

# Oregon Law Practice Management

Practice Management Tips for Oregon Lawyers



## Tools for Online Success

The [Small Business Administration](#) and [Google](#) have partnered to form [Tools for Online Success](#), a series of video tips designed to coach small business owners on how to use the Internet to grow their business.

The topics include:

- Establish an Online Presence
- Display Imagery on Your Web site
- Engage Customers with a Web site
- Interact with Your Community Using Free Marketing
- Promote Using Free Online Marketing
- Educate Your Customers Using Free Marketing
- Grow with Paid Online Advertising
- Measure Results with Web Analytics

Here is the opening video, "Establish an Online Presence:"

[http://www.youtube.com/watch?v=5gs5Tt4NDA0&feature=player\\_embedded](http://www.youtube.com/watch?v=5gs5Tt4NDA0&feature=player_embedded)

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