



# GOLEGAL PRESS OFFICE SERVICE

GoLegal is a free news and information site for the South African legal industry. We provide a central hub through which legal professionals and businesses publish articles and industry announcements. Our content is carefully organised by legal topics so that users can easily find information based on their needs.

GoLegal serves a loyal readership of lawyers, legal advisors, scholars, business owners, executives, and the public. This affords firms and corporates an opportunity to showcase their expertise to a large, legally minded audience by using GoLegal as a content marketing and PR platform.

## LISTING YOUR FIRM OR BUSINESS ON GOLEGAL

As a professional service provider, using content to showcase your expertise is one of the most effective methods to build brand awareness and attract new clients.

GoLegal's **Press Office** provides a simple and effective content marketing solution for the legal industry. We offer a microsite to promote your business and services, and a fully-fledged newsroom that provides a central hub for your content marketing material.

As a leading legal platform with a broad, targeted readership, GoLegal works with your brand to make your content shine.

# WHAT YOU GET WITH OUR PRESS OFFICE SERVICE

## PROFILE PAGE

A GoLegal profile is a dedicated page for your business on the GoLegal website.

Displays your:

- Logo
- Wide banner
- Firm overview
- Services
- Awards
- Contact details
- Links to your articles
- And any other information.

The screenshot shows a professional profile page for a law firm. At the top is a large blue banner with the text "Law Firm Banner". Below this is a smaller blue box containing the word "Logo". To the right of the logo box is a paragraph of text describing the firm as Africa's largest law firm with over 600 practitioners, established over 100 years ago, and highlighting its international standards and African focus. Below the text is a "Contact" section listing phone numbers for various cities: Accra, Alexandra, Cape Town, Dar es Salaam, Durban, Johannesburg, Kampala, Kigali, Port Louis, Mitchells Plain, Stellenbosch, Swakopmund, and Walvis Bay. To the right of the contact information is an "ARTICLES" section with a "News & Opinion" tab selected. It features three article previews with titles like "Is There Still Place For Fixed-Term Contracts In The Construction Industry?", "Voluntary Disclosure Of Undeclared Foreign Assets In Offshore Trusts", and "Mine Closure Orders - Important Labour Court Judgment". On the far right is an "Awards" section titled "ACQS Awards" and "Acquisition International Awards", listing several awards won by the firm in 2015 and 2016, such as "Overall Law Firm of the Year (South Africa)" and "Best International Law Firm (Mauritius)".

## NEWSROOM FACILITY

An online publishing service for your news, PR and other legal content.

- We will strive to publish up to a maximum of 10 relevant articles per month (subject to availability of content, and our editorial discretion)
- Articles display on our home page, on relevant topic pages, on your profile page, and are often shared on social media and on our newsletter/s.

# WHAT YOU GET WITH OUR PRESS OFFICE SERVICE

## BRANDED CONTENT THAT PROMOTES YOUR BUSINESS

Each article is accompanied by:

- Firm's Logo
- Short firm description
- Author information
- Links to related articles by the firm
- Link to the firm's profile

The screenshot shows a professional press release layout. At the top left is the article title, "Patent Infringement Legalised For Generic Medicine". Below the title is a photograph of several green, round pills spilling from a dark glass bottle. To the right of the main content is a sidebar with a "PROVIDED BY:" section containing a blue box with the word "Logo". Below that is a section titled "OTHER POSTS BY KISCH IP" with four small article thumbnails and titles. At the bottom right of the sidebar is an "UPCOMING EVENTS" section. The main article text includes the authors' names, a date, a short firm description, and the beginning of the article's body text.

## AUTHOR INFORMATION

GoLegal brings experts to the forefront showcasing the authors for each article. Each author has a full biography and profile page, linking to all of their articles.

The screenshot displays an author profile for Jamie Christie. On the left is a blue square placeholder labeled "Image". To the right, the author's name "Jamie Christie" is followed by a biographical paragraph: "Jamie Christie is a director in Jacobs Attorney's mining and environ specialises in mining and environmental law, with a focus on prc regulatory advice, including advising on disposal and acquisition planning in relation to green field operations, mineral disputes, i applications, lobbying the relevant authorities and statutory applications such a section 11 and section 53 of the MPRDA." Below this is a "Qualifications" section with a bulleted list: "LLB (University of KwaZulu-Natal, Pietermaritzburg)", "Diploma in Insolvency Law (University of Pretoria)", and "Admitted as an attorney of the High Court of South Africa".

# WHAT YOU GET WITH OUR PRESS OFFICE SERVICE

## CROSS PROMOTION TO ATTRACT READERS TO MORE OF YOUR CONTENT

Your profile is only valuable if the right people see it and this is where GoLegal excels. Our site is designed to strategically promote your firm on relevant parts of the site in order to drive traffic to your profile page.

**Commercial & Corporate Law**

**Cliffe Dekker Hofmeyr's Mergers And Acquisitions Practice Jumps One Rung To Tier One In Latest IFLR Survey**  
by Eric Levenstein

**Revised Construction Sector Code deconstructed**  
by Lauren Wilson and Venushca Pillay

**Quo Vadis – Business Rescue Or Liquidation?**  
by Eric Levenstein

**When Different Treatment Is The Most Fair – Inland And Coastal Refineries And The Cost Of Transporting Oil**  
by Lloyd Christie

**EXPERTS IN COMMERCIAL & CORPORATE LAW**

- EVERSHEDS SUTHERLAND**  
Eversheds Sutherland  
8 Relevant articles
- KISCH KISCH IP**  
4 Relevant articles
- LexisNexis**  
7 Relevant articles

If you publish Commercial & Corporate Law content, when a reader navigates to that topic, your business will be listed as an expert in that field.

If you publish a family law article, your firm will be promoted on **other** family law articles to drive readers to your profile.

**The Legal Advantages Of Marriage**

**Family Law Experts**

- Wilkins Attorneys**
- Brevity Law**

Want the latest legal news and views in your box?  
Subscribe here  
Your email address

**POPULAR POSTS**

- The Consumer Protection Act On Your Rights To Cancel Agreements**  
86 Comments

By Charbel Grange  
Provided By Legal & Tax Services  
In Insight  
08 May 2016

Beyond having someone to call "hubby", there are other benefits enjoyed by partners who are bound by a legally recognised marriage. This includes:

**Duty of support:**  
If you are married, you and your spouse are obliged to support each other, depending on your respective means and needs.

**Maintenance after death:**  
When a spouse dies, the surviving spouse can claim spousal maintenance from his or her deceased estate.

# PRICING

## PROFILE PAGE WITH MONTHLY CONTENT PROMOTION AND QUARTERLY STATS REPORT.

Includes:

- Profile page with all details
- Import 10 articles (if available) from your website and blog so that your newsroom is prepopulated
- We will strive to publish up to a maximum of 10 relevant articles per month (subject to availability of content, and our editorial discretion)
- Quarterly statistics report

### Pricing for law firms

No. of attorneys in firm

1-3      4-10      11-20      21 - 40      41+

Cost per month	R1400	R2000	R2600	R3300	R4000
----------------	-------	-------	-------	-------	-------

### Pricing for publishers and corporates

Cost per month	R3100
----------------	-------

- GoLegal is not yet VAT registered so VAT is not included
- 10% Discount for annual payment in advance



# WHAT MAKES THE GOLEGAL PRESS OFFICE EFFECTIVE?

## GoLegal uses your content to showcase your expertise

In the information age readers are bombarded with advertising and have started to ignore traditional marketing. At the same time, users expect to find any information they want for free. The only way to get noticed is to share information that users need and to leverage your position as the provider of that information. GoLegal does not simply push your business in front of people's faces, we publish and promote your content to readers who care about what you have to say.

## On GoLegal, your firm is not just another name in a list

There are many online law firm directories where you can pay to have your firm listed if you want to appear among a list of many. But GoLegal showcases your expertise and makes you stand out.

## Content is what matters

GoLegal will market selected articles on social media and on our homepage. Do not worry if your firm does not produce regular articles. GoLegal offers a content creation service at an ad hoc fee, and we stand at your service to create great content which displays your skills and expertise.

## Long term benefit

Content that ranks well in Google can reap you years of marketing benefits. GoLegal facilitates the creation of content in support of your firm. We know how to rank well in Google and how to get our content shared on social media.

All your articles are listed on your profile page so that your profile becomes an increasingly rich repository of information and a more fruitful source of leads for your business.

# COMPANY DETAILS

## GoLegal Pty Ltd

### Reg Number:

2016/395404/07

### Director:

Dean Raviv (BCOM LLB LLM)

dean@golegal.co.za

083 415 5245

### Contact Details:

37 Mopedi Road,

Sebenza,

Johannesburg

Email: info@golegal.co.za

### BEE Status

Level Four (exempt micro enterprise)



### Site Stats

- ~75 000 monthly page views
- ~40 000 monthly visitors
- >800 articles
- >470 authors



### Newsletter Stats

- >10400 subscribers
- 18% open rate
- 4.5% click through rate



### Social Media Stats

- >5200 Twitter followers
- >3700 Facebook likes

## FAQ'S

### 1. I publish news on my website, why do I need GoLegal?

In the same way that it is not enough for a shop to have a premises and sign, you too need to be on the high street or in the busy mall. If your target audience are people who require legal services, then GoLegal is the place to be. We invest in search engine optimisation and legal content that attracts over of 40000 legally minded readers per month. The legal professionals, executives and individuals who are searching for legal information online find it on GoLegal, and GoLegal is designed to showcase the businesses that provide the legal expertise that our readers are interested in.

### 2. I don't have a website so why should I bother with a "press office"

The purpose of a website is to enable your customers and potential customers to find you online. A profile on GoLegal meets those requirements faster, cheaper and more effectively. Our clients' profiles are so detailed and rank so well on Google that we sometimes appear directly below (or occasionally above) the actual client website in search results.

### 3. Why should I choose GoLegal over other forms of advertising?

We live in an age where users are bombarded with advertising. Research is increasingly showing that it is harder and harder to gets people's attention. GoLegal enables you to bring attention to your business while readers are receptive to your ideas, and to influence readers with your expertise and experience.

Traditional advertising and many forms of online advertising force your brand onto users. Content marketing is about creating something that users want, and capitalising on that need as an opportunity to expose them to your services.