



# How to edit your law firm's Wikipedia page: 3 golden rules

Hi Shelby,

About 10 years ago, a client called me in a panic. Someone in their marketing department had created a Wikipedia page for their multimillion-dollar firm, and in the process, nearly got the firm permanently blacklisted from the site.

At the time, I had never edited a Wikipedia page. So I dove headfirst into the world of Wikipedia and found that the well-intentioned (but wildly uninformed) marketer had broken nearly every rule in the Wikipedia book. I spent months untangling the mess.

Wikipedia's dominance on the internet is not to be taken for granted. And while it's billed as a free encyclopedia that anyone can edit, that doesn't mean you can simply log on and make whatever changes you'd like. In fact, editing a Wikipedia page can be a daunting, difficult task.

In this month's blog post, I explain three golden rules for editing a Wikipedia page that every marketer should know so you don't find yourself in the same predicament.

Until next time, happy marketing!

Michelle

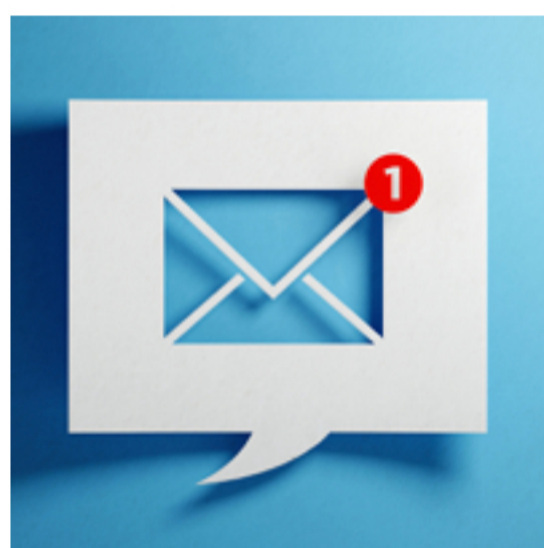
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Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

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