

Join.Law Guide

Centralize your digital assets with Join.Law



Diversification vs. Centralization



“Don’t put all your eggs in one basket” is all wrong. I tell you, put all your eggs in one basket and then watch that basket.

Andrew Carnegie

Diversification has a long history in the business world and the legal industry because if one resource doesn't deliver, the other might.

If one project fails, the next one might succeed. The idea behind diversification is to reduce risk. Still, more than once, it is very time-consuming to find partners, you can trust, which adds more stress along with the possibility for security issues.

When it comes to your online assets, centralization is the key to long-lasting success for your legal business and clients.

Brand Consultation from your Exclusive Legal Service Provider

Join.Law helps lawyers, law firms, and practices of all sizes to protect their digital assets.

Finding an established partner that you can trust with your digital footprint is – without a doubt – priceless, but nothing beats control. Working with multiple business partners doesn't build a strong foundation, nor does it allow you to make significant progress.

With over two decades of experience, our dedicated account executives offer you one point of contact that you can rely on to manage your portfolio but also allows you to remain in full control.

Industry Expertise Lawyers Trust

We have the industry experience and technical know-how to help lawyers protect their digital assets in the digital age.

An Extension of Your Practice

All our clients are assigned a dedicated account executive to ensure you receive exceptional service for your needs and expectations.

Digital “Partners in (the Fight against) Crime”

From a legal perspective, the unstoppable growth of the Internet doesn't just create opportunities. It also creates a lot of challenges, especially when it comes to protecting your digital assets.

Our mission as a trusted partner has been to expand our portfolio of domain name management and brand protection services while offering the best service possible. Relying on a single provider for domain portfolio management, hosting, email services, and security features will help you establish, grow, and protect your legal business online.

Get Started Quickly

Join.Law provides the essential web services law firms need to operate a successful and secure website.

Control Your Brand

Our services help you safely collaborate with your team and empower you to decide who gets access to manage your digital assets.

EVERYTHING YOU NEED TO SUCCEED ONLINE.



Establish

How can you establish the authority of your legal practice?

Venturing into the online business world can be intimidating. Operating a legal practice in today's online-driven world is full of obstacles, especially when it comes to utilizing and securing your very own piece of online real estate. Creating a domain portfolio that secures your online presence can be an incredibly intimidating task. Still, if you want to succeed in the modern legal service industry, it is essential to provide a professional internet appearance.

Registering an eye-catching domain name alone is simply not enough.

Join.Law domain management allows lawyers and law firms to establish and secure valuable domain portfolios. We offer the largest selection of top-level domains found anywhere in the world and the tools to protect them. Regardless of your firm's practice area, an outstanding online presentation establishes and promotes your company as an authority in your field.

Establish your domain name portfolio

A lot has changed over the past decade. The Internet's growth presents opportunities, but also a lot of risks. Thirty years ago, the iconic generic Top-Level Domains (gTLDs) **.com** was the only option to secure your piece of online real estate.

Back then, you didn't have to worry whether your desired domain name is still available or not. There was no need to think about cybersquatting or if a competing law firm would register it to harm your business secretly.

Your domain name is your online identity. To establish and preserve your brand's reputation, you should consider registering the corresponding domain name in various extensions. A defensive domain registration strategy ensures that nobody else can register your name, pretend they are you or harm your business in any other way, which is our highest priority.

Since 2014, well over 1,200 new gTLDs like **.legal**, **.attorney**, **.lawyer**, and of course **.LAW** were introduced to the Internet, which opened up more online branding opportunities.

Due to the increased volume of gTLDs, cybercriminals have gained a bigger playground – and the amount of domain extensions to choose from is still growing.

The **.law** domain is reserved for licensed practitioners only - the exclusivity helps distinguish you from competing legal practices and communicates your website's purpose to clients before they even visit your site.

Secure the essential legal industry package:

.law, **.legal**, **.attorney**, **.partners**, **.abogado** and more.

Start by focusing on the essentials:

.com, **.net**, **.org**, **.biz**, **.info**; the must have domain extensions.

Case Study

According to a search engine research study performed by Globe Runner, new gTLDs are as effective as the old-fashioned **.com** domain.

After setting up two identical websites with different domain extensions, the **.com** domain outperformed the new gTLD in the beginning in some areas, but over the course of eight months, the conversion rate of the **.com** domain got progressively worse while the gTLD could stand its ground.

Domain Availability Report and Privacy Protection

A dedicated account executive will run a report showing which domain extensions your brand name is available so you can make educated registration decisions. Submitting your trademark application to the Trademark Clearinghouse allows you to register all new launching gTLDs before the general public.

On top of this, private registration hides your personal information: name, email, physical address, and phone number from public view. This prevents unwanted domain-related spam from ending up in your inbox and call log.



Grow

How can you grow your digital footprint in the legal sector?

Who wants to work with an attorney who doesn't have an excellent reputation or authority in his or her line of work? The answer is clear, and that is also the reason why establishing credibility is so important. Your target audience is looking for the right reason why they should contact you.

The choices you make today have the power to shape the future of your legal practice's digital presence for years to come. The most important rule for a modern law practice in the digital age today is to focus on the results you want tomorrow.

101domain offers a full range of products for your essential business web technology needs. We help you scale your productivity, collaborate with your team, and grow your legal footprint, all at the same time.

What do successful legal websites have in common?

- They have a vision and set a goal.
- They solve problems.
- They pick a niche.
- They focus on user experience.
- They develop lead magnets.
- They outsource work.
- They communicate with their audience.
- They write quality content.
- They are authentic.
- They put effort into SEO.
- They know when to change.
- They rely on a strong partner!

Global Web Hosting specialized in the Legal Sector

There are a lot of moving parts to consider when starting a website. Just like domain name registrars, qualified hosting providers are a dime a dozen. But being “digital partners in crime” means trusting your partner with your domain portfolio and your hosting needs.

Many companies offer the entire online suite, from domain registration to web hosting and email. However, they may not provide reliable services or customer support. Join.Law is specialized to serve your legal practice’s online needs without putting your digital footprint at risk.

No matter if this is your first website, your hundredth, or you want to transfer your website to Join.Law so you can, our dedicated hosting team is here to help you get your website live and ensure it continues running securely and efficiently.

plesk



Stay in Control of Your Communicational Needs

In business, the first impression counts, and if your domain name or website leaves any room for doubt, chances are potential clients find help somewhere else. To help you avoid a costly mistake, you need a strong digital plan that supports all your needs.

Our services empower you to decide who gets access to manage your digital assets at any given time. Setting up multiple user accounts with different access levels to provide an extra level of control and safety can be done within minutes. Registering a certified legal **.law** domain name also allows you to use personalized email addresses to engage new clients and keep them coming back.

G Suite empowers your legal practice with tools to collaborate with your team, clients, and third-party providers and establish your digital representation. One suite gives you access to Google Cloud’s secure applications for email, file storage, video conferencing, and much more.



.law

Time is money, and money is time

Most people relate speed to efficiency, trust, and confidence. A case study performed by the Financial Times says, "The speed of the site negatively impacts a user's session depth, no matter how small the delay." These days, customers expect to move through a website quickly and with ease; however, many sites still fail to perform consistently.

While standard DNS services will get the job done, you want a service that goes above and beyond common standards. Secure Web Accelerator powered by Cloudflare is a service that optimizes site speed and uptime, while simultaneously protecting websites from all manner of attacks.

Add it to your domain to speeds up your law practice's website and improve performance with built-in security features.

As a legal professional, you need a service that assures a faster, safer, and more reliable Internet experience and helps keep thousands of law firm websites online and secure every day.



Increase your website speed

Your website is a representation of your practice. Make a good first impression from the second a client enters your site.



Improve your site performance

Secure Web Accelerator gives your law firm website an edge over the competition with greater uptime and availability.



Protect your practice and clients

Combat cyber-attacks and other common threats that aim to take your website down and steal your client's business.



Protect

How can you protect your digital assets?

The market for legal services is extremely competitive. Most renowned firms invest millions in marketing campaigns, making it very hard for smaller firms to compete. The U.S. Chamber Institute of Legal Reform announced that online legal keyword advertising is among the most expensive in America, stating that nine of the top 10 of the most costly search engine keywords are related to legal services.

The cornerstone of effective domain management and brand protection strategy is finding a partner who is flexible enough to meet your needs, offers worldwide coverage, and becomes an extension of your team.



Be a Step Ahead of the Competition

Would you do business with somebody you do not trust? Neither would your clients. If your website is not secure, users will likely avoid it.

Earning trust is a critical factor for your website's success, and online attacks are becoming more frequent, and sites without proper security are leaving valuable digital assets vulnerable.

Cybersquatting and typosquatting are becoming more and more of a threat. With each new gTLD, it becomes harder to protect a brand online, but registering multiple domain names prevents competing firms from buying it.

Security is the cornerstone of any successful online business. Join.Law offers a complete and very robust suite of enterprise-level security solutions.



SSL Certificates

SSLs help you protect your website and your visitors' information by making sure that any data transferred remains safe.

SSL, or Secure Socket Layer, is a universally accepted security protocol used by web browsers and servers worldwide to protect data.



2-Factor Authentication

2FA provides an additional layer of protection for your digital assets. In addition to your standard username and password, you are required to provide a temporary and dynamic security code when 2-factor verification is enabled.

Without the code, your account cannot be accessed even in the case of a compromised password or another security breach.



Multi-user

The Multi-User account access security feature is based on user-roles. Each user has to login with username and password, and a dashboard customized to the user's role.

Having only the settings and services, they need access to, helps your team and third-party providers collaborate more efficiently while maintaining the highest level of security.



Domain Blocks

A Domain Block disallows any party from purchasing a domain using your term in the covered TLDs across all domain providers.

Registering domain names in bulk defensively can save you a lot of time and money in the long-term because it prevents others from getting domains with your trademarked terms, all in one subscription.



Registry Locks

A Registry Lock prevents unauthorized parties from updating domain settings. When activated, an authorized account manager must submit a request to the registry, who then verifies the request for any changes to be made.

IP Lock and Logging gives you the ability to limit your logins, restrict the number of IP addresses that can be used to log in and monitor your account activity.



Enterprise DNS

DNS security extensions (DNSSEC) verifies that DNS queries received have been unaltered in transit and is originating from your designated DNS server. For example, when you enter the URL for your online banking system, it's good to know the IP address for your bank portal is legit.

Without this verification, you could be entering the key to your life's savings into a hijacked system.

Monitor Your Digital Assets Anywhere on The Internet

Monitoring Services act as your eyes and ears so you can focus on your practice. The advanced algorithms use sophisticated and intelligent technology to find exact and similar or confusingly-similar matches to your brand name and alerts your business of these threats before they cause irreversible damage.

Monitoring Services for You

Monitoring services alert you of potential infringement before it can cause irreversible damage to your law firm's reputation.

Monitoring Services for Your Client

Help your clients protect their most important digital asset—their brand—from falling into the hands of cybersquatters and counterfeiters.

Our suite of Monitoring Services covers the needs of law firms and clients everywhere:

Global Domain Watch

Social Media Monitoring

Web Content Watch

Marketplace Watch

Image Recognition Filter

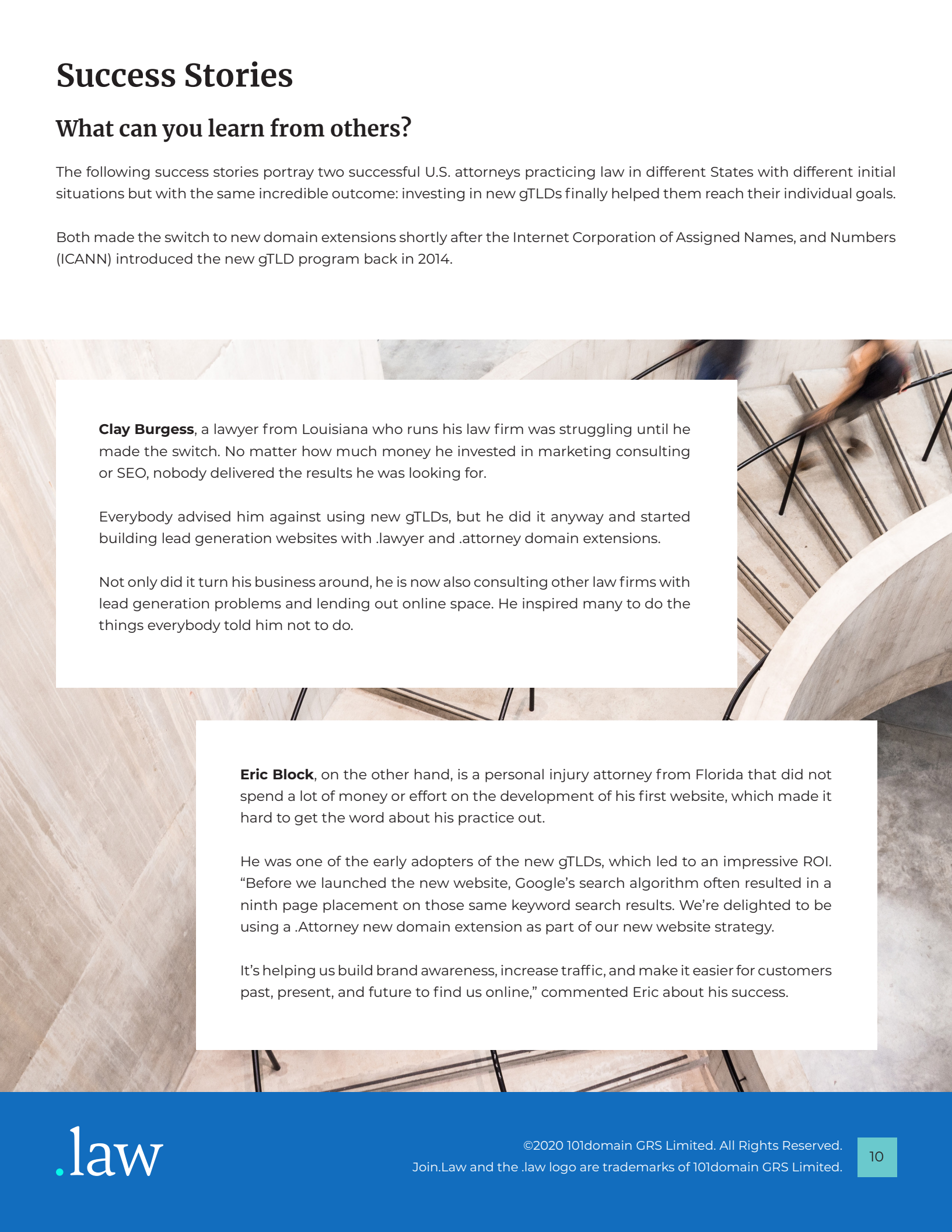
App Monitoring

Success Stories

What can you learn from others?

The following success stories portray two successful U.S. attorneys practicing law in different States with different initial situations but with the same incredible outcome: investing in new gTLDs finally helped them reach their individual goals.

Both made the switch to new domain extensions shortly after the Internet Corporation of Assigned Names, and Numbers (ICANN) introduced the new gTLD program back in 2014.



Clay Burgess, a lawyer from Louisiana who runs his law firm was struggling until he made the switch. No matter how much money he invested in marketing consulting or SEO, nobody delivered the results he was looking for.

Everybody advised him against using new gTLDs, but he did it anyway and started building lead generation websites with .lawyer and .attorney domain extensions.

Not only did it turn his business around, he is now also consulting other law firms with lead generation problems and lending out online space. He inspired many to do the things everybody told him not to do.

Eric Block, on the other hand, is a personal injury attorney from Florida that did not spend a lot of money or effort on the development of his first website, which made it hard to get the word about his practice out.

He was one of the early adopters of the new gTLDs, which led to an impressive ROI. “Before we launched the new website, Google’s search algorithm often resulted in a ninth page placement on those same keyword search results. We’re delighted to be using a .Attorney new domain extension as part of our new website strategy.

It’s helping us build brand awareness, increase traffic, and make it easier for customers past, present, and future to find us online,” commented Eric about his success.