

From the President's Desk

On the verge of a leap forward in the evolution of Primerus

Over the years, humanity's strides have ranged from the microscopic to the cosmic, bringing about important revelations and historic advances in human knowledge.

Within the past year in particular, we have seemingly witnessed it all – anguish, despair, and loss, only to be heartened by untold acts of beauty, resolve, and hope.

In the present, as the arrival of spring approaches in the Northern Hemisphere, each individual, business, and organization has the opportunity to take stock, determining whether we can harness our ingenuity for the collective good.

For Primerus, that has been an ongoing assignment since we were founded in 1992, a year that saw the first smartphone come to market and the first text message sent.

This year, in the newfound age of artificial intelligence, we are embarking on yet another era of discovery that holds the promise of propelling us higher and farther than anyone thought possible just a decade ago.

The primary propellant, of course, is technology, a tool that we have valued and utilized to great advantage during each stage of our growth process. Over the course of the past 33 years, we have used technology to spread the Primerus name and message, brand images that are becoming synonymous around the

world with high quality legal services at a fair price. Internally, we have the ability to operate as one, combining the special talents and skills of each member firm into a singular unit that can compete on a global level with the powerhouses of the legal profession.

During the past two years, we have made a significant investment in upgrades to the Primerus website, adopting a series of enhancements designed to drive digital traffic to each member's site at an increased level. We have done this by keeping Search Engine Optimization in mind, helping to improve your online visibility by ranking high in Google search results.

In virtually all respects, websites have become the central hub for your online presence, serving as the primary platform to showcase your brand identity, values, and story, while creating a definable image across all digital touchpoints.

Those points were driven home in a recent conversation I had with the managing partner of a Primerus firm that had just landed a high-end client, principally because that client was genuinely impressed with the appearance, content, and overall quality of the firm's website. In effect, the website served as the firm's rainmaker, building instant credibility in a fashion that may yield dividends for years to come.



On the newest version of Primerus.com, visitors will be able to learn the latest about each member firm, highlighted by attorney bios and photos, specific practice areas, and video presentations on legal topics of interest, all features meant to enrich the browsing experience and to add a certain measure of engaging personality and pizzazz.

In addition, we recently introduced multi-lingual capabilities to our website, allowing for content to be translated from English into German, Spanish, and Chinese with the help of artificial intelligence. Before long, we expect that other languages will be added to the list of lingual options offered on the Primerus website.

The repurposing of the website is a key part of our continuing efforts to promote the Primerus brand, which also has been given a boost in recent years by upgrades to our Weekly and Paradigm publications. These are among the tangible ways that we have added value

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to the membership package, which also will be expanded this month with the beginning of a Trial Skills Academy, that was featured in my February column.

The Academy, which will be capped off by a series of mock trials in Philadelphia this fall, is in keeping with a host of other initiatives that have been championed by our Quality Assurance Board,

Accreditation Board, Community Service Board, and Law Practice Management Board. Their collective efforts enable the small- and medium-sized independent law firms of Primerus to receive the same level of support that major firms provide to their practice groups, particularly in such areas as cybersecurity and data protection.

In full frame, we are entering a new era in the history of Primerus, a chapter that will be showcased in detail on our website, in our publications, and across all legal frontiers we are destined to explore.

Best regards,
Jack Buchanan, President