

- ▶ Feature your Google Places listing
- ▶ List all of your attorneys
- ▶ Customize your profile
- ▶ Only \$239 per year, per profile



Provides New Way for Attorneys To Connect With Potential Clients

To make it easier for attorneys to connect with potential clients, Consultwebs.com, Inc., has added several new features to its popular website, LawyerProfiles.com.

For more than a decade, attorneys from across the country have used LawyerProfiles.com to market their legal services online. The site is at the top of search-engine rankings for a broad range of phrases that potential clients use when seeking legal help.

Because potential clients typically search for attorneys by practice area and geographic region, Consultwebs.com has enhanced the site by now allowing individual lawyers and law firms to showcase their abilities and credentials according to those categories.

The attorney and law firm profiles also feature a clean-looking, eye-catching new design, and registration and updating are easier than before.

Shortly after the redesigned site was unveiled this fall, it drew rave reviews from personal injury attorneys at the ATLAS Lawyers Group Seminar in Scranton, Pennsylvania, and at the PILMMA

Marketing & Management Seminar in Las Vegas. "Our goal was to make it easier for lawyers to use the site to display their profiles, and we also wanted to help people visiting the site to find a local attorney who could help with their specific legal issues," said J.R. Oakes, a senior programmer for Consultwebs.com and the lead developer of the LawyerProfiles.com project.

**DRIVE MORE CLIENTS
TO YOUR FIRM
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"We did extensive research and testing in order to make it the most effective site," Oakes says. "Because of the quality of the site and its original content, it will rank very high in search engines, and we'll continue to do usability testing and enhance our search engine optimization efforts, or SEO, as the site continues to grow."

John Damron, Marketing Strategist
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LawyerProfiles.com also offers:

- ▶ Descriptive attorney biographies that include educational and professional background information, lists of awards, professional affiliations and core practice areas. (For an additional cost, these biographies can be written by Consultwebs.com's content team).
- ▶ Social media tools, including RSS, Facebook and Twitter feeds that help lawyers get their message out and allow visitors to connect with them.
- ▶ Full law firm profiles.

Said Lisa M. Vaughn, an experienced law firm Web marketing consultant and the president of Consultwebs.com: "LawyerProfiles.com offers an established, well-trafficked online property. We believe individual attorneys and entire law firms will find this site to be a very beneficial add-on to their existing Web marketing activities."



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Your Law Firm Clients' Digital Diet NEWS YOUR FIRM CAN USE

As restaurateurs will attest, knowing your customer base and what menu items are most likely to satisfy their appetites is fundamental to maximizing financial gain. The same truth applies to law firm Internet marketing. As a recent comScore whitepaper reports, "With smartphones, tablets and other connected devices, consumers have become digital omnivores — not just because of the media they consume, but also in how they consume it." So, to help you better understand your potential clients, ensure you have the right items on your marketing menu and — ultimately — increase your firm's revenue, we introduce "The Digital Omnivore."

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Your Law Firm Clients' Digital Diet

NEWS YOUR FIRM CAN USE

Let's take a closer look at the diet of the Digital Omnivore:

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- ▶ A 2011 project by the Pew Research Center studied what sources people rely on the most to learn about their local communities. The results showed that the majority of citizens rely on diverse media sources to stay connected and interact with their communities — their choice of media source depending upon the topic. By far, the most utilized channel was local TV — however, ONLY for weather, traffic and breaking news. When it came to finding a business in their area, the Internet surpassed TV as the most commonly used resource.
- ▶ On average the Digital Omnivore between the ages of 18–35 owns 2.4 electronic devices, including smartphones and tablets.
- ▶ Think TV and Web are still separate media? Don't be old school. A 2011 Nielsen Survey found that of those who own smartphones and tablets (50 percent of all Americans, according to CNN), 19 percent of them looked up information on their phone related to a television ad they saw on TV — WHILE THEY WERE WATCHING IT!
- ▶ On-The-Go Mobile Accessibility — An evaluation of user analytics across a wide spectrum of law firm websites shows that regardless of geography, practice areas, and even budget, an average of 8-10 percent of website visitors arrive via a mobile device.
- ▶ Social Media Munchies — 86 percent of people between the ages of 18-29 report regularly using social media, and older Internet users are catching on fast. Adults between the ages of 35-50, for instance, are the fastest growing Facebook demographic. The most effective online marketing campaigns create a presence across a variety of platforms — and the social media channel is one that can no longer be dismissed as the red-headed step-child.
- ▶ Pay-Per-Click Ad Management — 48 percent of those 35 years old and younger are more likely to engage with an ad that is relevant to their geographic location. What does your ad text say? This is a solid opportunity to ensure your menu appeals to the Digital Omnivore.



First, note the sources of these studies: The Pew Center, comScore, Nielsen and CNN. These are highly credible sources, not simply the enthusiastic proselytizing of self-proclaimed geeks. Their data shows the new reality of our marketing environment.

Variety is the recipe for the perfect digital diet.

If you think about the way you interact with all the available technologies today, chances are you are reading from your tablet, checking email on your smartphone, listening to a podcast while on the treadmill, and surfing the Web during television commercials. Don't worry — you haven't suddenly become a geek. This is just the new norm of the Digital Omnivore.

Understanding the variety that Digital Omnivores like in their diets will help you better maximize your marketing budget by expanding your visibility across platforms and improving your accessibility to clients. Allow us to help you develop and deliver your perfect recipe.

Law Firm Blogging

A SUCCESS STORY

Mike Dayton, JD, Manager of Content Services
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New social media sites are constantly being developed on the Web, but blogging remains one of the very best ways to communicate news to your local audience. A well-designed and well-managed blog can energize your primary website with regularly updated content that relates to your primary practice areas.

The Louthian Law Firm, based in Columbia, S.C., has maintained an active legal blog for years, assisted by Consultwebs.com's Content Team. Columbia attorney Bert Louthian recently informed us that LexisNexis had included his firm's blog, www.louthianlaw.com/blog, among its nominees for the top 25 tort blogs of 2011.

The Louthian Law Firm blog focuses on South Carolina news items that dovetail with the firm's interest in vehicle accident and medical malpractice cases. Recent headlines show the range of topics tackled by the blog, including:

"South Carolina Truck Accident Attorney Supports Changes to Hours-of-Service Regulations for Truck Drivers"

"Anti-microbial Copper Reduced Bacteria in SC Operating Rooms by 97%"

"Are South Carolina's Cuts in Hospital Funding Good for Patient Safety?"

Louthian's blog has found success on topics with a national scope. The firm was interested in claims related to Chantix, an anti-smoking drug, and posted several blog items on that topic while also adding a page of content to its website, www.louthianlaw.com. That strategy has given the firm high rankings for "Chantix lawyer" on Google's search results.

At Consultwebs.com, our team of designers and editorial writers can work with you to integrate a blog into your existing website or to develop an "off-site" blog. Our goal is to create an effective marketing tool that establishes your expertise in

specific practice areas and brings in prospective clients.

For more information or a custom quote for your law firm blog, please call Consultwebs.com toll-free at (800) 872-6590 or contact us online through our website at www.consultwebs.com.

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December 9, 2011
Pedestrian Deaths Increase in SC

What Is Call Tracking? WHY IS IT IMPORTANT?

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Call Tracking is a service we provide which allows you to track each unique phone call generated from your website. Traditionally, e-mail form submissions were the standard method of tracking client contacts. Form submissions are still important, but often a potential client may need immediate assistance and will call instead. Call Tracking provides a complete picture of how your web marketing campaign is performing.

This data is important for several reasons. At the most basic level, our call tracking data allows you to see detailed information about potential client interactions. You can see what number called, when that call came in and its point of origin — all powerful data you can use to better target your marketing efforts. This basic information can also help identify trends. Are calls coming in mostly in the morning, afternoon or evening? Are there a high percentage of missed or unanswered calls at certain times of the day? How long are the calls? Are several under a minute long? This information can help you staff your office appropriately to ensure those answering the phones are handling calls properly.

Our reporting and data don't end there, however. Our Call Tracking service generates dynamic phone numbers for each page visited on the site. As a result, we are able to generate reports showing what keywords brought potential clients to your site, what pages they viewed and at what point a phone call was initiated. This granular, detailed data is invaluable. It helps us continue to develop highly targeted, compelling sites that generate conversions.

Data we've collected on clients currently using our Call Tracking service shows that those clients are seeing a nearly 4:1 ratio of phone calls to traditional e-mail form submissions. Being able to account for all client interactions generated by your website gives you the opportunity to make better decisions for your precious marketing budget.



iPhone 4S Personal Assistant Siri AND LOCAL YELP SEARCH

Here's a prediction: Apple's latest iPhone — the 4s — is going to revolutionize how we use search engines on mobile devices.

Siri is a personal assistant on the iPhone that does basically everything that you can do. You give Siri instructions just by talking to it, and it works a lot better than most dictation software. Now, one of the really interesting things it does is local search. With a smartphone, you have to go to Google, type on the little keyboard and look for what you need.

Search For Local Lawyers On Yelp

It's much easier with Siri. For instance, let's say you need legal help with a divorce. With Siri, all you do is hold down the bottom button and say, "I need a divorce lawyer." Siri processes your request and within seconds replies, "I found 10 divorce lawyers. Nine of them are close to you." Will your law firm be among those Siri finds? We can help. We'll make sure your firm is on Yelp, which is pairing with Apple for local searches. Contact us to learn more.

Kevin Smith, Director of Design Services
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Consultwebs Does Law Firm Web Audits, Too!

John Damron, Marketing Strategist | jdamron@consultwebs.com

How effective is your law firm's Internet marketing campaign? Consultwebs.com can help you answer that question with Consultwebs' Professional Web Campaign Audit.

What does a Consultwebs' Audit entail?

Consultwebs offers two audit levels: Basic and Platinum.

The **Basic Audit** includes an evaluation and recommendations for the on-site optimization of your website, as well as feedback regarding the design, content and programming/coding of the site. On-site optimization feedback includes research on your content's keyword density, meta data (title tags, ALT tags, HREF tags, etc.) and the effectiveness of your site's inter-linking. Recommendations from a design perspective include your site's calls to action (prominently displayed telephone numbers, contact forms, chat services, etc.), the ease of navigation, presentation of information, conversion rate, search engine compatibility and more.

Our Content Team will assess both the type and quality of legal content on your site, checking the attorney biographies, testimonials (if applicable), practice area, verdicts & settlements and firm news sections. Our Programming Team will analyze and provide feedback relating to the load time of your website, a review of your Content Management System (CMS), SEO-friendliness of your URL and backend code, as well as XML sitemap setup and Google Webmaster setup and configuration.

The Consultwebs' **Platinum Web Marketing Campaign Audit** delves even deeper into your online marketing strategies by examining the effectiveness of your entire Web network.

The recommendations offered through the help of our Professional Web Campaign Audit will help you obtain your long-term marketing goals and bring additional prospective clients to your law firm's website.

The Platinum Audit provides:

- ▶ An SEO competitive analysis of your top three rivals' websites;
 - ▶ An evaluation of your business listings, including a review of Google, Bing and Yelp;
 - ▶ An expanded review of your site's architecture and framework, including recommendations on the framework and structure of your Web visibility; and
 - ▶ Analysis of your firm's marketing impact, including online focus group feedback that provides user-level recommendations.
- ▶ The Basic Audit includes anywhere from 5-15 pages of feedback, while the Platinum Audit is up to 35 pages.

Consultwebs.com — A Team of SPECIALISTS WORKING FOR YOU



THE INTERNET BIG RESULTS FOR SMALL FIRMS

More and more law firms are realizing how the Internet can open new marketing opportunities at a cost that is within reach. No longer does the biggest budget win – instead, law firms need the smartest budget to come out on top. In short, the Internet has become the great equalizer

However, simply putting your firm on social networking sites and creating a website is not going to maximize your returns. As Internet usage grows, search engines are getting smarter, offering up results based on a wider variety of factors. Instead of just having a law firm blog, it is increasingly important to keep it updated regularly. Your site is important for generating leads, and for converting visitors into clients. To most effectively use the Internet, your website should never be finished – it needs to be continually refreshed with new content.

There's fierce competition out there, but the size of a firm's budget is no longer what defines the winners. At Consultwebs.com, we believe that law firms will see the very best results through a tailored marketing plan. Combining attorney-specific legal experience with knowledge of successful marketing strategies, we offer services to fit budgets from small to large.

