

WE DON'T JUST BUILD WEBSITES WE BUILD RELATIONSHIPS



We want our current and prospective clients to be up to date on the latest trends in law firm web marketing.

That's why Consultwebs.com now offers what we think is the smartest, best-looking Web marketing blog on the planet, LawWebMarketing.com.

This easy-to-navigate blog draws on the knowledge and expertise of our Consultwebs.com Web marketing team and provides fresh information and analysis to readers on topics such as these:

Please visit our blog to find many more examples of the type of clever and insightful content we have provided readers in the short time since its launch. We hope to continue informing and entertaining our clientele with LawWebMarketing.com for many years to come. Check it out today.

Is Your Law Firm SOCIAL ENOUGH?

According to a June 2010 Nielsen Company report, three of the world's most popular brands online are social media-related: Facebook, YouTube and Wikipedia.

Web users now spend 110 billion minutes per month on social networks and blog sites, which equals 22 percent of all time spent online or one out of every four and a half minutes.

The number of people visiting these websites

increased by 24 percent during the past year, and the average visitor spends 66 percent more time on these sites than they did a year ago, Nielsen reports.

Is your law firm taking advantage of these increasingly popular social media tools? Do you have a Twitter or Facebook account? Have you posted a Wikipedia entry about your firm?

Meet the LawWebMarketing.com Bloggers



Does the Internet Work For Getting New Cases For Law Firms?

Our CEO, Dale Tincher, discusses how your Web presence, unlike a TV or Yellow Pages advertisement, can continuously develop and produce results. Your marketing will grow, your rankings will improve and become broader, your website(s) will become more compelling and – yes – you will gain clients.

Calling All Type-A Personalities: Your Web Marketing To-Do List:

Our President, Lisa Vaughn, provides an action plan for law firms looking to launch or improve their Web marketing campaign, including making effective use of social media tools, YouTube videos, locally targeted Web directories, updated attorney profiles and online press releases.

The Mobile Revolution:

Our Production Manager, Nicole Longo, tells you why people are increasingly using their iPhone and Blackberry to access the Internet and how this trend could signal an exciting new phase of marketing for law firms.

ABA Ethics Ruling on Law Firm Website Content:

Use Care and Caution: Our Director of Content Services, Mike Dayton, breaks down the ethical issues of law firm Web marketing in light of a recent ethics opinion issued by the American Bar Association.

www.LawWebMarketing.com

"This is just the kind of online marketing blog lawyers have needed. The articles on knowing who your real competitors are, online videos and the impact of Google instant are excellent. I've already subscribed to the RSS feed."

Larry Bodine, JD, www.larrybodine.com
and Law Firm Marketing Expert

Embrace The Web OR GET LEFT BEHIND

Should lawyers have a highly visible Web marketing presence? Just look at what is happening in other markets to answer that question. If law firms do not establish a dominant Web presence, they will be left behind.

Current examples in other marketplaces include Blockbuster, which had a storefront mentality and recently filed bankruptcy. Its stock recently plunged to 5.5 cents per share, down from \$7 per share in 2007.

Netflix, on the other hand, has a Web marketing mentality. Netflix is soaring. Its stock price has risen to \$156, up from \$32 in early 2009.

Walmart is the world's most successful storefront retailer. Walmart is working to develop a more prominent online presence but is still primarily storefront based. Walmart's stock was \$50 in early 2009 and is currently selling for \$53 – a very small increase, especially when compared to the growth of the Internet and Internet-centric businesses.

Many storefront retailers are in trouble. Online pioneer Amazon's stock is at around \$156 per share, up from \$51 per share in early 2009. Amazon has a Web marketing mentality.

Many law firms are struggling in today's economy. Our Platinum clients who have worked closely with us for two years or more are achieving great success at the expense of law firms who still have a "storefront" mentality.

To be successful in today's exciting but competitive marketplace requires working with a well-staffed, highly qualified Web team.

The Mobile Revolution Continues

In past newsletters, we have discussed how people are increasingly using their mobile devices to access the Internet. Recent statistics from the Nielsen Company only reinforce our view that it's essential for law firms to develop sites that are tailored to these devices.

In November 2010, Nielsen reported that 28 percent of U.S. mobile subscribers now use smartphones, which are cell phones with operating systems that resemble computers. The most popular smartphones are Apple's iPhone, RIM's BlackBerry and a variety of Google Android-based models.

In February 2010, ComScore reported that an estimated 234 million Americans owned a mobile phone, or approximately 76 percent of the U.S. population. Out of that 76 percent, an estimated 19 percent owned a smartphone, according to ComScore. Gartner Research predicts that mobile phones will overtake desktop personal computers as the most common Web access device worldwide by 2013.

A tailored mobile site loads faster and provides easy-to-use navigation compared to a full website. Practice area menu bars, popup windows and contact forms that are more cleanly displayed leave the user with a better overall experience.



WEB MARKETING

Would you go to trial or into a media-**Match Your**
tion without facts to **EXPECTATIONS**
support your position?

When it comes to managing your Web **To Your**
advertising budget, you need to have the **BUDGET**
facts as well. You don't want to make
decisions based on estimates that aren't supported by cold, hard data.

To define the appropriate investment for your law firm Web marketing efforts, you should collect information and analyze the following criteria:

► **Your firm's goals:** Do you want a website that clients can visit after they've already met you or heard about your law firm? Do you want a site which will be found by potential clients when they do a Google search for a local attorney? Do you want to dominate your market and practice areas and get the lion's share of your cases from the Web? If you don't match your budget to your goals, it will be difficult to devise a successful Web marketing campaign.

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Annual SEO Recap: 2010

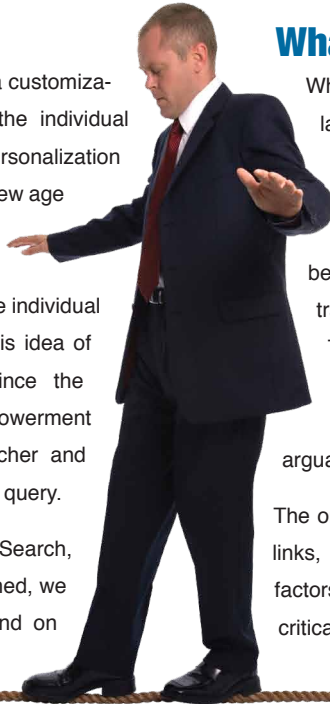
Fast Fact: Bing started 2010 with 10% of the search marketplace. Bing now powers over 30% of all search queries.

The last 12 months have seen the release of a host of game-changers that have revolutionized search engine optimization. It is worth taking a few minutes to reflect on what changed ... what stayed the same ... how our clients responded ... and what you should do as you plan for the next twelve months.

What Changed?

The common theme that resonated throughout the year was a customization of the search tools to the unique characteristics of the individual searcher. The overtures of Bing, the "Decision Engine," the personalization of Google and a plethora of new search engines all point to a new age of dynamically delivered customized information. Consider for a moment the magnitude of this shift. The idea of "On-Demand" access was the first step toward empowering the individual to locate information of most importance to them. In fact, this idea of "On-Demand" information has characterized the Web since the beginning. But in 2010 this idea was re-envisioned; user empowerment is now defined by pre-determining the needs of the searcher and delivering the information before they even complete a search query.

For a more detailed break-down of Google Instant, Places Search, Bing's growing influence and some of the other topics mentioned, we encourage you to take advantage of the search utility found on LawWebMarketing.com.



What Stayed The Same?

While new search tools and utilities drastically altered the landscape of search marketing, the most important fundamentals remain unchanged. The keystone concept that "Content is King" is alive and well. While the types and relevance of incoming links may have been honed, the idea that a broad network of referring traffic sources strengthens your positioning remains true. The onsite optimization of your website's content, meta tags, links, images, navigation and other search engine-friendly factors are as important today -- and, arguably, may be more critical than ever.

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Looking Ahead

The Web marketers who make the most of the available opportunities in this new world of search are those whose campaigns are:

- ▶ **Multi-dimensional:** Most successful will be those which include a variety of properties, such as websites, blogs, social media profiles and video hubs.
- ▶ **Regularly Updated:** Don't overlook blog posts, press releases and social media updates.
- ▶ **Highly Relevant:** In-depth content should thoroughly explore your areas of focus.
- ▶ **Compliant with SEO standards:** Both onsite and offsite fundamentals will drive visibility and traffic.

The search engines are delivering customized, relevant information for each searcher – adopting a similar strategy for your overall Web marketing campaign in 2011 is a sound investment.

Seven Keys to Getting Your Blog Posts Listed

As a general rule, if you search engine optimize and update your legal blog with interesting, relevant content, you will gain readers, rankings and clients.

Here are seven tips to get your blog posts listed in search engines for the keywords of your choice:

- ▶ Use your primary keyword in your blog domain. Try to ensure your URL contains the primary keyword you want to optimize. Search engines realize that a keyword in a domain name is a strong indicator of a website's focus.
- ▶ Use your primary key phrase in your blog header tags and the titles of your posts. Your primary key phrase should appear in your blog headers (the H1 or H2 tags) as well as the title of each of your posts.
- ▶ Use your secondary keywords in the body of your post. If you want to get listed for secondary keywords, use them frequently in the body of your post and pepper your blog titles or links with them. Caution: Don't overdo it. You don't want your posts to seem unnatural and spammy to readers.
- ▶ Use your keywords in the anchor text of links. Keywords in links have more importance than simple text. But again, don't overdo it, or you will end up with spammy looking pages.
- ▶ Make sure search engines can spider your blog easily. Set up your blog so that the side navigation bar is present on all pages.
- ▶ Make sure your archives and previous posts are accessible. If these items can be accessed from all pages of your blog, they can get spidered easily.
- ▶ Update frequently. There is no better food for search engine spiders than fresh content. Of course, this requires commitment and resources to be put toward maintaining your blog.

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WEB MARKETING

► **Your target practice areas:** What practice areas will provide the greatest return on your Web investment? What types of cases are most important to you? For instance, if you are a personal injury lawyer, are you interested in representing victims of car accidents or dog bites? Product liability or medical malpractice? Your answers to these questions should help you narrow your focus and better allocate your Web marketing dollars by focusing more heavily in the specific areas that are most important to your firm.

► **Your competitors:** What are competing law firms investing to accomplish Web visibility in practice areas that are of most importance to your firm? A professional legal Web marketing company can research and analyze a competitive marketplace and determine how saturated the competition is on the Internet and what strategies are required to accomplish Web visibility. For instance, you can dominate some less competitive market areas for a few hundred dollars per month. Others may require several thousand dollars per month.

► **Keep in mind:** If you spend tens of thousands of dollars on other forms of advertising, such as TV or Yellow Pages, and only a fraction of that amount on the Internet – you shouldn't expect to get equal results.

Also, there are several ways you can compile information that will help you decide whether to revise your Web marketing budget, including tracking your physical intakes, phone calls, Web visitor statistics, form submissions and conversions.

WHY WAIT? Pay A Portion of Your 2011 Online Marketing Expenses in 2010

As the end of a financially successful 2010 comes to a close, your law firm should consider paying in advance for a portion of your 2011 online marketing campaign with Consultwebs.com. Taking care of these expenses before the end of the year may result in significant savings.

Online marketing is considered an "ordinary and necessary" business expense, and you may be able to deduct all reasonably related costs on your law firm's tax forms, including creation and maintenance of your website, your SEO campaign and your social media initiatives.

Like many vendors, Consultwebs.com offers incentives to clients who pay their bills annually. We provide those clients with a five percent discount.

"The discount can be a sizeable reduction," says Consultwebs President Lisa M. Vaughn.

Vaughn says that many clients have chosen to reapply those funds to new satellite sites or to support new social media initiatives as they plan for continued financial success in the coming year.