

GARDEN STATE CLE LESSON PLAN

A 1.5 credit course

**FREE DOWNLOAD
LESSON PLAN AND EVALUATION**

ATTORNEY MARKETING THROUGH THE INTERNET

Featuring...

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And

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Program description

This 1.5 credit CLE features an interview with Edward Zohn, Esq. – a criminal defense attorney that also happened to work at IBM at the dawn of the PC. Learn the best approach to setting up a website that can deliver actual clients to your door.

I. Introduction/History of Computers

- **Lifetime involved with computers and cutting edge of technology**
- **MBA from University of Chicago School of Business**
- **IBM recruited out of business school**
- **1979-1981 worked for IBM – sales – mainframe division – government and educational industry – IBM sold hardware and operating software but most of application software was created by the buyer**
- **Left IBM for more consumer products oriented business**
- **1983 moved to NJ and started working for IBM in Cranford doing sales – with IBM for 9 years (second time)**
- **IBM Office products division – dedicated word processors – computers with specific purpose and limited applications – dedicated to processing paper**
 - **Time that PC was introduced in 1982**
 - **These machines became inflexible and needed individuals to run them**
 - **IBM computers came with technicians**
 - **Most attorneys don't need infrastructure required for these machines**
 - **IBM moved business to different platform**
 - **After PC introduced in August 1982 – platform moved – costs thousands of dollars**
 - **PC was running DOS – not windows – floppy disks and not much software**
 - **Mostly others started developing software for these machines**
- **Word processing programs (software) replaced the function of the dedicated word processors which were developed by IBM**
- **Customers wanted to network the new PC into their large systems – no longer wanted the “dumb” terminal**
- **Companies/customers' demands is what drove the change**
- **Increased productivity of law firms but was very expensive**
- **PCs were not the necessity that they are today**

II. Attorneys and computers in the 21st Century

A. Website Development

- **Attorneys without websites are shocking**

- **Even businesses who do not want more business should have a website**
- **Internet is the modern-day phone book**
- **First place that people go to find an attorney is Google or other search websites**
- **Websites are places for information for clients**
- **Blogs can be attached to websites**
- **Websites can link to other sources of information**
- **Websites should be updated and should distinguish one law firm from another**
- **Losing clients if website is not doing what it is supposed to do**
- **After the initial set up, web hosting is a minimal cost**
- **Paying someone to develop a website is a one-time cost**
- **Websites are marketing**
- **Purpose of website is to get people to call you – ultimate goal**
- **Can have multiple domain names which can drive people to your main website**
- **Branding – if clients do not find you then they will go somewhere else; client attention span to find something is very low; potential clients will not go beyond the first page of the internet search**
- **Domain names can be anything**
- **Need a domain name that people are going to remember and something that is easily recallable**
- **Ineffective websites dwell on the attorneys – people go to lawyers because they have problems – people do not want to see “stern looking” attorneys with library books – people do not want to know about attorneys they want to know how attorneys can help them**
- **A successful website is one that works and accomplishes mission of attracting clients**
- **Must show a minimal level of competence in the attorney’s ability to solve client problems**
- **Clients do not spend a lot of time on your website before deciding to call attorney – if you want to include a video on the website then keep it short**
- **Extremely short amount of time to be persuasive**
- **Clients must be able to get information they are looking for in a few clicks and less than 1 minute**

- **“Bounce rate” – leading indicator of how effective your website is; Google analytics**
- **TV advertising (passive) v. internet advertising (active)**
- **Only 30 seconds to get a client to make a decision to contact you**
- **Can have multiple websites each addressing each area of law that the firm practices – but can be confusing**
- **Can pay website development to create a website – be careful that your website does not look like everyone else’s**
- **2 common and popular content management systems available for attorneys: Wordpress.com;**
- **Expense is not the software it is the time and effort to get it right – either by yourself or hiring someone to do it**
- **In re Hyderall, 208 NJ 453 (2011) – attorney had website that was created by his brother but on the website it contained misinformation; Supreme Court said that attorneys have an affirmative duty to insure that information on website is accurate**
- **Competitive advantage over other attorneys**
- **Attorneys who can attract clients over the internet are going to succeed**

B. Social Media

- **If you make a statement on Twitter – remember that it is immediate, it is global, it is forever**
- **People can post on your Facebook page which could be detrimental to your firm**
- **Hard to control what others are doing to your social media**
- **Keep your posts informational – just the facts**

C. Blogging

- **Can create a blog part of website or separate but linked**
- **Information source for clients**
- **Link to statutes related to client interests**

D. Search Engines

- **Adwords can be expensive but also efficient**
- **Google search engines change all the time of what they look for**
- **Algorithm changes – keywords in text in websites “metatag” – hidden in the code of the website; content of pages themselves matter – combination of both causes clicks to be**

higher – easier for people to find the website – website is optimized

- **Popularity contest – most popular websites are going to get a higher standing**
 - **How many other places are linked to you also increases exposure**
 - **Start slow and monitor progress – Adwords**
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- **Even though we have internet, etc. that does not remove the need to establish a personal relationship with the clients once they are interested in the firm**

III. Document storage

- **Can keep documents in cloud storage ethically as long as they are safely maintained**
- **It is secure – can use passwords, etc.**
- **Encryption**
- **Must make certain that data is protected because it is privileged and private information**
- **No need for the space or concern for disaster with cloud storage**
- **Marginal cost for storage – therefore no excuse not to use cloud storage**
- **Rules of court will eventually be amended to require cloud storage**
- **Other methods to store records: stick drive, cloud storage, virtual private network (VPN)**
- **Cloud storage is not a backup**
- **Backup should be separate from data storage plan – backups should be on portable storage, separate cloud, etc.**
- **Not prohibitively expensive**
- **Cheapest thing is hard disk storage**

IV. RPC 1.4 – communications with clients

- **Need to have means to communicate with client**
- **Record of communication – email**
- **Sometimes just need to speak to clients – not use emails**
- **Convenient to speak with clients and other attorneys**
- **Archive emails**