

# FAQ



## Let us help!

The State Bar's new *You Need a Lawyer: ISBA Directory* is powered by Zeekbeek. If you need assistance, please feel free to contact Zeekbeek's helpdesk at 1.844.899.9335 (Monday – Friday, 9 a.m. to 5 p.m.).

Your ISBA staff is also here to help you. Contact Stacy Vessely or Bryan Fisher at 1.800.266.2581 (Monday – Friday, 8:30 a.m. to 4:30 p.m.).

## What is the *You Need a Lawyer: ISBA Directory*?

More than 75 percent of consumers today search online to locate and hire legal professionals. And while websites like Avvo and LegalZoom exist, meeting face to face with a lawyer remains critically important – which is why the ISBA is proud to announce that it has partnered with Zeekbeek to create a bar-based, lawyer-locator directory. This national directory will be populated through the membership databases of participating state bar associations. The evolution of the directory is guided by a consortium of participating state bars (to include, so far, the Illinois, Indiana, Michigan and Ohio bar associations).

The goal of this new ISBA directory is to help consumers find lawyers and allow lawyers to find other legal professionals. As a member of the ISBA, we have already created your profile with the information we have on file. You have the opportunity to expand your profile in the new directory by including a list of practice areas, a customized bio, links to websites, social media accounts, videos, articles and blogs, and much more. In an effort to make this a worthwhile resource for consumers, we're encouraging you to update and expand your profile.

Your “first impression” is only as good as your profile!

## What makes this new directory superior to other online legal services?

- **Trustworthy profiles for consumers**

Because this directory is populated via the ISBA membership database and subsequently our members have the ability to expand their profile, consumers can trust that the information is current and accurate. According to Avvo's support center, they get information about lawyers by scraping the web for "publicly available data" and warn that because they don't control the sources from which they are pulling the information, the lawyer's profile may be incorrect. Zeekbeek, the driving force behind this new directory, does **not** scrape the web to create member profiles. The ISBA has used your

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information from our database to complete the basic parts of your new profile, including your name, address, professional designations, section/committee memberships, etc. In order to make this directory a go-to resource for the public, we encourage you to enhance your profile by adding your practice areas, bio, professional photo and more.

- **Honest consumer search**

This new directory does not permit lawyers to pay in order to come up higher in search results. When a consumer does a search, the two primary factors that influence the order in which lawyers appear is relevance (established through content and practice area) and geographic proximity. This honest consumer search provides a level playing field for all ISBA members.

*Please note:* The best way to make sure you *do* come up higher in search results is to expand your profile, specifically making sure to add your practice areas. Most consumers will search by topic/practice area (e.g., divorce, custody, foreclosure, etc.).

- **No reviews**

This new directory does not allow consumer or peer-to-peer reviews.

- **Commitment to adhere to Indiana’s ethics rules**

Zeekbeek partners with bar associations to ensure that each directory is tailored to adhere to ethics rules set by the state. The Indiana State Bar Association has the option to include ethical reminders and instructions if it chooses.

## **How do I access the *You Need a Lawyer: ISBA Directory*?**

The new directory is accessible through the ISBA website at [www.inbar.org](http://www.inbar.org). Or, you can simply visit [www.zeekbeek.com/inbar](http://www.zeekbeek.com/inbar).

Also, you can access the directory via the State Bar’s mobile app. To download, search for “Indiana State Bar” at the iTunes App Store or Google Play.

## **How do I log in to the *You Need a Lawyer: ISBA Directory*?**

Visit [www.zeekbeek.com/inbar](http://www.zeekbeek.com/inbar) and click on the “Log In” button (blue) in the upper, right-hand corner. Click on “ISBA Member Login” in the box on the right side. Your login information is the same as your ISBA login information. If you don’t know your ISBA login information, please contact the ISBA at 1.800.266.2581.

## **How do I expand my profile?**

Getting found by consumers has never been easier. We’ve used your core information from our membership database to complete the basic parts of your new profile. Now follow these 5 steps to enhance your profile:

1. Go to [www.zeekbeek.com/inbar](http://www.zeekbeek.com/inbar) & use the simple profile wizard to set up your profile
2. Add your practice areas
3. Choose to accept clients and allow online appointment scheduling

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4. Fill out your biography
5. Upload your professional photo

*Important to note:* The primary goal of this new directory is to help the public find a lawyer in Indiana and to help lawyers gain new clients. We know that the average consumer will search the new directory by practice area. In order for this to be of value to consumers especially, lawyers must add their practice areas in order to “stock the store shelves.” (According to Zeekbeek, the top three practice areas commonly searched for are criminal law, estate planning and family.)

## **What core information was provided by the ISBA to Zeekbeek for this new directory?**

The following core data was used to create your profile on the new directory powered by Zeekbeek: name, employer information, Indiana admittance date, education, certifications and section/committee membership.

## **When updating my profile via Zeekbeek, why are some fields greyed out?**

Fields that are greyed out are considered “core bar data” and can only be changed on the ISBA website at [www.inbar.org](http://www.inbar.org).

## **Who is included in this new directory?**

This new directory includes all members with a license to practice law (paralegals, law students, etc. are not included).

## **Can I remove my profile from this directory?**

Yes. To remove your profile from this directory, please follow these easy steps:

- Visit [www.inbar.org](http://www.inbar.org) and log in
- In the blue “My Profile” box, click on “Manage Profile”
- Under “Information & Settings,” click on “Edit Bio”
- Under “Additional Information,” select yes next to the “Exclude Directory” field