

Your source for up-to-date information on how you can succeed with your law web marketing campaign.



Our Wealth Of Data Brings You RETURN ON INVESTMENT



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Law firms from across the country and a variety of practice areas have partnered with Consultwebs.com, Inc., on their Web marketing campaigns. They cite numerous reasons for choosing us, including our proven record of securing search engine rankings, our unparalleled client service and our customized marketing strategies. Consultwebs.com truly provides clients with benefits that are unmatched by other Web vendors.

But above all, many have found value in partnering with a company that is focused solely on law firm marketing. We have spent more than a decade developing expertise in the legal field, and we have collected a proprietary wealth of data. This experience has given us rare insight into what works – and what doesn't – for law firm Web marketing.

For this newsletter, we mined data from more than 200,000 visitors to law firm websites. These visitors came from different geographic areas, and their legal concerns were just as varied. They involved personal injuries, accidents, traffic citation defense, business litigation and specific medical disorders to name a few.

From this data, we've determined different ways you can secure more cases from your Web marketing strategies, such as:

Use Topic-Specific Sites

We observed that Web properties that were topic-specific had higher conversion rates – regardless of overall traffic or even bounce rate. Since bounce rate often indicates relevant traffic, we had actually expected to find a link between bounce rate and conversion rate. Instead, we discovered that topic-specific websites – RSD, traffic ticket defense, veterans' disability, etc. – have almost twice the conversion rate as general practice law firm websites.

Our recommendation: If your long-term Web marketing strategy does not include any topic-specific marketing initiatives, it is time to reconsider.

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GOOGLE+ SOCIAL MEDIA Your Law Firm Web Marketing Is About To Change

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In the first 21 days after its release, more than 20 million visitors signed up for Google+, a new social networking platform from the search engine giant. That immediately raised questions as to whether Google+ will challenge Facebook in the social media realm.

But law firms have a more immediate question – what benefits does Google+ hold for their online marketing campaigns?

Investing effort into yet another social media site may seem a bit exhausting at first – and you'll be confronted by several new concepts, including "Circles," "Hangouts" and "Sparks." However, there are many reasons that Google+ will be well worth that investment of time and energy. Google+ is the latest tool to take lawyers' social marketing efforts to new heights.

Consultwebs.com, Inc., CEO Dale Tincher said some new social media converts will gravitate toward Facebook, while others may opt for Google+. Some will choose both – and your law firm will want to follow their lead.

"Google is the leader in search and mobile (cell phone) operating systems and is making huge gains in browsers (Chrome) and numerous other areas," Tincher said. "The Google +1 Button is already on more home pages than the Tweet button. After using the product for a week, I feel that Google has the experience, network and expertise to outpace Facebook in Social Media by late 2012, despite the fact that Facebook has more than 750 million users. I am very excited about Google+ for our law firm clients' Web marketing efforts."

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New Social Media converts will gravitate toward Facebook, while others may opt for Google+

5 Law Firm Website Essentials

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DON'T GO ONLINE WITHOUT THEM!

You've set up your law firm's website, and you have solid content about your practice areas. You've begun to field calls and get clients from the Internet. Congratulations! You've taken a great first step. But there's more you can do to make sure your Web campaign thrives.

Consultwebs.com, Inc., has identified five elements every law firm website should have. We can help you implement any or all of these — contact us today!

Attorney Bios

When we examine visitor analytics for our clients' law firm websites, we're consistently struck by one unmistakable fact: Attorney bios are among the most visited Web pages on lawyer websites, second only to the home page. If your Web bio reads like a job resume, you may be missing a golden opportunity to convert site visitors into clients. Consultwebs.com can help you construct a bio narrative that captures the reader's attention and paints a fuller picture of you as a person and a professional.

Call Tracking

Did you know that the primary way your Web audience contacts your firm is by picking up the phone? That's why tracking the phone calls generated by your Web marketing campaign is key to understanding the overall return on investment (ROI) for your website. Consultwebs.com offers a new tool that allows you to review the call volume — including conversions — specifically generated by your Web marketing investment.

Live Chat

Live chat programs provide a convenient way for the law firm to obtain contact information and basic facts from site visitors. In a typical click-to-call system, a screen pops up, alerting website visitors that "we are available to answer your questions." Visitors have the option of clicking a "yes" button for live help. (See related article, page 5.)

Google Analytics

To run an effective law firm website, you need to know who is visiting your site, how long those visitors are staying, what pages they like the best, and so on. Google Analytics, when added to your website, can provide that and other crucial information about your site's activity.

Custom Photos

Photos of you and your staff are an important part of introducing your law firm to website visitors — and those amateur photos you took at the annual firm picnic may be sending the wrong message. A professional photo shoot requires planning, but the rewards can be significant.

Before adding any features to your website, be sure to check your State Bar rules for ethics guidelines. For guidance and tips on how to effectively market your law practice, contact Consultwebs.com and see our legal marketing blog at lawwebmarketing.com.



HOW TO COLLECT CLIENT TESTIMONIALS

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Consultwebs.com, Inc., client Ken Hardison, a lawyer and savvy law firm marketing coach (SEE PILMMA.ORG), once uttered this memorable gem: "What you say about yourself is good. What others say about you is gold."

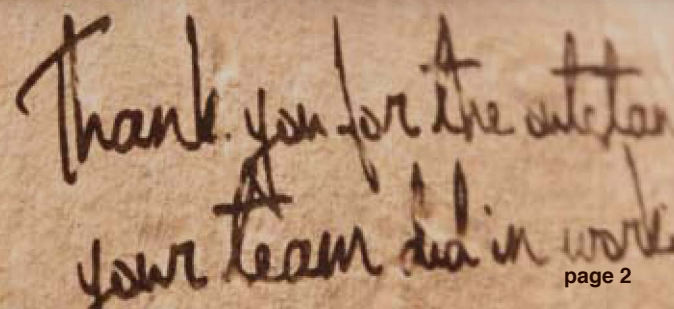
Ken's quote underscores why it's so important to collect testimonials from satisfied clients. Those statements on your website may very well be the tipping point that converts a website visitor into a client.

How do you collect testimonials for your law firm website? Here are a few pointers from Ken:

- ▶ **Ask and you shall receive.** Satisfied clients are often delighted to give your firm a nod. But they won't do it on their own. You have to ask. Encourage your law firm's attorneys and staff to gather testimonials when talking to clients.
- ▶ **Strike when the iron is hot.** Try to collect testimonials when you've just wrapped up your work for a client. There is no better time to ask for a reference than when you've achieved a favorable verdict or settlement on their behalf.
- ▶ **Make it painless for your clients.** Providing a testimonial doesn't have to be a long, drawn-out process. Do your best to make it quick and easy. When possible, record the testimonial at the moment your client offers it, perhaps using the audio (or video!) recorder on your smart phone. You can also ask the client to send along comments in an e-mail.

- ▶ **Let your client know how you plan to use the testimonial.** Be clear with your clients about how you plan to use their statements. We list ours on our website, in either written or video format. If you're making other uses of testimonials, such as TV commercials, be sure to let the clients know. In some commercial uses, it's good practice to get a signed release from the client.
- ▶ **Check the rules.** Before placing any testimonials on your website, be certain to understand the applicable Bar rules.

At Consultwebs.com, we are experts on law firm websites, from photos to video to full site content. If you need help with your law firm's online marketing efforts, contact us today at (800) 872-6590 or marketing@consultwebs.com.



GOOGLE+ SOCIAL MEDIA

Your Law Firm Web Marketing Is About To Change

easily share it with everyone in the Circle I have created for my firm.

“Likewise, if I am using Gmail (or the Google Apps for Business version), Google Calendar, or Google Docs, this leaves some pretty interesting options open for using the social infrastructure Google is building.”

Consultwebs.com has been closely analyzing the benefits of Google+ and offering updates on its blog, lawwebmarketing.com. Check there for the latest news. To learn more about social media and how it can help your law firm’s marketing efforts, contact us at marketing@consultwebs.com or (800) 872-6590.

Tincher said several Google+ features are certain to attract and hold new users.

“Having the ability to easily share a page while you are searching the Web and fine-tune who you share it with is very powerful,” Tincher said. “If I am searching the Web and see an excellent article on a service that benefits my firm, I can



2 SERVICES TO BOOST YOUR ONLINE MARKETING

PRESS RELEASE SERVICES

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Our Online Press Releases Deliver Results

At Consultwebs.com, Inc., our online press releases deliver results. Just ask our clients.

“Consultwebs’ process for generating press releases is extremely efficient,” says Brad T. Wyly, founder of Houston’s The Wyly Law Firm, P.C. “On average, I spend less than 30 minutes every two weeks working with the Consultwebs staff to complete our press releases. Once completed and posted on the Internet, it is not uncommon for a press release to generate thousands of hits. I was so pleased with the results that I specifically requested Consultwebs to increase the frequency of our press releases from once a month to once every two weeks.”

During one recent month, the Wyly Law Firm’s two press releases generated a combined 272,826 headline impressions as well as 5,607 reads and 279 interactions. Several weeks after the releases went online, they remained highly ranked in search engines such as Google News.

If you would like to take advantage of our premium online press release services, call Consultwebs.com today at (800) 872-6590 or you can reach us by e-mail at marketing@consultwebs.com.



DRIVE LOCAL, NATIONAL TRAFFIC TO YOUR LAW FIRM WEBSITE

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Consultwebs.com, Inc., has just announced a new marketing product to consolidate and boost your local and national online search results — bringing even more relevant Internet traffic to your law firm website.

PROFILESPLUS+

The product, ProfilesPlus+, is a new listing syndication tool that provides a trusted feed to the Web’s top search portals, including search engines, social media sites, mobile devices and in-car navigation systems. ProfilesPlus+ uses a network of local online distribution channels to list your law firm. The net result is a wider distribution network and expanded visibility for your law firm profile.

Here’s what you’ll get with this exciting new product:

- ▶ ProfilesPlus+ manually updates your law firm profile content to ensure it is accurate and current. All of your law firm’s business listings will have the most up-to-date information.
- ▶ The automatic feed of your listing to dozens of high-profile business directories from a single data source ensures branding consistency for your law firm.
- ▶ The combination of a manual review with an automatic XML feed allows for geographically-targeted placements (localization) and improved relevancy.
- ▶ The syndicated listing expands your law firm’s accessibility in the search engines beyond only organic listings.

“This product is a cost-effective tool for boosting the visibility of your online marketing at the local and national level,” says Consultwebs.com President Lisa Vaughn. “The efficiencies in the distribution system allow us to offer this new product at a very reasonable cost.”

The cost to implement ProfilesPlus+: \$250 for the initial setup, plus \$650 for the annual subscription, per office location.

Boost Your Profile Listings — Call Consultwebs.com Today!

For more information, call Consultwebs.com today at (800) 872-6590 or use our online contact form.

Your 21st Century Phone Book

GOOGLE PLACES

Google Places — In a nutshell:

- ▶ Upload a logo, additional photos and videos promoting your firm.
- ▶ Add links to your primary website and any additional websites.
- ▶ Write compelling descriptions of your firm, primary practice areas, awards, etc.
- ▶ Manage your firm's address, all phone numbers, e-mail addresses and other contact information.
- ▶ Choose up to five specific business categories for primary search (i.e., personal injury law firm, medical malpractice lawyer, business litigation services, etc.).



According to Google, 97% of Internet consumers search for local businesses online. That makes Google's local search platform, Google Places, a vital tool for marketing your firm locally and managing your firm's Web data.

Google's map feature anchors your law firm in a specific geographic area and allows your business to enhance and optimize your basic map listing. Most importantly, you have control over that online information. You can also gain additional exposure for your firm by generating reviews from former clients. Those reviews can help your firm stand out from the competition.

Google Places provides access to important statistics and traffic data related to your listing. You can see how many times your listing appeared in searches, what keywords generated those search results, how many times a map to your office was clicked and how many times your Google Places listing funneled a visit to your website.

WHY IS A GOOGLE PLACES LISTING IMPORTANT? Google Places entries appear on the first page of search results: The search results screen in Google now provides its users with blended results, thus the screen may include:

- ▶ Pay Per Click (PPC) ads at the top as well as in the right pane
- ▶ Google Places results
- ▶ Organic search results.

While Google Places results may be blended with the organic search results or may be a list of results that precede organic results; therefore, optimizing your Google Places is essential.

Once you have set up your Places listing to optimize your visibility and placement in the Google Places results, you are ready to increase the likelihood that a potential client will contact your firm. You can do this by making client reviews available to Google.

While former clients may choose to post a review about your services, you can (and should) increase the number of reviews by proactively soliciting them. Reviews can be posted directly on your Google Places listing page, and Google searches local directories for reviews posted there, including Yelp, City Search, and Judy's Book, among others.

Contact Consultwebs.com

The search engine optimization specialists at ConsultWebs.com, Inc., have specific strategies to help you get the most exposure from your firm's Google Places listing. We can also help you with the equivalent versions on Bing and Yahoo! and develop a strategy to generate client reviews. Learn more by contacting Consultwebs.com today.

Click-to-Chat Box ETHICS CONSIDERATIONS

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Want to Chat?

Many of our Consultwebs.com., Inc., clients feature a live chat support service on their websites. After visitors spend time on the Web page, a screen pops up, reminding them “we are available to answer your questions” and giving them the option of clicking a “yes” button for live help. The live chat allows the firm to obtain contact information and basic facts about the potential client’s case.

State Bars that regulate lawyers have been asked about these chat features, and at least one agency has given its stamp of approval. In July, the North Carolina State Bar adopted 2011 Formal Ethics Opinion 8, which OKs click-to-chat programs and provides some helpful guidelines on how to use them without running afoul of the ethics rules.

Because live chat programs require the potential client to initiate contact with the law firm by clicking on a button, the programs do not violate North Carolina’s rule that bars direct solicitation, according to the opinion. That rule applies to only “lawyer-initiated” contact.

However, the opinion instructs law firms to make sure visitors understand they are not talking to a lawyer. The firm can make it clear



that the live chat is with an “operator” or provide a disclaimer stating that the chat is with a non-lawyer “staff member.”

Also, because the live chat may result in the firm’s obtaining confidential information, the firm should incorporate live chat discussions into its conflicts-checking system, the opinion states.

At Consultwebs.com, we believe this ethics opinion will allow lawyers to get maximum value out of their law firm websites and the latest technologies, such as click-to-chat programs, while still maintaining their ethical duties to the public.

If your firm’s website features a live chat feature, you should consult your state’s regulating agency to determine its stance. As in North Carolina, an inquiry to the State Bar may result in an ethics opinion that approves live chats while providing some needed ethics guidance.

Upcoming Conferences PILMMA & ATLAS

One of the things we enjoy doing the most at Consultwebs.com, Inc., is meeting with lawyers and sharing our insights on effective ways to promote their law firms through the Internet.

These sessions allow us to relay our experience from the trenches of law firm Web marketing, and to answer questions from lawyers who want to step up their firm’s online efforts.

We recently discussed online legal marketing at the North Carolina Advocates for Justice Annual Meeting in Wilmington, North Carolina, and we gave a presentation on “Increasing Your Web Caseload By Creatively Integrating Your Websites, Blogs and Social Media” at the M&L Conference in Park City, Utah.

We have future presentations scheduled for the ATLAS Lawyers Group Seminar, October 5-7 at the Radisson Lackawanna Station Hotel (Scranton, Pennsylvania), and at the PILMMA Marketing & Management Summit, October 14-15 at Caesar’s Palace (Las Vegas).

If you are interested in having Consultwebs speak at your next retreat, marketing conference or legal conference, give us a call at (800) 872-6590 or e-mail us at marketing@consultwebs.com.

Our Wealth Of Data Brings You RETURN ON INVESTMENT

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Design for Results

True or false: A lower/better bounce rate indicates that a site will deliver more inquiries. The surprising answer: false. Our data shows that bounce rate alone does not directly indicate conversion rate.

When a law firm’s website has a very low/good quality bounce rate but a terrible conversion rate, the likely culprit is a poor design. Not enough expertise has been applied toward converting visitors to inquirers.

In addition to collecting and analyzing usability indicators from more than 200,000 law firm website visitors, we pulled data for more than 50,000 individual visitor clicks. We evaluated the heat maps/click patterns for these visitors.

This analysis of click patterns on attorney Web pages revealed many opportunities for improved conversion specific to law firms, such as:

- ▶ **Watch your words.** The most visited pages on a law firm’s website are the homepage, attorney profiles and contact us pages – closely followed by verdicts/settlements. In our review of 50,000-plus clicks, we found that click-through rates depend on how these pages are labeled.

For instance, “Our Attorneys” works better than “About Us.” “Questions & Answers” is preferred to “FAQs.” While “Results” may read more persuasively than “Verdicts & Settlements,” it is the latter that gets clicked more often. Visitor activity on “Free Consultation” pales in comparison to the more direct phrase, “Get Legal Help.”

- ▶ **Link it up.** Are you losing visitor contacts because you don’t know where your potential clients are clicking? Understanding your visitors’ click patterns can point to opportunities for improved conversion. Results from our data analysis illustrated this very well.

Our Recommendations

Be direct in your language. “The Contingency Fee Process” isn’t catching your visitor’s attention? Then rephrase it to, “How We Get Paid.” The difference is dramatic. Your potential clients like to click your phone number. Be sure to link it up! Visitors to law firm websites also often try to click the first mention of your firm’s name in the content of your webpage – link it to a relevant page

Web users’ behavior changes depending on the dynamics of the marketing environment. Behavior patterns differ whether we are trading stocks online, purchasing a retail item or looking for legal representation.

The professionals at Consultwebs.com serve as a knowledge base for our clients. We provide access to a network of attorney-specific data and resources and more than a decade’s wealth of law firm marketing expertise.

Consultwebs.com — A Team of **SPECIALISTS WORKING FOR YOU**



Consultwebs Expands **PRODUCTS & SERVICES OFFERINGS!**

Regardless if you are currently with another vendor or starting a new firm and naturally cost conscious, Consultwebs.com, Inc., offers a wide range of services that will accommodate your budget, situation and goals. We now offer a la carte services that provide added freedom and customization for our clients' Web campaigns.

If you are comfortable with your current Web marketing provider or locked into a long term agreement, you still have cost effective opportunities available to expand your Web presence and obtain more clients from the Internet. From mobile websites to local visibility packages to one-time SEO boosters, Consultwebs.com has you covered. Learn more about the wide range of services we can provide by contacting us today.

Additionally, if you have websites and campaigns that you would like our team of experts to evaluate, analyze and offer strategies for improvement, Consultwebs.com now has Web campaign audits starting under \$1,000! Learn more by visiting Consultwebs.com today or calling Tanner Jones directly at (859) 353-7720.

