Notes for Lexwork Firm Website Admins
Version 2.0 - December 2, 2019

Logging in

- Go to https://lexwork.squareeye.net/login/ (note: this will change when the new site is launched)
- Enter your email address and password.
- If you don't know your password, then:
  - Click Lost your password.
  - Enter your email address.
  - Check your Inbox for an email with a link to click. This will allow you set a new password.
- If the email doesn't arrive, or anything else doesn't work, then contact ggoscomb@lexwork.net or KHafley@fosterswift.com for assistance.

The members' area

Once logged in, you will arrive at the Members' Area homepage; you will also see the Members' Area section on the main menu, which allows you to navigate to various pages with member-only content. That submenu also allows you to:

- Change your password
- Edit your firm details
- Manage news items for your firm

Editing your firm details

This screen allows you to edit all the details that appear on your firm profile on the Lexwork website.

The first group of fields are simple text fields, with the exception of the logo:

Changing your logo

You won't need to do this often, but if you do want to change the logo featured on your profile, hover over the existing one and click the Remove (X) button. Then upload a new image:

Logos should be in PNG, GIF or JPEG format, at least 72dpi in resolution, at least 500 pixels wide (and any height), on a white or transparent background, and without any empty space around the edges. Please see example below (note:
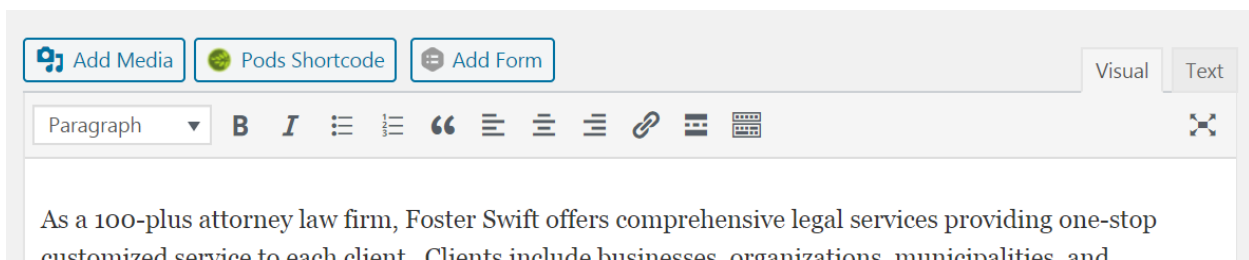
Correct:

Incorrect – too much padding. This will result in logo appearing indented on members page.

Also, for consistency, please name your logo file with your at least the first name of your law firm, for example:

Preferred logo file naming	Discouraged logo file naming
FosterSwift-logo.jpg White-Taylor-Preston.jpg	FSCS.jpg Logo-WTP-100.jpg

Narrative about your firm

There is no size limit to the narrative of your firm. However, the longer it is the more users will have to scroll. For SEO purposes you should have the firm name and the state/country name in the first paragraph.

You can use hyperlinks in the narrative. Tip on applying hyperlinks – rather than displaying the URL next to the relevant text, remove the URL then select the text you want to link, click the Insert Hyperlink button, and paste the link in there. On the settings, we recommend that you select "Open link in a new tab from "Link options."

Head office

Ensure the details for your head office are correct in the next group of fields:

Head office

Street address

2000 Market St.
20th Floor

City

Philadelphia

County / state

PA

Postal / ZIP code

19103-3222

Country

USA

Phone

+1 215 299 2000

Fax

+1 215 299 2150

Email

If you are adding a US office, make sure to use the 2 letter abbreviation for the state.

Map

You can place a marker at the location of your head office. At time of writing, these markers aren't displayed on the website, but they may be used in future so do make sure yours is correctly placed. The easiest way to place a marker is to search for your address, here:
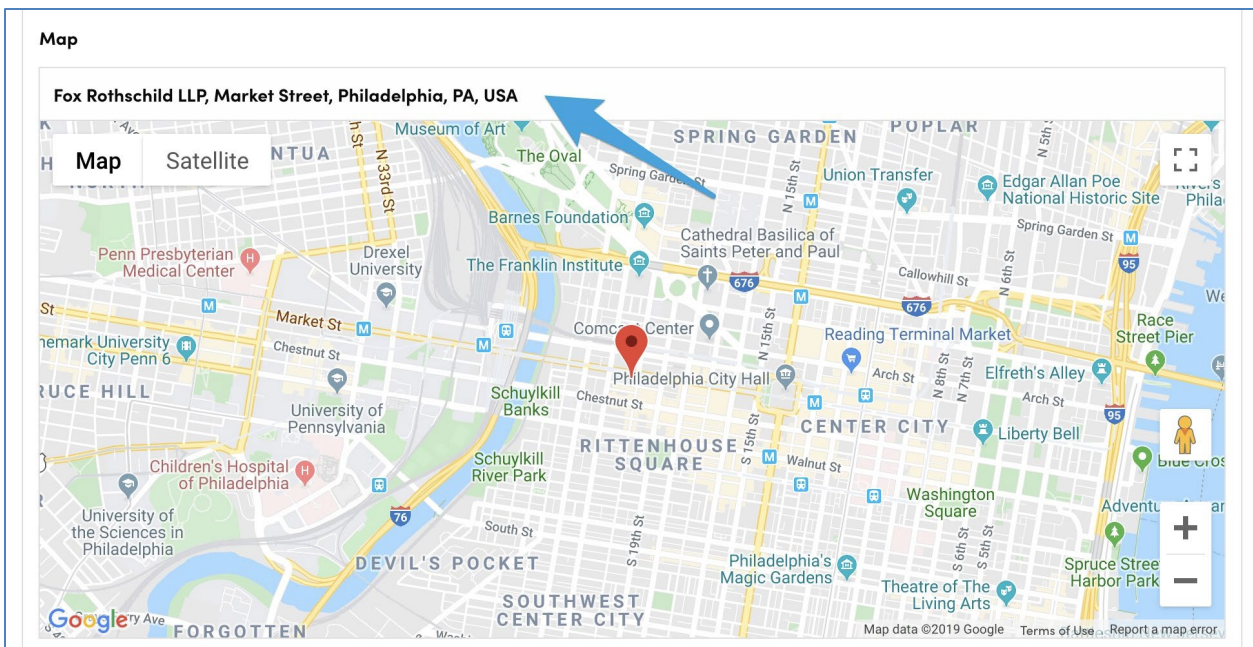
Main contacts

Your firm profile can list one or two people as main contacts; add their details under the map. To add a second person, use the Add Contact button at the bottom right.

Photos

To change the photo for an existing contact, hover over the current image and click the Remove (X) button. Then upload your new photo, which should be square, in JPEG format, at least 72dpi in resolution, colour, and at least 600px wide x 600px high. If you upload a photo that is not square, the website will crop it for you, but you may get some odd results, so you can get absolute control by cropping it before upload.
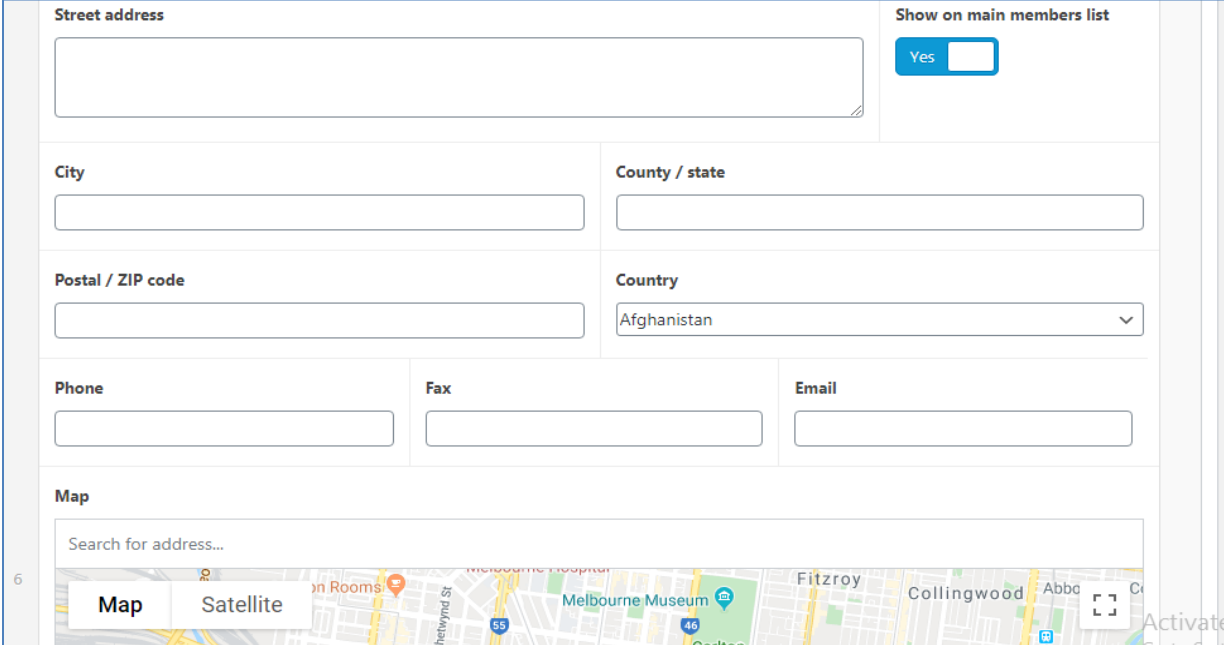
Good examples of cropping

The goal is for the face sizes to be similar regardless of the background. There should be a small about of space – aproximately 3-5% above top of hair. For the bottom of the photo for men, the goal is to crop right below the knot. For women right at the top of the sternum

Further down you can add any number of secondary offices. Each one has its own set of contact details:

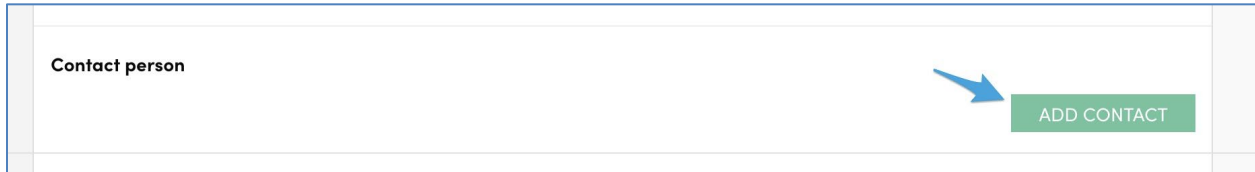If an US office, make sure to use the 2 letter abbreviation for the state.

Please note for secondary offices there is a toggle switch "Show on main member list." This should be yes if the secondary office is in the same geographic region as the primary office or if there is not any designated primary Lexwork firm for the geographic region.   It should be "no" if there is another Lexwork firm that is the primary Lexwork for the region.

And a map - again use the search field to find your exact address, and place the marker that way.
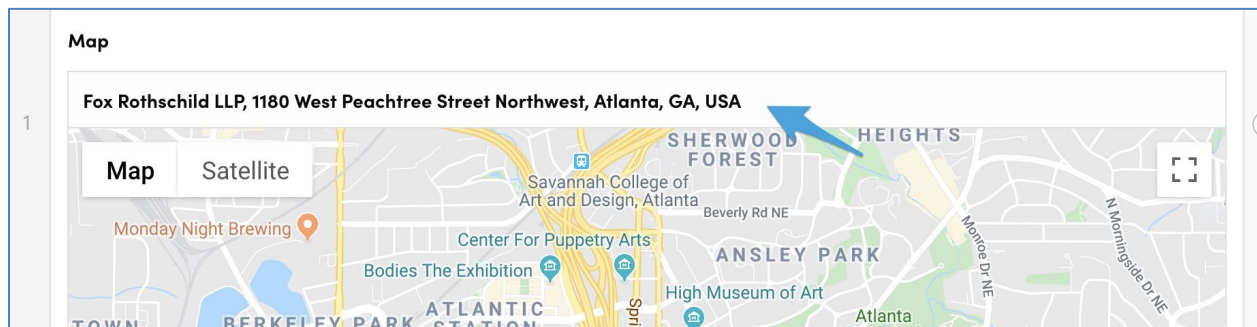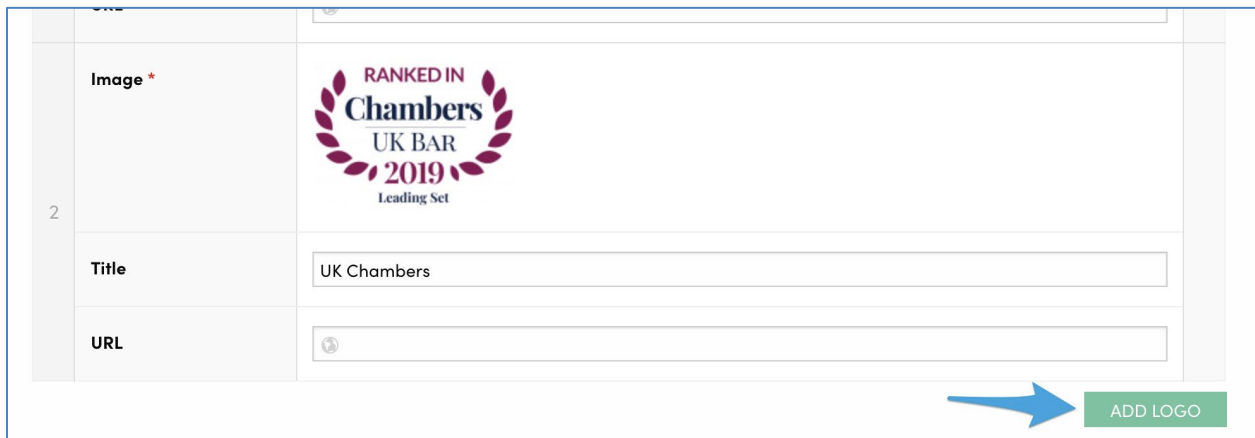
Secondary office contacts

If any of your secondary offices has a contact person different to the main firm contacts, you can add them. You can also add a photo of the ==secondary office contact :==
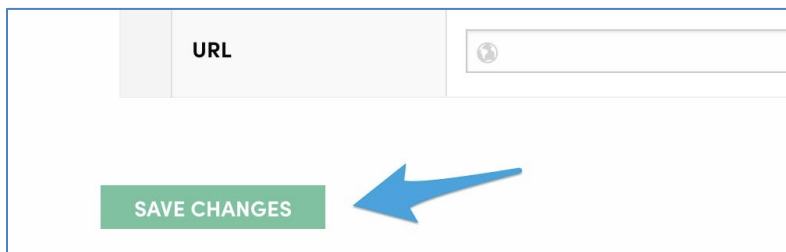

Award and Recognition Logos

At the bottom of the screen you can upload or manage any award or recognition logos to feature on your profile. As a general rule, awards and recognitions should be national or international in nature. Use the URL field if you want to link the logo to an external website, e.g. more information about the award or another profile. If you are adding the award logo, please make sure to follow the governing body's rules for use of the logo.

Saving your changes

Once your data is all correct, don't forget to hit **Save Changes** at the bottom.
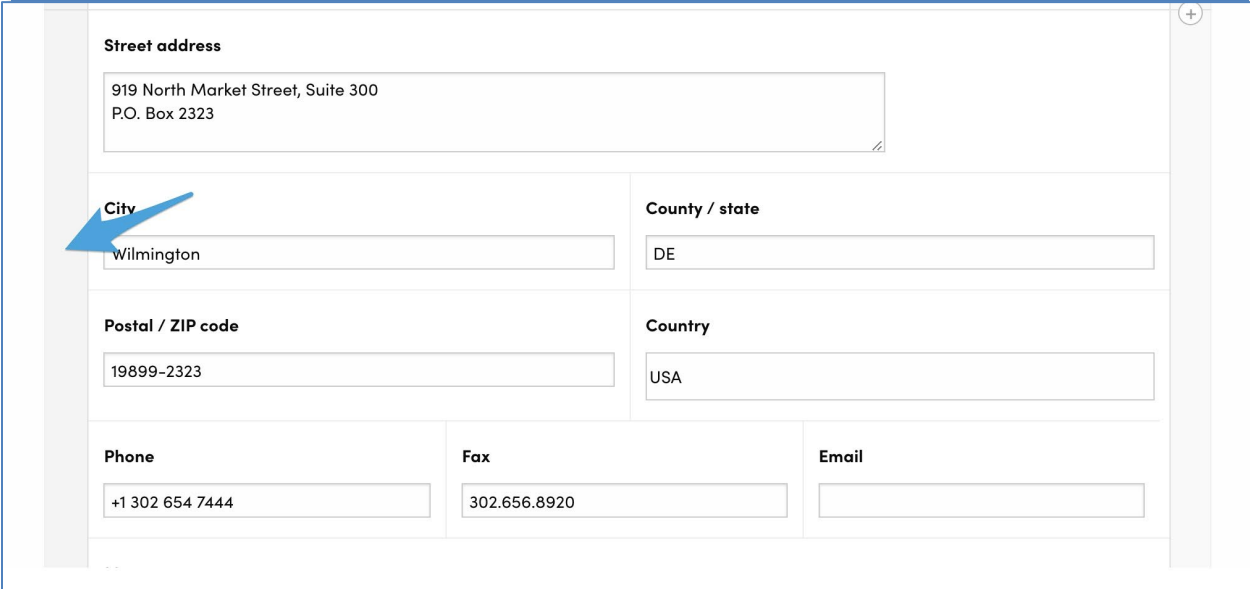
Removing offices and contacts

If you need to remove a contact person or a secondary office, hover over the grey bar down the right hand side and look for the Remove (-) button:
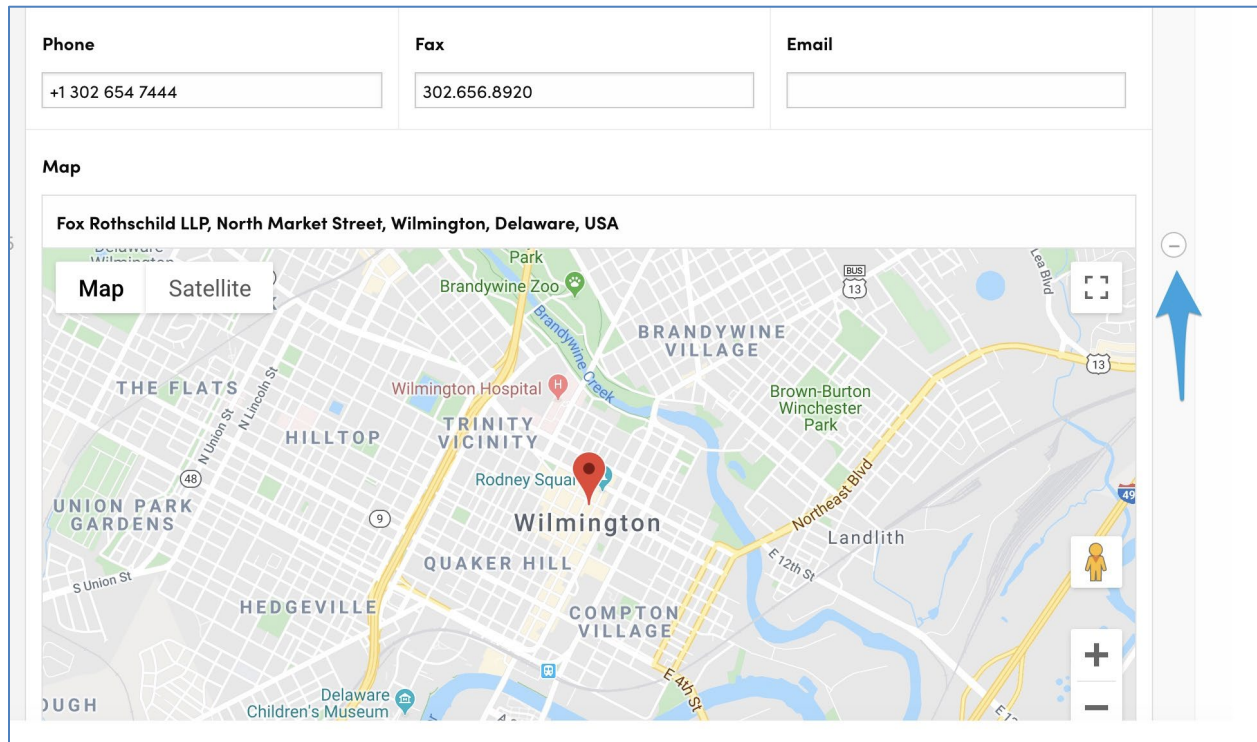
Reordering offices or contacts

If you want to change the order of two contact people, your secondary offices or logos, then hover over the grey bar down the left hand side. Your cursor will change to a crosshairs, and you'll be able to drag the current item into a new position.
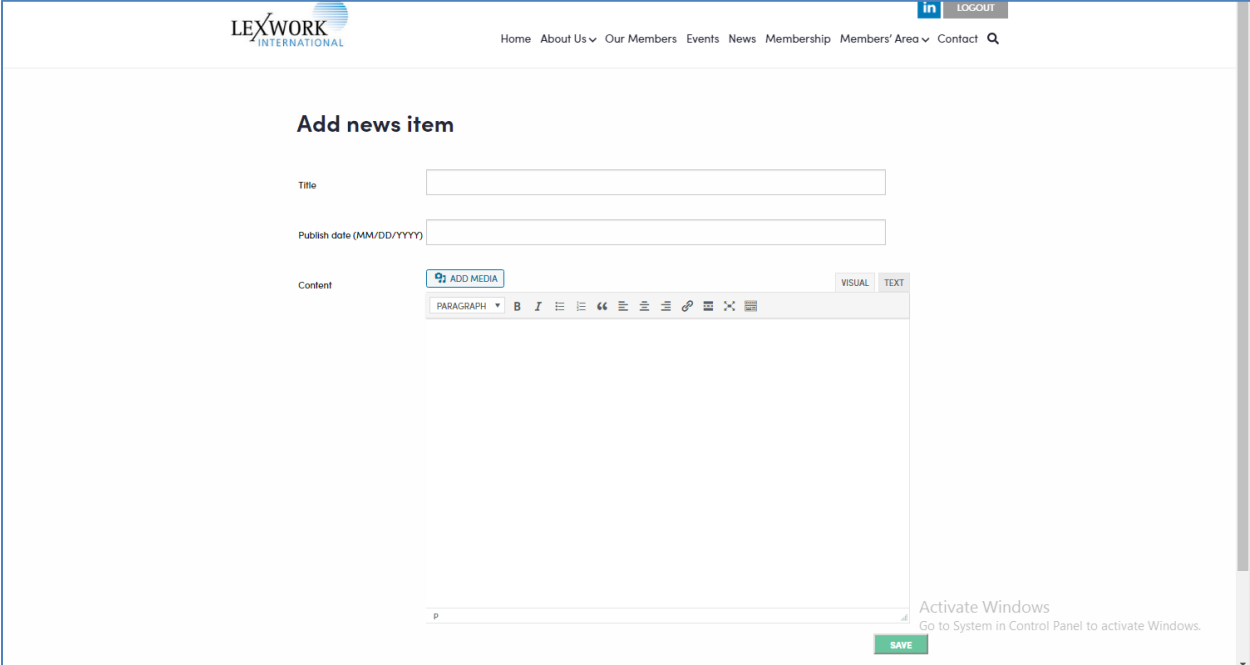
Adding News Items

Click on the Member' Area and click the "Member News" on the drop down menu. Click the "Add Firm News" button. The following screen will appear.

Enter the Title. Please try to limit headlines to less than 10 words and capitalize the first letter of each word.

Date. Please enter the date you post.

Content. There is no limit to length. Approximently the first 200 characters will show on the News entry with a link to all of the content. Pictures and Video can be added by clicking the "Add Media" button. You can also add hyperlinks in the content.

Questions

If you have any questions, please email ggoscomb@lexwork.net or KHafley@fosterswift.com.