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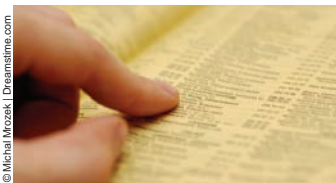


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LAW FIRM MARKETING & WEB DESIGN

○ SUMMER | ○ 2008

YELLOW PAGE DIRECTORIES: AN INVESTMENT OR AN EXPENSE?



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By DALE TINCHER, CEO
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The advertising landscape has changed. With the exception of rural communities that have an aging population, prospective law firm clients seldom use the yellow page directories to find products and services. Numerous law firms that we respect highly have told us that they are reducing or eliminating their yellow page directory ads due to the lack of an acceptable return on investment.

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What You Need To Know About Search Tails — And How They Can Save Money For Your Law Firm

When the phone rings in your law firm, you never know whether you'll answer the call of a client ready to sign up or someone just embarking on the search for a lawyer. However, when someone visits your law firm's Website after conducting an online search, it's often easier to gauge their interest simply by tracing the keywords they used to find you. For instance, a client who types "Macomb County boating accident attorney" has likely already performed some initial research — and is closer to hiring a lawyer than someone who searches using the keywords "Michigan law firms."

There are countless keywords people use to search online — if you visualize all the different words that someone might use to find your law firm, imagine a funnel with broad terms like "lawyer" at the top and more detailed phrases like "North Carolina workers' compensation attorney" at the bottom. Those keywords at the bottom are often referred to as the "search tail." As the words become more precise, the number of results decreases, thus forming the "tail" of the search process.

Conventional marketing wisdom has dictated purchasing the broader keywords — because more people use them to search, so your law firm gains wider exposure. However, hundreds of firms are also buying those keywords. That means you are competing with other lawyers for very general inquiries. A potential client who searches under the

term "Florida law firm" will see plenty of listings, but that client is often at the beginning stage of information-gathering. As he or she clicks on a few Websites and learns more about different practice areas and qualifications, the search terms typically become more specific.

Many marketers now advocate purchasing keywords farther down the "search tail" to capture customers whose search phrases indicate a closer match to the services you offer. The keyword phrase "Collin County asbestos lawyer" may not appear as often as a broader term, but the person typing it in knows what he or she is looking for — and is probably ready to actually hire an attorney. When your firm's Website address appears at the end of the search tail, you face fewer competitors — and more motivated potential clients.

Certainly, broad terms continue to have a place in online marketing plans — after all, a client just beginning the search for a lawyer is still a client. However, why not incorporate the way that people search into the approach you use to attract new business? The concept of search tail marketing acknowledges real search behavior — and it targets potential clients at the moment of greatest opportunity for your law firm.

If you would like to learn more about how search tail marketing can work for your firm, find us online at www.consultwebs.com or by phone at (800) 872-6590.



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CONTEXTUAL MARKETING | Pros & Cons

Google's AdWords offers a powerful toolbox of options for companies to expand their visibility. Users are now able to tailor their ads to specific groups, countries and languages.

One of the many impressive ways that Google's AdWords can target potential customers is through contextual marketing, which hits consumers with ads relevant to the content that they're viewing — at the very instant they're viewing it.

Type in the search term "personal injury" and you'll see ads pop up that are related to your key words — including many from law firms. That's contextual marketing. Contextual marketing is not just limited to search engines like Google. It's also a common feature on many Websites.

Contextual ads allow law firms to target potential clients across a wide network of search terms as well as specific Websites. This means that law firms can pinpoint

special interest groups, from motorcycle riders to weekend triathletes.

Now, here's the downside to contextual marketing. Research has shown a decline in potential customers who actually click on these ads. For every thousand ads that go out, as few as 3% may be clicked.

Consultwebs.com CEO Dale Tincher strongly advises against depending solely on an AdWords campaign for clients.

the potential client based upon what they are viewing at the time. Serving ads in the right context is, in a lot of cases, a primary indicator of the legal needs and interests of the potential client."

Tincher continues: "Google's ability to choose specific sites and ads is powerful. Law firms can choose to display their ads on specific pages within a site, or even subsections of pages. For example, advertisers can choose to advertise on a

particular legal resource site or newspaper in, e.g., the personal injury, product liability and/or malpractice section."

Adds Consultwebs.com President Lisa Vaughn, "While the contextualized ads may pull in a visitor to a certain site, organic search engine results

are more likely to bring in the clients, due to their actively searching for the topic. Within any budget you want to focus on the biggest returns first and then work on widening your visibility. That's what AdWords does better than anything else; it helps to widen the marketing net."



"Most analysts agree that organic (free) searches are 70% more effective than search engine ads. However, a properly developed and focused ad campaign can complement an organic campaign," says Tincher. "The value of contextual ad targeting lies in knowing something about

Do Pay-Per-Click Programs Alone Get The Job Done?



The leaders at Consultwebs.com and many other industry analysts have long contended that Google and Yahoo pay-per-click ads alone may not be the best way to measure the success of an Internet advertising campaign. A new report gives credence to their position.

A recent article in Business Week noted that the number of ad clicks fell in January for Google and Yahoo. A Web measurement firm, comScore, found that clicks on Google ads were flat from the same period 12 months ago, and down 12 percent from the fourth quarter of 2007.

While ad clicks may be down, Internet users are doing more searching than ever. ComScore said that U.S. Google queries in January were up 53 percent from last year.

The latest report has some analysts questioning the effectiveness of pay-per-click campaigns as a company's sole online marketing plan. Consultwebs' experts say free, organic listings are also needed for an effective online marketing campaign.

"As we've long stated, the free/organic listings can have more of an impact than these pay-per-click campaigns," says Consultwebs.com CEO Dale Tincher. "We do, however, believe that using strategic pay-per-click ads can strengthen a Web campaign."

Another study that comScore participated in found that 6 percent of the online users accounted for more than 50 percent of all ad clicks — and those heavy clickers weren't making a proportionate number of online purchases.

Says Consultwebs.com President Lisa Vaughn: "An effective campaign combines organic listings, strategic pay-per-click ads, press releases, carefully chosen directory listings and other related media that are intertwined to accomplish your marketing goals."

WHAT OUR CLIENTS SAY ABOUT US

Here at Consultwebs, we don't like to brag about our hard work, but we know enough satisfied lawyers who do. We thought you'd like to hear what some of your peers say about our skills — and our client service.

○ | KEN HARDISON, HARDISON & ASSOCIATES

"Consultwebs is one of the best marketing decisions I've ever made. We get an 8-to-1 ratio return. What I mean by that is, for every dollar we spend with Consultwebs, we get 8 back. That is by far the best ratio in return on investment that we do."

○ | LARRY BODINE, ESQ.

"Consultwebs is the best SEO company I've encountered in my 16 years as a marketer and operator of LawMarketing.com and Larrybodine.com. Dale Tincher thoroughly understands how to create and market a Website, boost traffic to it, and convey his findings in a meaningful manner. When I want the best in the business, I turn to Consultwebs."

○ | DEAN BRETT, BRETT & COATS

"The professionals at Consultwebs listen carefully to our goals, design a Website full of helpful information, and they optimize that site so that clients can actually find it. They have been a key player in developing our client base of serious personal injury and wrongful death cases throughout the state of Washington."

○ | PAUL SAMAKOW, ESQ., THE LAW OFFICES OF PAUL A. SAMAKOW, P.C.

"You run your business as it should be run. Your personnel are friendly, knowledgeable, anxious to help, respond in a timely manner, and deliver! Thank you isn't enough."

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**UPCOMING
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EVENTS**



○ | MARKETING RETREAT
Dale Tincher and Lisa Vaughn will speak at John Morgan's Practice Made Perfect Client Retreat (www.pmpmarketing.net) on June 19-20.

○ | AAJ CONVENTION
Consultwebs will have an exhibit booth at the American Association for Justice annual convention (www.justice.org) in Philadelphia, PA on July 12-16.

YELLOW PAGES | Investment Or Expense?

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One has only to look at the yellow page publishers' financial results to learn the health of their businesses. Yellow Page publisher sales are down dramatically.

A Forbes February 2008 article stated that Idearc, formerly Verizon Yellow Pages, "hit an all-time stock low of \$6.91 on Feb. 22, 2008. Idearc shares have fallen 74.5% in the past year as competition from the Internet has caused sales and earnings to decline."

Donnelley, the 3rd largest yellow pages publisher with directories in 28 states, is having severe difficulties. The company's plunge has wiped out billions of dollars in shareholders' value. An analyst projected in a Raleigh News & Observer article that "the rise in broadband Internet connections, and the increasing popularity of mobile devices to access the Internet, will make it increasingly more difficult to sell print ads."

Few will argue that yellow page directories are becoming less effective. Several studies show that when a customer knows the name of a business, they reference the "white" pages more than 75% of the time. Other studies state that more than

60% of consumers never open a yellow page directory. Another problem: many cities have multiple yellow page directories, each with hundreds of ads and with prices that typically increase each year.

Other problems include cluttered ad space, a lack of flexibility and space to tell the law firm's story, the inability to make changes to the ads for several months, the inability to target hot topics, the inability to educate, the inability to establish a relationship, the problem of sharing the prospective client's eyes with neighboring ads, a lack of detailed visitor statistics, an inability to develop a marketing plan based upon client visits and an inability to quickly open new practice areas or locations.

In contrast to yellow page advertising, Internet advertising grew 17% last year. Despite a declining economy, in the last quarter Google sales (primarily ads) were \$5.19 billion, up 42% over the prior quarter. Internet ad spending is set to overtake all other media by 2011.

Many firms that continue to advertise in yellow page directories are reducing their ads and emphasizing their Website address in their ads. Please contact us if we can be of assistance in planning your Internet advertising.



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