

A Highly Effective Website...at a Cost-Effective Price

The experts tell you that a professional website is critical to maintaining an edge in today's competitive legal environment. **It's true:** a law firm's website is the first place prospective clients look to determine if a firm can meet their legal needs.

Working with top designers and programmers, we've developed a rich package of cutting-edge website features available at a competitive price. Here's what you'll get:

- **Custom design**

We won't limit you to "stock" templates. Each of our websites is custom designed based on your design preferences with respect to elements such as layout, imagery, color and typeface.

- **Content Management System ("CMS")**

Our CMS allow users without any technical background whatsoever to maintain the firm's website on a self-service basis. An integrated HTML editor that looks and works like MS Word allows users to format content (italics, bold, bullets, etc.); insert and resize images; and create hyperlinks. (Figure 1)

- **Dynamic and Static Pages**

Our CMS enables generation of both (i) dynamic pages to categorize and display regularly updated content such as news, articles, and case studies, and (ii) static pages that don't update frequently (e.g., About Us).

- **Contextual Sidebar Capability**

This feature enables display of related content together on the same page to maximize site navigability. For example, on an attorney bio page, display links to the attorney's practice areas, articles, and case studies.

- **Blogging Functionality**

While firm blogs are ideally hosted at custom domains separate from the website, for firms with a tighter budget, we can integrate blogging functionality (complete with RSS feed, comments, and categories) directly into a website.

- **SEO Best Practices**

Our websites comply with search engine optimization (SEO) "best practices" such as (i) ability to compose unique meta title and description tags for each page; (ii) search-engine friendly URL's; and (iii) automatic refresh of homepage with new links to interior site content.

- **Site Search**

Website visitors want to be able to find information quickly when they arrive at your website. Our site search module let's them do just that with search results pages displayed instantly highlighting the keywords they entered.

"We all are very pleased with our law firm's new website. The content management system is easy to use and helps us keep the site updated on a regular basis. Thank you very much for your excellent work."

– Leslie Dobinson, Administrator,
Layser & Freiwald

"All of our members love the new website and we have been getting some wonderful feedback. See the long list of accolades below."

– Debbie Mogren, Webmaster,
Greater Los Angeles Chapter of the
Association of Legal Administrators;
Quinn Emanuel, IT Manager

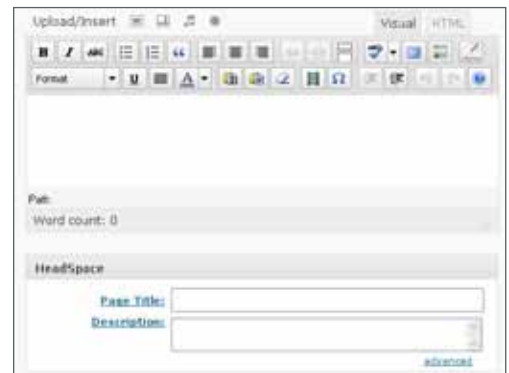


Figure 1: HTML editor

- **Site Analytics**

We'll integrate Google Analytics and Webmaster Tools into your website so you can monitor site traffic trends, and track the keywords entered into search engines, and the links on third party websites and blogs, that are driving traffic to your site. (Figure 2)

- **Site Forms**

Integrated site forms allow visitors to submit inquiries to your firm, sign up for a firm email newsletter, or register for a firm event. (Figure 3).

- **RSS Feeds**

A key "blog" feature, we can deploy multiple RSS feeds that instantly notify subscribers via either RSS or email that new content has been added to your website.

- **Print Page Capability**

Lets visitors print any page on your website.

- **Social Sharing**

A bar that lets visitors share your content with friends and colleagues via email or any of the leading social networks such as Twitter, LinkedIn, Facebook, Digg and StumbleUpon.

- **Google Sitemap**

A sitemap page that makes it easy for Google to spider and index all of your website pages.

Get Started Today

To get started with a **highly effective, yet cost-effective** website solution, please contact us today at 866.833.6245 or sales@elawmarketing.com.



Figure 2: Analytics dashboard

A screenshot of a registration form titled "To register for the seminar, kindly submit the form below. Be sure complete all required fields marked with a red asterisk." The form contains the following fields: "First Name*" with the value "John"; "Last Name*" with the value "Doe"; "Company*" with the value "IBM"; "Email*" with the value "jdoe@ibm.com"; "Phone*" with the value "914.999.9999"; and "Fax" which is empty. A "Submit" button is located at the bottom right of the form.

Figure 3: Sample site form