



INTERNET MARKETING

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WEBSITE BASICS

- Your website should be user-friendly.
- Your website should be graphically attractive.
- Your website should be content-rich.
- Your website should be frequently updated.
- Your website should be “search engine friendly.”
- Your website must contain a *call to action*.

WEBSITE BENEFITS FOR YOUR LAW FIRM



- Provide access to professional references online
- Provide a secure/password protected Extranet area for confidential information, work and records
- Deliver time sensitive information
- Publish information you need to convey
- Improve client scheduling
- Provide office location maps and directions
- Create a “Frequently Asked Questions” section
- Deliver important follow-up information
- Offer online access to important information from anywhere
- Educate your audience about your practice and interests

- Reduce staff costs and run a more efficient practice through increased efficiencies online
- Provide e-mail reminders and updates
- Reduce client in-office time filling out forms
- Allow immediate, continuous contact with your peers and associates
- Post employment notices
- Increase your market exposure
- Offer around-the-clock marketing and image exposure
- Instill credibility, trust and confidence through your site
- Present a sophisticated and professional presentation to enhance your image
- Launch a custom website that can separate you from your peers



LAW ON WEBSITE ADVERTISING



Excerpts of Business & Professions Code

§§6157-6159.2 – Advertising and Solicitation

- §6157.1 – No advertisement shall contain any false, misleading or deceptive statement or omit to state any fact necessary to make the statements made, in light of circumstances under which they are made, not false, misleading or deceptive.
- §6157.2 – No advertisement shall contain or refer to any of the following:
 - . . . (c)(1) An impersonation of the name, voice, photograph, or electronic image of any person other than the lawyer, directly or implicitly purported to be that of a lawyer.
 - (2) An impersonation of the name, voice, photograph, or electronic image of any person, directly or implicitly purporting to be a client of the member featured in the advertisement, or a dramatization of events, unless disclosure of the impersonation or dramatization is made in the advertisement. . .

B&P Code (continued)

- §6158 – In advertising by electronic media, to comply with Sections 6157.1 and 6157.2, the message as a whole may not be false, misleading, or deceptive, and the message as a whole must be factually substantiated. The message means the effect in combination of the spoken word, sound, background, action, symbols, visual image, or any other technique employed to create the message. Factually substantiated means capable of verification by a credible source.

B&P Codes (continued)

- §6158.1 – There shall be a rebuttable presumption affecting the burden of producing evidence that the following messages are false, misleading or deceptive within the meaning of Section 6158:

...

(b) The depiction of an event through methods such as the use of displays of injuries, accident scenes, or portrayals of other injurious events that may or may not be accompanied by sound effects and which may give rise to a claim for compensation.

(c) A message referring to or implying money received by or for a client in a particular case or cases, or to potential monetary recovery for a prospective client. A reference to money or monetary recovery includes, but is not limited to, a specific dollar amount, characterization of a sum of money, monetary symbols or the implication of wealth.

B&P Codes (continued)

- §6158.2 – The following information shall be presumed to be in compliance with this article for purposes of advertising by electronic media, provided the message as a whole is not false, misleading or deceptive:
 - (a) Name, including name of law firm, name of professional associates, addresses, telephone numbers, and the designation “lawyer,” “attorney,” “law firm,” or the like.
 - (b) Fields of practice, limitation of practice, or specialization.
 - (c) Fees for routine legal services, subject to the requirements of subdivision
 - (d) of Section 6157.2 and the Rules of Professional Conduct. . . .
 - (e) Foreign language ability of the advertising lawyer or a member of the lawyer’s firm.

RULES FOR GREAT LAW FIRM WEBSITE DESIGNS



Consistency in page design and layout

- Carry the design and page layout throughout the entire website. This leads to a feeling of credibility and reliability. A change of layout or interruption in consistency breaks the visitors' focus.

Clean design and structured page layout

- Present a clean design. Structure the page elements, text and information logically and simplistically. Topics need to be placed with the most important information above the fold or within the first screen upon the web page loading. Give your visitors an easy and quick way to find your information that is placed deep down a page – use linked or anchored text at the top of the page.

Focused information

- Your visitors are looking for specific information – deliver it to them. Stay on topic and focus one page per topic. Present the page with a proper title, opening paragraph, images/photographs, headlines and links.

Easy to read and follow

- Always make sure the visual leads including the site navigation and text (copy) are clear, accurate, and easy to read and scan. Adjust text size to reader audience. Smaller text can drive a more serious feel while larger text is more relaxed.

Faster page download time

- Study the visitors and their connection speeds. Reduce download times with external file systems and optimized code and images.

Simple navigation and menu system

- Site navigation and menus should be brief, descriptive and accurate. Visitors can be misled and click-away if links don't match the intended page information. As soon as the visitor arrives on a page, the page heading(s) should properly present the information and relate to what they're looking for.

Site-wide contact information

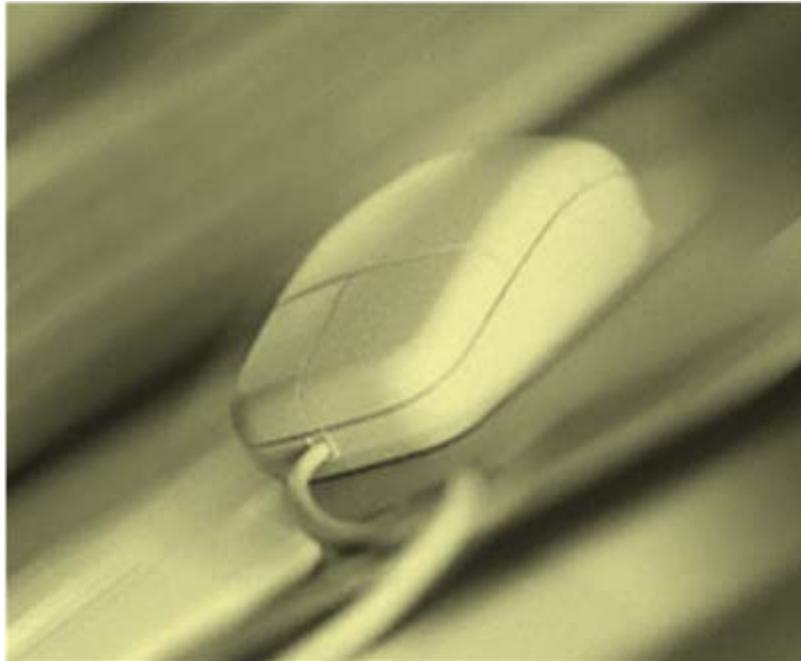
- The website pages should carry the business contact information and link to additional office topics (drive maps). Include the business name, address and phone numbers. Multiple location businesses should provide a complete index page presenting each location.

Attractive, usable & clean platform

- A clean, uncluttered and attractive web design is the foundation of any successful website. A busy and image heavy site distracts and gets in the way of the users intention of collecting information. Whether you design using **Flash Animation, Dynamic HTML , XHTML or XML**, the delivery of information on the Internet is still all about the ability of fast delivery and scan-able copy and messages. Never be different for the sake of being different and without purpose.

Fresh content & up-to-date copy

- Your web designs should contain copy that is fresh, scan-able and informative. It's important to your visitors and the site's search engine optimization. If you want visitors to return for more, give them well written and difficult-to-find information.



GUIDELINES FOR HIRING A WEB DESIGNER



YOUR WEB DESIGN AND SEARCH ENGINE MARKETING FIRM SHOULD HAVE:

- A strong design portfolio
- Law firm clients
- Excellent references
- Work that presents your tastes, image and professionalism
- Extensive marketing experience in multiple industries
- Business success in generating outstanding ideas, goal-setting and problem-solving skills

CUSTOM WEBSITE COSTS

- Be prepared for a flat fee for design, including a specific number of pages, usually including a home page, contact-us page, terms of use page, privacy policy, and a fixed number of additional pages with content of your choice.
- Expect to pay additional fees for custom artwork, unique content and video uplinks.
- Negotiate up-front additional costs, such as domain name registration, shared-load hosting, website visitor statistics and online directories.
- Discuss progress payments based upon design events.
- Expect the very best and be prepared to pay for it!

GET INVOLVED IN THE PROCESS

- Provide text, photos and articles you want to highlight.
- Show web designer other sites which have the professional image you are looking to create.
- Respond timely to web designer requests to review content for “look and feel.”
- Keep web designer on schedule by devoting time to the development stage.
- Let your web designer write content for you, limiting your writing to articles, case studies and client profiles. Lawyers write in very... very long sentences full of legal rhetoric, complex terms and confusing jargon.
- Find your target market and your marketing message – stick to it!

ANY QUESTIONS?

