Introduction

I attend the American Bar Association annual meetings almost every year to learn ideas on how to better serve clients. Twenty-five years ago, speakers at the Solo & Small Firm Division and Law Practice Management Section programs talked about a new thing called the Internet. I created one of the first websites in New Jersey back in 1995: www.njlaws.com.

On the advice of expert Stephen Fairley, we created separate websites for the different services we provide to demonstrate our expertise in specific areas of law. They are:

- http://www.benotguilty.com/
- http://www.centraljerseyelderlaw.com/
- http://njpersonalinjurylawcenter.com/
- http://www.njwillsprobatelaw.com

We now update five websites, including our original websites

Websites Exhibit 1

- www.NJLaws.com
- www.KennethVercammen.com

All our web pages have a “contact box.” To contact us, users must type in their name, cell phone number, email address, and the details of their case. We don’t provide our actual email address to avoid being bombed with spam and vendor solicitations.

I can often respond quickly to these contacts by using my iPhone to send a short email to make an appointment to visit us, or just click “call back,” using my car’s hands-free Siri.

We try to create a website for all our articles and seminars. Today, websites created by consultants with html experience should be supplemented by blogs, social media, and other online sources.