs (GO TO... Rankings Firm Profile Main Contacts Lawyer Profiles Meet The Teams Diversity), and a section titled "ELIAS NEOCLEOUS & CO LLC > THE LEGAL 500 RANKINGS". The firm's contact information is listed as ELIAS NEOCLEOUS & CO LLC, NEOCLEOUS HOUSE, 195 MAKARIOS III AVENUE, 1-5TH, LIMASSOL, CY-3030, CYPRUS. Social media links for Email firm, Visit website, and phone numbers (357 25 11 0110, 357 25 11 0001) are provided. The page also includes a "CYPRUS > BANKING AND FINANCE TIER 1" section and a "MORALS" section.



# Why your firm should profile or take additional options?

- Highlight your law firm
- Easy to validate your firm or specific lawyers
- We are the most comprehensive legal referral website, with over 25,000 web pages.
- A chance for you to share your own client testimonials
- Easier to win new business
- After 12 months we can then provide you with analytics to quantify your marketing spend.
- ConvertNow tool
- ACC / IBA partnerships





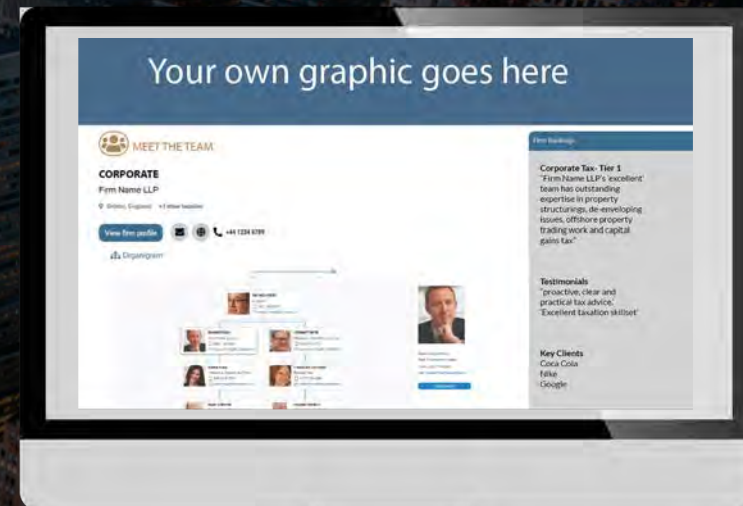
## MEET THE TEAM

Providing your clients with extra insight into your team's capabilities and expertise

# Meet The Team

Our 'Meet The Team' feature has been created to provide clients with extra insight into your team's capabilities and expertise. Key details include:

- An organigram of the team
- Bespoke content
- Upload relevant articles and papers
- Relevant Legal 500 team content will link from your Meet the Teams page





# US state Hub

## The Legal 500 State Hub overview

The Legal 500 Editor will present an overview of the featured city

## The Legal 500: State Partner

The Legal 500 State Partner firm will provide an insight in to doing business in the featured city

## City Q&As

## Corporate Conversations

Aa digital one-to-one interview with a client in the featured city

## Focus on../Meet the Experts: Practice Area

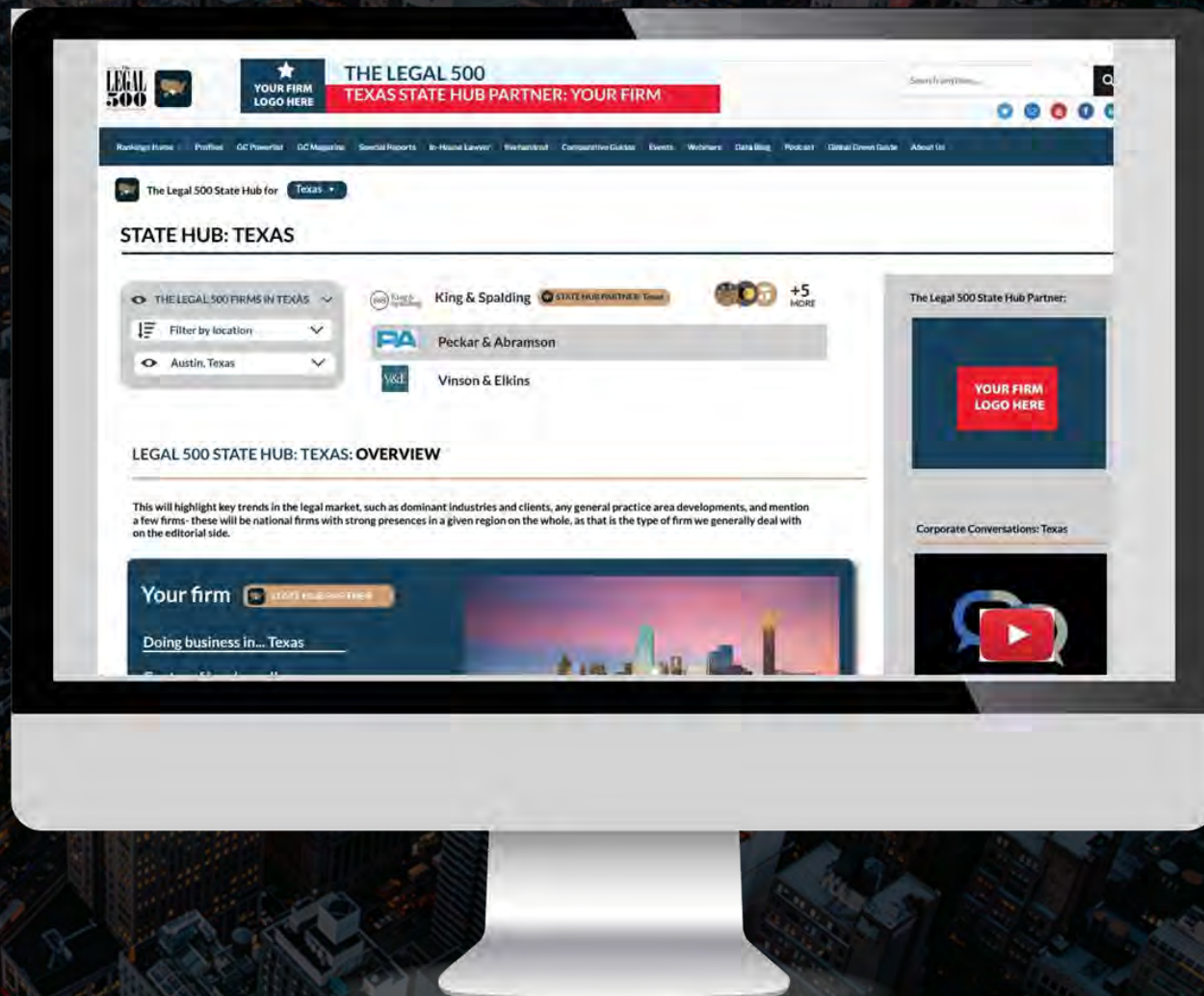
Highlight your firm as the go to expert in a given practice area

## Meet the Experts

Presents a question each quarter from a business client in a specific practice area

## Movers and shakers

Update the market with changes in your firm.  
Lateral hires, team expansion and deal highlights







Tim Verbrugge  
Senior key account manager  
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# Research+

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## United States



# Research +

The Legal 500 Research team are often asked questions such as:

- What is our firm's reputation in the market ?
- What do our clients really think of us ?
- How do we compare to other firms in the market?
- How can our Legal 500 submissions be improved ?

Research+ is a bespoke service that answers these questions.

The  
**LEGAL  
500**  
RESEARCH+





# What is Research +?

Research+ is conducted alongside the regular Legal 500 Research process.

It provides:

- Extensive and independent research into your firm's market reputation
- Feedback on submissions
- Is compiled by the Legal 500 Research team.

The  
**LEGAL  
500**  
RESEARCH+





# Research +

Reports In-depth analysis and feedback on:

- The firm's market reputation
- How does the firm compare to peers and competitors
- Client comments and testimonials
- Analysis of submissions with suggestions for improvement
- Early access to your firm and individual rankings

The  
**LEGAL  
500**  
RESEARCH+





# Research +

How to find out more and register:

- Firms need to register for Research+ in advance of the United States submission deadline of November 18th.
- For further information and pricing contact [tim.verbrugge@legal500.com](mailto:tim.verbrugge@legal500.com)

The  
**LEGAL  
500**  
RESEARCH+



## Speakers



(L-R)

ANNA BAUBOCK (Editor – The Legal 500 United States)

BARNABY MERRILL (Deputy Editor – The Legal 500 United States)

WASIM HAMID (Senior business development manager, The Legal 500)

TIM VERBRUGGE (Senior key account manager)

# Any questions?