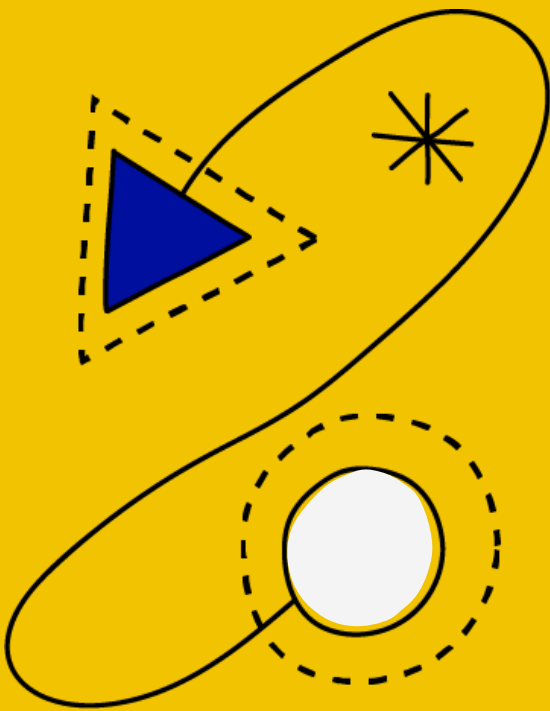


LEGAL DIRECTORIES

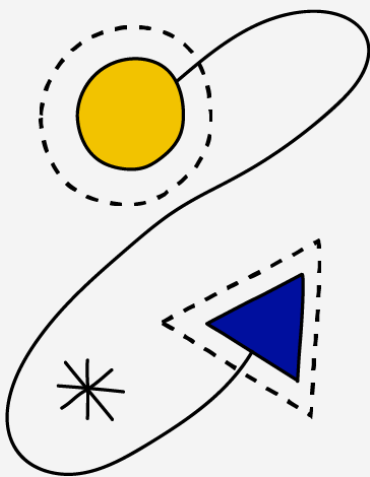
Beginners Guide



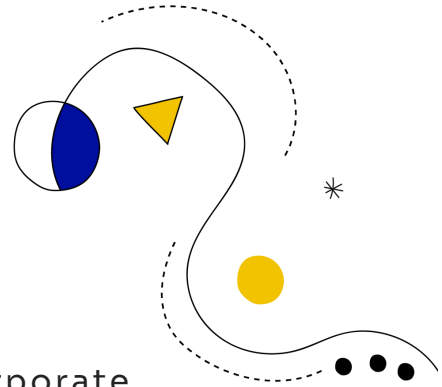
HARPA
LEGAL MARKETING

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What are legal directories?



01 Purpose

Legal directories are useful maps of the corporate law world. They are compiled on the back of extensive research and they feature the best law firms and lawyers around the world.

Their goal is to help companies find the best legal advice in the area they need: from corporate to environmental or insurance law.

02 Format

The most common format is for legal directories to publish annual rankings where they list the top law firms and lawyers by country and practice area. They focus on quality, experience and visibility in the market. See an example below:

Corporate/M&A Legal Rankings in Germany (Chambers)

Band 1	Band 2	Band 3
Freshfields Bruckhaus Deringer > More about this team	Clifford Chance > More about this team	Gleiss Lutz > More about this team
Hengeler Mueller > More about this team	Latham & Watkins > More about this team	Kirkland & Ellis International LLP > More about this team
Linklaters > More about this team	Sullivan & Cromwell LLP >	Milbank LLP > More about this team
		SZA Schilling, Zutt & Anschutz > More about this team
		Allen & Overy LLP >

03 Geographic scope

Most directories are headquartered in London and New York but they research and compile rankings for +100 countries in every continent.

Some countries are covered in-depth and will have separate rankings by region and several practice areas, and others will only have one ranking that covers the entire market for business law. You can see a full list of countries covered on their websites.

List of reputable directories

GENERALISTS



SPECIALISED



NEWS & RANKINGS

THE LAWYER



How do directories research the legal market?

01 Data from law firms

Directories ask law firms to send detailed information about their practice every year. This information is usually sent in a Word document created by the directories and called a Submission.

This Submission asks for specific information, including the size of your team, the names of key partners and associates, and a list of your most important cases of the previous year.

Submission =

Team &
Practice

+

Work
Highlights

02 Surveys with law firms' clients

1. What did you work on together?
2. What is your opinion of the firm?
3. Which lawyers did you work with?

What directories want to know is how happy clients are with the work done by their legal advisors. For that reason, the cornerstone of this process is the feedback received in surveys sent to those clients.

These are some of the questions directories will ask your clients, via email or phone.

03 Conversations with peers in the market

Finally, directories will speak to a variety of lawyers in the market they are researching, and ask their views on the best teams and individuals.

For example if they are looking into corporate law in the Netherlands, they will speak to Dutch lawyers working in the field. They will ask which law firms they see across the table and who they consider as leading players and up-and-comers.

How can my firm gain a directory ranking?

01 Do some preliminary research

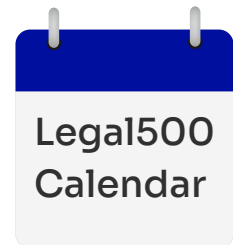
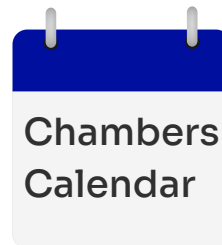
The first step should be to determine whether your practice is at the same level as the ones already featured. Check the current rankings and see if the ranked firms are your direct peers.

 Check the [Chambers](#) website

 Check the [Legal500](#) website

02 Check the key dates

There will be specific deadlines for when you need to send information about your practice to each directory.



You can click the calendars to check the Chambers and Legal500 deadlines.

03 Prepare and send the right documents

On the directory websites, you will find Submission forms to fill with information about your practice. You will also need to send a list of your clients - called a referee spreadsheet - that the directory can approach for feedback on your work.

You will need to prepare and send both documents by the deadline.

04 Be consistent

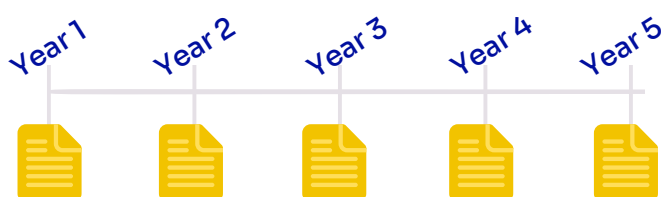
The key thing is to participate consistently, year after year. Directories need to build a track record of your firm before they know if it is at the same level as other ranked firms.



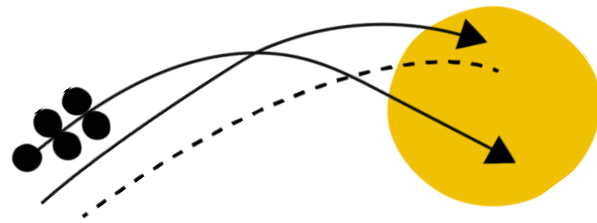
Submission



Referees



FAQs



What are my firm's chances of being ranked?

This depends on a number of factors. Possibly the first element is the type of work you do. Even if you are working on great cases and your clients think you are fantastic, if they are not as complex or high-profile as other firms', you might not get ranked. If your work is highly complex, your chances are very high.

The second element is the client feedback - if your clients are happy and they are willing to speak to the directories, this will certainly be in your favour. Finally, you need to participate in the process and follow the steps correctly. Every good submission will increase your chances.

What criteria are used by directories to decide the rankings?

The research is a comparative process that tries to identify the best players in the market based on the work they are involved in and the quality of service they provide. The evaluation elements used by legal directories are a sample of each firm's work, feedback provided by the firm's clients and information provided by other lawyers in the same market.

Do I need to pay to be ranked?

Participating in the research and appearing in the ranking is 100% free of charge for all reputable directories. That said, directories need to make money and they do that by selling profiles to law firms. These are optional but it does affect how your law firm is displayed on the website.

Can small firms be ranked?

Yes. Every legal directory has slightly different criteria but they all reward excellence rather than size. Small, highly specialised boutiques are often ranked in the top tiers alongside larger international firms when they can demonstrate the quality of their work.

Can I participate as an individual lawyer?

If you are a sole practitioner, there are areas that privilege highly focused experts working autonomously, such as legal opinions or white-collar crime. However, note that in most other areas you will be competing with larger teams. If you are applying individually but you are part of a larger firm, note that the application will probably be stronger if the rest of the team is involved.

How can we help?

A Fully outsourced legal directories process

Legal directories can be time and resource consuming, both for lawyers and marketing teams. Several of our clients choose to outsource all of their legal directories work to us. We manage deadlines, prepare submissions from scratch and monitor results. This ensures you won't miss any dates and send the best possible submissions, which can speed up the process of being ranked.

B Expert submission reviews

We know all the secrets to a successful submission. We edit your submission to guarantee you are describing your team effectively and, more importantly, that your work highlights show off your capabilities and the complexity of the cases you are involved in. A great submission will always give you an edge.

C Workshops

Our workshops are designed to teach you about the ins and outs of the legal directories world and to walk you through every single step of the research process. You can see a description of our three workshops on our [website](#).

Get in touch

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