



## INTRODUCTION

August - 2006

Welcome to the Summer 2006 edition of *LiveWire*. The heat index has soared this summer. Triple digit temperatures have been common across much of the nation. We are pleased to report that our clients' search engine rankings have also soared! However, just as the back-to-school sales are a sign that fall and winter are around the corner and preparations must be made, this can be the opportune time to reflect on your marketing campaigns and begin planning your Internet strategy for 2007. We hope this newsletter will help with your planning.



We wish to thank our clients for their continued patronage. This year (2006) is the best year in our six year existence. We have more than 400 clients and have added staff and additional sub-contractors. Managers such as Dale Tincher, Lisa Vaughn, Magnus Simonarson and Jessica Theiss have been with us four to six years - a rarity among Web marketing firms. We remain excited about the Internet's potential for law firms and have many programs in process for 2006 and 2007.

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## MAKING SEARCH ENGINE OPTIMIZATION WORK FOR YOU

### Limited Search Engine Marketing Budget? Find Your Niche.

Building smaller does not necessarily mean achieving less. The current search engine optimization environment is characterized by fierce competition and enormous investments. As a medium or small sized firm, it may seem that the Internet is dominated by the behemoths of the legal community and that Web site success is unattainable. However, a well-planned and properly executed strategy can result in new cases for your firm.



Setting unrealistic goals is a simple mistake that can doom your chance for success. A limited budget will not successfully achieve top search engine rankings for broad keyword phrases. Sure, personal injury attorneys drool over those top 5 positions for "personal injury lawyer," "accident attorney," or "wrongful death lawsuit," however, there are often tens of millions of results/competition for the phrases. We have been programmed to think that Bigger is Better. However, this philosophy does not always apply in the world of search engine optimization.

Focus your Web site investment on those specific types of cases that are most important to your firm. By narrowing your keyword phrases, you improve the success rate of your campaign and enjoy a higher return on the initial investment by targeting the cases of most value to your firm.

Start by considering the practice area of most interest to you, for example, medical malpractice. Without a considerable investment, efforts to achieve top rankings for "medical malpractice," "medical negligence," "medical malpractice attorney," etc., will be fruitless. Instead, refine your focus to e.g., emergency room negligence, breast cancer misdiagnosis, surgical errors / negligence or medical testing mistakes. Additional examples of niche marketing include improperly prescribed or dispensed prescriptions, dental malpractice, Stevens Johnson Syndrome, osteonecrosis, and amusement park injuries. By concentrating on niche phrases the effectiveness of your initial investment is significantly enhanced and you can be successful.

In summary, a limited Web site budget will not prevent your firm from achieving online success. If applied wisely, your initial investment can help to secure new cases for your firm, and finance future Web site initiatives.

## REFLECTIONS FROM SEATTLE '06

By Lisa Vaughn

As a first-time attendee to ATLA's (Association of Trial Lawyers of America) Annual Convention, I was struck by the constant energy and interpersonal dynamics of all participants. The onsite Starbucks seemed to help facilitate a continuous stream of hallway discussions, impromptu meetings, and brainstorming sessions. The proposed (now accepted) name change for ATLA, to the American Association for Justice, and the annual sale happening at the Nordstrom's served as common ground for everyone and were instant conversation starters. Of particular note were the multitude of sessions and vendors related to legal technology.



There were thirty percent more exhibitors this year, most from the legal technology community. I find it exciting that this impressive growth is driven by enthusiastic and forward-thinking attorneys. In 2007, the Internet will be the primary method for locating legal services. From what I saw in Seattle, the legal community is poised for success in this digital age.

Consultwebs.com, Inc. is privileged to work with some of the top law firms in the United States. These firms include innovative practitioners, savvy marketers and top litigators. I feel that we have focused on developing a high-quality team at Consultwebs, and am invigorated as a result of working with these firms and our team. I am constantly impressed by the innovative ideas that our clients submit and feel grateful for the opportunity to work with each one of you.

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To take a look at some sights and scenes from Seattle '06, [click here](#).

## WHAT THE FUTURE HOLDS

### Consultwebs.com, Inc. in 2007...

As a client of Consultwebs.com, you automatically receive a prominent listing in our extensive network of [legal directories](#). These directories help to drive traffic to your Web site and help support your overall optimization efforts. As part of our continued investment in our clients' Web success, we are in the process of adding several new legal directories to our network and are working to revamp some existing practice area sites. These enhancements to our legal directories will help to strengthen the Consultwebs.com, Inc. network, boosting the strength of all our clients' Web sites.



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We understand the importance of investing in our client's success. We invest in search engine ads, directories and other methods of providing exposure and rankings for our clients. In addition, we added numerous practice area Web pages to the Consultwebs.com Web site in 2006. We are pleased to announce that these practice area pages have been ranking in the Top 10 search engine results for their respective phrases. These pages help to cultivate claim inquiries, drive traffic to your sites and support your overall optimization strategy. In 2007, as an investment into the success of our client Web sites, Consultwebs.com, Inc. will be expanding the practice area pages on [www.consultwebs.com](http://www.consultwebs.com).

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### Project of Interest...

Consultwebs.com, Inc. is pleased to be working with one of the most respected members of the legal technology community, Ross Kodner, in the development of his latest innovation -- factum. Factum will be a source for online technology and practice management CLE programs.

**factumonline.com**  
Your source for online technology  
and practice management CLE

Offering up-to-date programs for lawyers and all legal professionals factum delivers an engaging, professionally produced CLE experience that is interesting, relevant, and hassle-free. These programs are produced by Emmy-award-winning broadcasting professionals and provide maximum educational impact in a minimum of time.

Consultwebs.com, Inc. is having a blast working with Ross and the excellent team he has put together for factum. We are excited about the unique offerings that will soon be available at [www.factumonline.com](http://www.factumonline.com).

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**September 22, 2006** - [North Carolina Bar Association](#) 2006 Law Technology Expo, Cary, NC

**September 27, 28 & 29, 2006** - [Catalyst 100 - FALL 2006 Seminar](#), Inn at Biltmore Estate, Asheville, NC (Consultwebs will be Speaking)

**October 12 & 13, 2006** - [Mass Torts Made Perfect](#) Conference, Wynn Las Vegas  
- Stop by our booth!

**November 17, 2006** - [Wisconsin Solo, Small Firm & Technology Conference](#)  
(Speaking)

**December 1-2, 2006** - [Georgia Solo and Small Firm Conference](#) (Speaking)

## REMINDERS

Remember to include your Web site address (URL) on all marketing pieces including print ads, yellow pages, business cards, and television advertising.

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Many of our clients have received numerous solicitations for directory listings, link exchanges and other items. Our research shows that ninety percent of directory listings are a poor investment. Please see our [FAQ](#) section for advice on how to measure services or feel free to contact us for advice.

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Search engine optimization (SEO) companies are popping up with increasing frequency. Before considering an SEO company, check the company's rankings using likely location and phrase searches, e.g., law firm Web consultants; check their client rankings, e.g., Pennsylvania truck accident lawyers; and call their clients. For more detail on judging SEO companies, please see our [Web Marketing](#) section.

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Nominate your charity or non-profit organization for a free Web site by Consultwebs.com. Past donated sites can be found at <http://www.saintcamillus.com>, <http://www.helpkatrinalawyers.org>, and <http://www.tammieholleylaw.com> (Katrina victim who is helping other victims.) The nomination form can be found at: [http://www.consultwebs.com/non-profit\\_application.htm](http://www.consultwebs.com/non-profit_application.htm).

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Spam is at an all time high. Do not open attachments, even from friends, unless you are expecting the attachment. Spammers frequently spoof (fake) legitimate e-mail addresses in order to distribute spam and viruses. Contact us if you would like help in managing Spam.



See our [FAQ's](#) and [Discussion Boards](#) for up-to-date virus information, link exchange evaluation, marketing and technology information.

## GOOGLE PRODUCTS

Google continues to expand and dominate the online world. The following are just a few of the new products that you have no doubt seen in the headlines recently.



**Google Notebook** - Google Notebook is a free service that provides a simple way to save and organize information when conducting research online. The tool permits users to clip text, images, and links from pages while browsing, save them online, access them from any computer, and share them with others. We are exploring the development of Google Notebooks as an additional way to help support our clients, see our development Notebook [here](#).

**Google Scholar** - Google Scholar is a search engine for the full text of scholarly literature across an array of publishing formats and scholarly fields. Today, the index includes virtually all peer-reviewed journals available online, except those published by Elsevier, the world's largest scientific publisher. Google Scholar is comparable in function to Elsevier's Scopus and Thomson ISI's subscription-based Web of Science service, though more inclusive in sources and languages.

**Google Trends** - Google Trends shows, as a graph, the popularity of particular search terms over time. Multiple terms can be shown at once. Results can also be displayed by city, region or language. Related news stories are also shown.

**Google Desktop** - Google Desktop is a desktop search application that runs locally on a Windows XP or Windows 2000 SP3+ PC. The desktop search program allows users to search their e-mail, computer files, music, photos, chat, and web history. It allows the installation of Google Gadgets, which are similar to Mac OS X's widgets. We are huge fans of Google Desktop - which often performs advanced searches 10x faster than Windows utilities.

#### **MERCK VIOXX SUMMARY BY DALE TINCHER**

On Thursday, August 17, 2006, Merck & Co. suffered a double setback when a federal jury awarded \$51 million to a former Vioxx user and a New Jersey judge ordered a new trial, throwing out a Vioxx verdict that had gone in favor of Merck.

In the second federal trial involving a Vioxx lawsuit, a New Orleans jury found that Merck had knowingly misrepresented or failed to disclose a material fact to the plaintiff's physicians. It said retired FBI agent Gerald Barnett, of Myrtle Beach, S.C., should get \$50 million in compensatory damages. And it added \$1 million in punitive damages, saying Merck "acted in wanton, malicious, willful or reckless disregard for the plaintiff's rights."

In federal court, Merck now has one win and one loss. In state courts, Merck had won four cases in California and New Jersey, one case in Texas and two in New Jersey. The August 17<sup>th</sup> ruling may negate one of the New Jersey wins. Merck's damages to date are \$349 million. More than 16,000 cases have been filed and more may be filed in the coming weeks before a September deadline expires.

We are not surprised at these developments since some of the earlier cases had less potential than cases that are now coming to trial. Though Merck vows to fight each case on an individual basis, it is our opinion that Merck will lose an increasing number of cases and will move toward settling cases that meet certain criteria.

**LIVE LINKS: RECENTLY LAUNCHED SITES**

If you'd like to see some of the Consultwebs.com team's recent Web work, please visit our:

**Featured New Sites****July 25, 2006**

Consultwebs.com, Inc., has completed a Product Recall page that is designed to keep readers up to date on recent product recalls. To visit this page [click here](#).

**June 21, 2006**

Consultwebs.com, Inc., completed a Web site makeover and marketing campaign for [Ted A. Greve & Associates](#), a Charlotte, North Carolina plaintiff injury law firm. The firm handles [accident](#) and [injury](#) claims in North and South Carolina. In addition to being a prominent attorney, Dr. Ted Greve is a licensed chiropractor.

**June 21, 2006**

Consultwebs.com, Inc., has completed an [Emergency Room Errors](#) specialty site for [William F. Horsley](#) of Greensboro, NC. William Horsley is a prominent North Carolina attorney with more than 28 years experience as a trial lawyer. Among other distinctions, Mr. Horsley has served as President of the North Carolina of Trial Lawyers.

**June 20, 2006**

Consultwebs.com, Inc. clients in the news include Clark Smith of [Brinkley Walser](#) who has been named President of the North Carolina Bar Association and [Janet Ward](#) of Ward Black law who has been named President-Elect of the North Carolina Bar Association. Kenneth Suggs of Janet, Jenner & Suggs, is immediate past president of the [Association of Trial Lawyers of America](#) (ATLA).

**June 12, 2006**

A Helicopter Accident Web site, [HelicopterLawyers.com](#) has been completed by Consultwebs.com for [Crouse Law Offices](#). The Web site features extensive information on how helicopter accidents occur and how they should be investigated. James T. Crouse is a qualified Army Aviator with more than twenty-five years of service.

**June 8, 2006**

Consultwebs.com has added several photos and cities to its galleries including [Sarasota, Florida](#); [Miami, Florida](#); [Apex](#); [Colonial Williamsburg](#); the [Missouri Capitol](#) and [Pittsboro, North Carolina](#). Update June 19: Photos have been added for [Atlantic Beach](#), [Morehead City](#), [Beaufort](#), & [Shackleford Banks](#).

**June 7, 2006**

Consultwebs.com, Inc., working together with Woodbine of Winston-Salem, NC, recently completed a redesign of [www.wardblacklaw.com](#). **Ward Black Law** is a personal injury law firm in Winston-Salem, North Carolina representing those who have been injured or damaged because of the actions of someone else for more than 20 years. Partner Janet Ward has recently been named President-Elect of the North Carolina Bar Association.

**May 12, 2006**

A new Web site has been created by Consultwebs.com, Inc. for the personal injury law firm, **The Glassman Law Firm, P.C.**, of Missouri. [www.glassmanlegal.com](#) provides information to clients about such areas as car accidents, dog bites, medical malpractice and wrongful death.

**March 13, 2006**

Consultwebs.com has completed a redesign for one of our long standing clients, **Kraft & Associates**, of Dallas, Texas. Kraft & Associates has been helping personal injury and Social Security Disability clients in the state of Texas for 35 years. Their Web site at [www.kraftlaw.com](http://www.kraftlaw.com) is complete with helpful articles, resources, brochures and newsletters.

**February 9, 2006**

Consultwebs.com has created a new Wrongful Death specialty Web site for existing client **Brett & Coats** PLLC of Bellingham, Washington. [www.washingtonwrongfuldeathlaw.com](http://www.washingtonwrongfuldeathlaw.com) provides comprehensive information about wrongful death in the state of Washington. Brett & Coats PLLC has represented clients in numerous multimillion dollar personal injury, toxic tort and commercial disputes over the years.

**February 9, 2006**

Consultwebs.com has completed a redesign of [www.laurajenkinsattorneys.com](http://www.laurajenkinsattorneys.com) for **The Law Office of Laura S. Jenkins, PC**. The new Web site uses flash technology and provides comprehensive information about Workers' Compensation in North Carolina.

**December 1, 2005**

A North Carolina Personal Injury Law Firm Web site has been completed by Consultwebs.com, Inc. for **The Flexner Law Firm, P.A.** [www.northcarolinatrialattorney.com](http://www.northcarolinatrialattorney.com) is a new Web site that provides helpful information to protect the rights of injured clients in cases involving serious personal injuries and wrongful death throughout North Carolina. The Flexner Law Firm, P.A. is based in Raleigh, NC and has assisted victims of personal injury for the past two decades.

Please send your questions and comments to [info@consultwebs.com](mailto:info@consultwebs.com).

Our mailing address is Consultwebs.com, Inc., 9913 Gralyn Rd., Raleigh, NC 27613, 919-272-8052

*To remove your name from future mailings, please [notify us](#).*

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