

# THE NATIONAL LAW REVIEW

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## Will Your Legal Photography Be Outdated in 2018?

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Have you ever met a person that you had been introduced to online and their picture does not match their appearance whatsoever? It's disconcerting. Is that the first impression that you want to set with potential clients? First impressions matter and they're [usually formed within seven seconds](#) of meeting a new person.

Keeping your legal photography updated is incredibly important. Your attorney portraits should be updated regularly because clients care about who they are working with and who is behind the business. Your attorneys will change in appearance over time and clients will notice if there is a difference.

### How to Know If Your Legal Photography Outdated?

There are a number of things to consider when thinking about updating your legal photography. First, assess the age of your current attorney portraits. It is a good practice to reevaluate your legal photography at least once a year to ensure your images haven't started to appear dated. Appearance can change drastically over the course of a year, so take notice if there are any major differences.

Another thing to keep in mind is law firm branding. Has your law firm been rebranded in the past year? If your law firm has recently rebranded, your attorney portraits might not fit with the new branding. Attorney portraits should be styled in a way that reflects your branding, and not with the typical "high school senior portrait look." Look closely at how they compare to the look of your website and marketing materials and consider how they would look with newly styled portraits.

Your law firm might have undergone a few changes within the last year and you will want to take that into consideration as well. Has your firm grown or merged with another firm? If so, you will want to reevaluate your current portraits and stock photos. This is especially important with mergers because photography from two separate firms might not be cohesive. If your law firm has grown and added a new location or multiple locations, the attorney portraits for each location should look consistent and as if you work at the same firm.

If you have evaluated your present legal photography and believe that you could benefit from an update, these are the steps your law firm should take.

### The Next Steps

If you are ready for a photography refresh, the first thing to do is to find the right photographer for your firm.

Your legal photography is an investment that must be regularly updated. This includes both attorney portraits and any stock photos. To make the most of your investment, we recommend partnering with a capable photographer or photography agency.

If you have a larger law firm with multiple locations, you will want to work with an experienced photography agency that can expertly provide cohesive, professional photography across all of your locations.



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