Why is the Internet so important?

According to a recent study,* 70% of U.S. households use the Internet to search for local goods and services.

*March 2005, The Kelsey Group

Reaching clients on the Internet

1. Where are clients searching?
2. What are they searching for?
3. How do they decide where to click?
1. Where are clients searching?
2. What are they searching for?
3. How do they decide where to click?

Reaching clients on the Internet

Searches - 2nd Quarter, 2005

Google 53%
Yahoo! 25%
MSN 14%
AOL 6%
Ask Jeeves 2%

1. Where are clients searching?
2. What are they searching for?
3. How do they decide where to click?

Reaching clients on the Internet

Searches done in September 2005

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Count</th>
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<tbody>
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<td>houston lawyer referral service</td>
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http://inventory.overture.com/d/searchinventory/suggestion/
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Reaching clients on the Internet
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How Do Search Engines Rank Pages?
1. Paid listings
2. Natural listings
How Do Search Engines Rank Pages?

1. Paid listings
2. Natural listings

Exact formulas used by search engines are unknown, but these have been found to improve a site’s ranking:

- Popularity of a site based on the number of links that link to it
- Popularity based on number of people who click on your link in the results pages
- Usefulness of a site by how many related sites it links out to
- The user’s search terms in the title, URL and text of the page
Getting closer to the top of search engine results

1. Which search terms are important to your LRS?
2. What is your budget?

http://inventory.overture.com/d/searchinventory/suggestion/

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<td>20901</td>
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$7,000 per year
Getting closer to the top of search engine results

1. Which search terms are important to your LRS?
2. What is your budget?

$7,000 per year
$15,000 to $20,000 per month

EXAMPLE:
1. “Elder Abuse Lawyer”
   “Lawyer Referral Service”
2. $2,000 per year

TOTAL SPENT (so far):
Getting closer to the top of search engine results

1. Which search terms are important to your LRS?
2. What is your budget?

Step One: Get an intern.

EXAMPLE:
1. “Elder Abuse Lawyer”
   “Lawyer Referral Service”
2. $2,000 per year

TOTAL SPENT (so far): $0
Getting closer to the top of search engine results

1. Which search terms are important to your LRS?
2. What is your budget?

EXAMPLE:
1. “Elder Abuse Lawyer”
   “Lawyer Referral Service”
2. $ 2,000 per year

TOTAL SPENT (so far): $300*

Step One: Get an intern.
Step Two: Gather your content.
Step Three: Create additional sites.

*2 websites @ $150 per website per year

Getting closer to the top of search engine results

1. Which search terms are important to your LRS?
2. What is your budget?

EXAMPLE:
1. “Elder Abuse Lawyer”
   “Lawyer Referral Service”
2. $ 2,000 per year

TOTAL SPENT (so far): $600*

Step One: Get an intern.
Step Two: Gather your content.
Step Three: Create additional sites.
Step Four: Get listed in the Yahoo! Directory and the Open Directory.

*2 websites @ $150 per website per year; $300 for Yahoo! listing
Getting closer to the top of search engine results

1. Which search terms are important to your LRS?
2. What is your budget?

Step One: Get an intern.
Step Two: Gather your content.
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Step Five: Take advantage of marketing others are doing.
   - iLawyer.com

EXAMPLE:
1. “Elder Abuse Lawyer”
   “Lawyer Referral Service”
2. $2,000 per year

TOTAL SPENT (so far): $1,600*

*2 websites @ $150 per website per year; $300 for Yahoo! listing; $1,000 annual iLawyer fee

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Getting closer to the top of search engine results

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EXAMPLE:
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   “Lawyer Referral Service”
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TOTAL SPENT (so far): $2,000*

Step One: Get an intern.
Step Two: Gather your content.
Step Three: Create additional sites.
Step Four: Get listed in the Yahoo! Directory and the Open Directory.
Step Five: Take advantage of marketing others are doing.
   - iLawyer.com
   - ABA
Step Six: Buy your keywords from Overture or AdWords until you run out of money.

*2 websites @ $150 per website per year; $300 for Yahoo! listing; $1,000 annual iLawyer fee; $50 annual ABA certification

Getting closer to the top of search engine results

A few things to keep in mind when optimizing your additional (and existing) sites:

- Do what others are doing well and copy them
Getting closer to the top of search engine results

A few things to keep in mind when optimizing your additional (and existing) sites:

- Do what others are doing well and copy them
- Edit the title and description of your pages so the links are as inviting as possible
- Put up other sites for your LRIS
Getting closer to the top of search engine results

A few things to keep in mind when optimizing your additional (and existing) sites:

- Do what others are doing well and copy them
- Edit the title and description of your pages so the links are as inviting as possible
- Put up other sites for your LRIS
- Participate in the LRIS mutual linking project