

# CBA PracticeLink

## BACKGROUND

- In response to member feedback of strong interest in web-based information on practice issues, and at the recommendation of the CBA's Technology Impact Advisory Group (TIAG) ([see separate note](#)) the CBA launched [CBA PracticeLink](#), an online law practice management service exclusive to members, in August 2003.
- CBA PracticeLink focuses on useful, practice-related business information, ideas, tools and tips targeted to lawyers working alone or in small firms.

## CURRENT STATUS

- In 2009, CBA PracticeLink was reorganized along three main segment lines – Career Builders, Law Firm Leaders and Solo/Small Firms. Members are quickly guided to content relevant to them, while providing an excellent snapshot of all the CBA produces for these key groups.
- The reorganized site helps to deliver more targeted and relevant communications, and to make this information easier for visitors to find. The site includes archived monthly newsletter content so that, going forward, all practice tips and trends content is housed under one roof. This, along with maintaining strong ties to *National* through the site's "In-Depth" sections, creates a more logical bridge between our flagship print and online vehicles, and for a more cohesive brand and user experience.
- The site is built for growth, and there are plans to do even more, such as employing new technology that will enable us to pull in custom content from external sources.
- The site features a Work-Life Balance Resource Centre, which includes a comprehensive listing of CBA articles, podcats and links to external reports and resources.
- The site includes interactive and multi-media, including a discussion mechanism, an "Ask the Experts" feature, newsfeeds (RSS), syndicated content and podcasting (audio-visual).
- In 2004, the Association for Continuing Legal Education (ACLEA) selected CBA PracticeLink for its Award for Outstanding Achievement in Technology. The award recognizes the entry that best exemplifies new, creative, effective and innovative ways of improving education for lawyers.
- Web statistics showed a 10% increase in visitor traffic in 2009. The site continues to receive praise from members, other leading law practice management sites and bloggers. Several members have described recent articles as "must-read" items for practitioners. Member feedback is elicited continuously and assessed as guidance for future content.

## NEXT STEPS

- Marketing and promotion of the site continues via the CBA's other print and email publications. CBA PracticeLink is now branded in each issue of *National* magazine.

- In keeping with the new focus on delivering content in a more targeted fashion, we produce CBA PracticeLink newsletters. Throughout the year we develop and distribute three dedicated newsletters for the Solo/Small Firm group, three aimed at “Career Builders” (Young Lawyers), and two for “Law Firm Leaders.” These newsletters highlight the best new content that has been added to the site.
- CBA PracticeLink is updated with new content (features, guides, tips, etc.) several times per month.