

Attorney Marketing Guide

Seven Steps to Setting Up a Law Firm Website

Version 1.0

by Kirk R. Chocholek, Esq.
CEO, LawConsuls.com

About the Author

Kirk Chocholek is an experienced website developer and founder of LawConsuls Solutions, Inc., a company that provides web design, marketing, and technology assistance to solo lawyers and law firms alike. Kirk is also a licensed attorney with a background in law practice management and plaintiff's oriented Personal Injury practice. He is a graduate of The John Marshall Law School where he excelled academically and was an executive board member of The Journal of Computer and Information Law. Kirk has an undergraduate degree in International Business from Illinois State University where he participated in cross cultural programs and graduated with honors. Over the course of his career, Kirk has had the opportunity to explore a variety of career roles including being the Legal Administrator of an AV Rated Personal Injury firm to becoming the CEO entrepreneur of an up and coming technology company.

DISCLAIMER OF WARRANTY / LIMIT OF LIABILITY

WHILE THE PUBLISHER AND THE AUTHOR HAVE USED THEIR BEST EFFORTS IN PREPARING THIS REPORT, THEY MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIMS ALL WARRANTIES, INCLUDING FITNESS FOR A PARTICULAR PURPOSE.

The information in this guide is not guaranteed to be complete, correct or up to date and may be changed without notice. Any information contained herein has been provided solely for informational and educational purposes. The authors shall not be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential or other damages.

Readers of these materials should check their state rules of professional responsibility and any other related sources of information which may govern attorney websites or advertising. Nothing contained within this guide should be considered as the rendering of legal advice and readers of this guide should not consider it a substitute for obtaining appropriate legal counsel from a licensed professional attorney in their own jurisdiction.

Like any other educational materials, these materials are not meant to be a substitute for qualified technical or legal counsel. Techniques and solutions contained herein may not be suitable for your situation. No warranty is extended.

The fact that an organization or website is referred to in this guide does not mean the author or publisher endorses it.

All products names and/or logos used within this publication are copyrights and/or trademarks of their respective owners.

This guide is copyright 2010 LawConsuls Solutions, Inc.

Why I Wrote This Guide

Over the years, there have been many people that have helped me through the books they wrote or the tutorials they created.

I did not learn the lessons of my life or how to design websites in a vacuum. I learned them from the guidance of others, or through my own trial and error.

Everyone, however, has a responsibility to share some of what we've learned along the way. Thus, I hope you will accept the wisdom I am about to share with you and my sincere desire to help you get online by providing you with the information you need to know in this guide.

If you are an attorney that is fed up with losing potential clients to the competition, simply because you don't have a website, then this is the guide for you.

If you feel that you are ready to compete online, and have your own website, please keep reading.

Many Beginner Guides Are Not for Beginners

This guide will not teach you how to build a website, and building a website is not for beginners. This guide will teach you the steps you need to know in order to intelligently buy web related services for your law firm.

Many beginner guides get too complicated way too quickly. If at any point while reading this guide you think I am getting too complicated for you to understand, please send an email to contact@lawconsuls.com and let me know so that I can revise future versions of the guide accordingly.

Some of what you will learn in this guide will sound like a foreign language to you. When buying a website, you will learn terms like Domain, HTML, DNS, Nameservers, and FTP. This guide will explain some of these terms to you in plain English.

Having the Right Attitude Can Make All the Difference

You should treat setting up your website as seriously as you would treat setting up your office. Know this, for many potential clients, your website will be their perception of you.

If you look like a million dollars, they will most likely perceive you that way. If you look like an amateur because your website is poorly designed or out of date, they will perceive you that way.

Understand that you can't do everything yourself, and that you should hire experienced professionals to help you when needed. Although you can read a book to learn how to build a website, in reality, that is time you should use to learn skills that will make you the best lawyer

you can be.

In order to succeed online, you should focus on developing:

1. the right attitude about Internet Marketing
2. a good looking website
3. knowledge about your service and how your service benefits your target client
4. insight into how to market your services to your target market

This guide is designed to help you get a good looking website. The other elements you will need to learn from other sources.

A Free Website is Never a Good Website

In life, you get what you pay for. There are many free options that will help you build “web pages.” However, free options have a tendency to make those that use them look -- well unsuccessful.

You don't want to look unsuccessful do you?

Of course not. That is not the image you want to send potential clients, opposing counsel, or even insurance adjusters. You simply need a good website for people to take you seriously.

Know this: YOUR WEBSITE IS THE WORLD'S WINDOW TO YOUR BUSINESS.

And yes, the practice of law is a business - unless of course you work for a non-profit, in academia, or for the government.

Since a website is so absolutely important to YOUR BUSINESS, it is important that you at least learn the basic knowledge necessary to have one.

Here are some questions that you will need to be able to answer:

- How much can I spend on my website this year?
- What will I do if something goes wrong with my website?
- What will I do if I want to make a small change to my website content?
- Who will I outsource my web issues to?

If you cannot answer the above questions, then you may not be ready to get online. However, by the end of this guide, you will be steps closer to achieving this goal.

Why You Need a Good Website

Your website may be more important than you think. As people continue to integrate the Internet into their daily lives, websites are becoming the place to go for information about people and

businesses. Chances are, clients and potential clients are not the only people checking you out online. In fact, opposing counsel, insurance adjusters, and your competition may also be judging you based on your website.

Websites Build Credibility

Your website can enhance all your other marketing activities. Other branding activities may get your brand in front of people, but a concise billboard advertisement or yellow page listing may not be enough to entice someone to contact you directly. There is a good chance they will check you out online first. If your website fails to impress them, you may lose the opportunity to get them as a client.

Good Websites Convert

You don't have much time to convert a website visitor into a client. Once landing on your website, they will quickly make a decision about your law firm. If your website fails to impress, they will probably go elsewhere. This is just one reason why you need to have a good website.

Good Websites Showcase Your Strengths

Your website should communicate your strengths quickly. People want their lawyers to be knowledgeable, strong, and capable of handling their legal issues.

Websites Can Do What Other Mediums Can't

A bus billboard can be a powerful way to build your name recognition, but it can only communicate a couple of words effectively. Your website, however, does not have these limitations. With a website you can enhance your marketing message with real life examples, client testimonials if your jurisdiction permits it, video, and blog updates. The technology already exists to engage potential clients in numerous ways online, the question is whether you or your competition will be the first to use it.

The Attorneys Step by Step Guide to Getting Online

It is important that you read all the following steps prior to taking any action on them. Each step of the process is designed to build upon the previous steps, but you will still need the knowledge of all the steps as a whole to actually benefit from the process. The following method assumes that you don't already have a website for your law firm, but that you are looking to get one.

Step 1 - Choose a Web Design Company

Ideally, the first thing you will do on your journey is to consult with a few web design companies that specialize in attorney websites. Many of these web design companies will offer free initial consultations about their services. Given that you can get several free consultations for simply making an inquiry, you really have little to lose by contacting a few companies.

Another reason for choosing and committing to a web design company before anything else is so that they can help you with the steps that follow. By having a good web design company at your side, you will be better positioned to make good decisions about your Internet Marketing.

Trust me, if you pick the right company - they will help you get online much more efficiently and better positioned than you could ever get on alone.

Tip: When consulting with a web design company, ask them if they build sites using open source technology. If they say yes, make a note and ask them what platforms they support. This will be an important part of deciding which company to use.

Step 2 - Choose a Content Management System / Platform for Your Site

Content Management Systems (CMS) are web applications that allow the owner of a website to add content and make website updates to their website via a backend administrative application.

Many web designers build sites using popular open source CMS technology. Basically speaking, open source technology enables groups of talented web developers to contribute and collaborate on code while being free to use the resulting code in their own projects. There are a number of different open source licenses that web developers use for their code, and each license will have different terms. One popular open source license is the GPL. For more information about the GPL, visit www.gnu.org/licenses/gpl.htm

Although open source technology is usually free to use, its existence does not mean that you don't need a web designer. Open source technology is much more complicated than many unsuspecting web development newbies realize. If you don't know the ins and out of the code, you will be in a tough situation when something goes wrong -- and just like any other technology -- it is almost guaranteed that something will eventually go wrong with it.

Appreciate that it takes experience to install and maintain open source applications correctly. By hiring a reputable web design company to build and maintain your site, you will greatly minimize the likely hood of problems occurring with your site in the future.

There are a number of different open source content management platforms that are popular with web designers. Designers that build websites for lawyers, will typically use Joomla, Drupal, or WordPress.

Based on my experience thus far, I generally recommend WordPress for website development. The WordPress platform, available at WordPress.org, has an excellent web design community that supports it as well as an intuitive administrative backend. Although the platform can have security issues because of its popularity, experienced developers can generally minimize/eliminate such issues making it a safe choice for attorney website development.

When choosing your website developer, make sure you take into account the platform they will be building upon. This will be an important choice for your future. The more restrictive and proprietary the platform they use, the more restrictive your choices will be if you ever become unhappy with their service. By hiring the right web development company and using open source technology for your website, you should be enabled with the freedom to migrate your data elsewhere if you become unhappy with the services you are receiving.

Another reason for choosing open source technology is “future proofing.” As you know, the Internet is continually evolving. Therefore, you will need a website that is capable of evolving with it. If an open source platform has a strong community, chances are it will be supported well into the future.

Tip: You should see Open Source technology as a means of getting a really great website at a really great price. Not as a means of getting a free website.

Step 3 - Choose and Acquire Your Domain

Before you can do anything, you will need to get a domain for your firm’s website. If you don’t know what a domain is, www.lawconsuls.com is a domain name.

In order to get a domain, you will have to pay an annual fee to a domain registrar like godaddy.com or networksolutions.com. A domain name should not cost you much more than \$10 a year. However, some registrars will sell unsavvy newbies a bunch of add on services that they don’t necessarily need.

There are a number of reasons why you should register a domain name including:

- Using a domain name gives your business more credibility. It is much more impressive than using a Gmail or Hotmail address for your business email.
- A domain name can be very easy for clients and opposing counsel to remember. If they need to find your contact info -- they can quickly visit your website to get it instead of having to dig through documents.
- If you use your own domain, you will have more control over your future. Thus, if you ever get unhappy with your Internet marketing service providers, you will have more freedom to move to others.

An Overview of the Registration Process

Basically speaking, getting a domain involves registering the name you want with an organization called ICANN through a registrar like godaddy.com. The registration fee will cost about \$10 a year and you will have to renew the fee every year to maintain your lease/ownership of the domain.

Registering your domain with a registrar will give you certain legal rights to the domain. Such rights will typically be specified in the registrar’s domain license agreement which will be

presented to you prior to purchase.

By registering your own domain, you will also acquire technical control of the domain which will allow you to point the domain to the email and web servers you specify.

It is absolutely essential that you or your company takes the necessary steps to register your own domain in your own name -- because any other setup would generally be unsatisfactory or unwise.

Technical and Administrative contact information for the domain can be set to your IT or Web Designers if you so choose. However, many registrants will use their own contact information for all the required fields.

How to Register Your Own Domain Name

To register a domain, you will generally have to go through the following steps:

1. Pick a number of domain names that you would like to use. You will need more than one because many domains are already taken.
2. You will need to decide how you will pay for the domain charges, generally this will require a credit card or PayPal account. If you use a credit card, make sure you keep the card information current with the Registrar (otherwise, if you have automatic renewals in place, the renewal may fail causing all kinds of new problems).
3. If you picked a web designer already and are going to use their hosting, get the name of their primary and secondary Nameservers where the site will be hosted and have it ready during the registration process. The reason you need this information is because it is used to point your domain name to your website. When asked for such information, enter it accordingly. If, however, you use Microsoft Exchange on a local intranet for your firm, you will want to work with your IT people here to setup MX information accordingly (your IT people should be able to explain this to you).
4. During the registration process, you will have to enter in Registrant, Administrative, and Technical Contact information for your domain.
5. You will generally need to create a user account and password for the Registrar's site before paying your associated registration fees.

Tip: Beware of the up-sells that you may encounter while registering your domain because if you are not careful, you may spend significantly more than \$10 for your registration.

How to Pick a Domain Name for Your Law Practice

The first step towards getting a website is picking a domain name. Unfortunately, many of the really good domain names have already been taken by the competition. However, with a little creativity, advice, and help from domain suggestion tools, you can generally find a good choice to match your particular practice area and its needs -- especially, if you put in the necessary effort.

Not All Domains Are Created Equal

Many lawyers pick domains based on the name of their practice. While it is a good idea to own such a domain, it is important to note that it does have its drawbacks.

This is particularly true when the domain is based on the attorney's first name or the name of a partnership. For example, "firstnamelastnamelaw.com" might not be a good formula for a domain. This is because the domain name may be hard to pass to successor owners of the firm.

Thus, when the original owner of such a domain name retires, the successor attorneys may have to change the name of the firm due to ethical restrictions making the firstnamelastnamelaw.com domain somewhat unusable for the successors.

If one, however, were to come from a family that has many lawyers in it - which seems to be quite common in Chicago - a better choice for a domain would be "lastnamelaw.com." This way the domain would still have value when the founder retired and passed the firm to his or her children.

Partnerships also face issues with name based domains. This is especially true when one partner leaves the firm. Thus if a firm were to use a domain like "xyzlawyers.com" with x, y, and z representing partner initials, they may face some ethical dilemmas with the domain if partner "x" were to leave.

Given that a domain name is an asset, it would seem that practice area/keyword domains may be preferable. However, these domains have their drawbacks as well.

About Practice Area Domain Names

When choosing a domain, it is important to consider all the factors and possibilities that can be influenced by your choice. Many web consultants will encourage lawyers to utilize keyword based domains for their proven search engine benefit. A "keyword" is a word that potential clients may use to search for your service online.

For example, illinois-injury-attorney.com would be a good domain for a personal injury attorney in Illinois. This is because the domain contains three keywords: Illinois, Injury and Attorney.

Having a keyword in a domain gives the site more "keyword proximity" for that particular keyword. "Keyword Proximity" is a known factor that influences search performance. The closer the keyword is to the "http://www.", the more proximity it has.

Thus, most Search Engine Optimization experts (SEOs) would agree that http://illinois-injury-attorney.com would have more keyword proximity than http://xyzlawyers.com/illinois-injury-attorneys. Therefore, an SEO specialist might think that the first URL is preferable to the second due to the greater "keyword proximity." As a result, the first URL might perform better in search

results than the second if all other factors were equal.

Here are a few factors to consider when choosing a domain:

1. **Will you use keywords in your domain?** Find out if it is considered ethical in your jurisdiction to use keywords in the domain? A good place to start would be to see if your competitors are using them or not. From there, you can review your jurisdictions rules for further insight before making a decision.

When picking a keyword domain, consider what type of words people may use to find your services online (practice areas & locations). If you choose to use a keyword domain, you should still consider buying a domain with your law firm name in it to prevent unscrupulous characters from picking it up.

2. **How can you make your domain easy to remember?** I have seen some pretty bad domains for lawyers. If your domain name is too long, it will be hard for your clients to remember. Moreover, it will make your domain based emails more difficult for people to use (the last thing you want is someone sending confidential emails to the wrong recipient because your domain name is hard to type).
3. **Does your domain suggest what you do?** If your an attorney, you should strongly consider having attorney, law, or lawyer somewhere in your domain.
4. **Don't make it too long?** Once again, you don't want your domain to be too long. It is best not to exceed three keywords in a domain. Anything else, will run the risk of being too long.
5. **Dot Com or Dot Net?** Generally speaking, it is best to keep your domain in the .com or .net arena with .com being the preference. If you can buy both, do it. Then use the .com for your site while redirecting the .net domain to your .com site. You can see this setup in action by typing in <http://lawconsuls.net> and watching it get redirected to <http://lawconsuls.com>.

If you find an available domain name that you like, make sure you get it quickly. Don't hesitate because someone else may register it before you if you procrastinate.

Make Sure You Buy Your Own Domain

Many lawyers will have their IT personnel or their web designer purchase their domain for them and this can lead to the third party registering the site in their own name. However, it is extremely important that you understand the risks of not registering your own domain.

For example, if a third party has registered your domain in their own name, they will essentially be in control of its use. If for some reason, you have a falling out with them in the future, or they fail to renew your domain, what will you do? Do you want to take the chance of losing your domain?

A domain generally becomes more valuable the longer it is online. Moreover, think of all the business cards you will pass out over the course of your practice that will feature your domain.

What would happen if the expensive brochures and marketing materials you bought all of sudden featured a domain you didn't control? Or worse yet, what would happen if you didn't get email anymore because you lost your domain?

In order to minimize these issues, it is a good idea to take your domain very seriously. For best results, buy it for a few years and use a strong password to protect access to its control.

Step 4 - Choose a Web Host (If Necessary)

Once you have a domain name, you will need a web host to hold your website files and make your site visible to the public.

Every website has a host and many registrars will also offer hosting. However, if your going to use a designer for your site as suggested in step 1, make sure you talk to them before ordering hosting.

Why?

Because there is a good chance that they have their own hosting that they like to use. You see, not all hosts use the same platform. Some hosts use Linux based systems and some hosts use Windows based systems. In order to ensure that your hosting is compatible with your designer and their preferences, you will want to follow their lead here.

Your choice of hosting can also effect website security, stability, and performance. Some hosting platforms are more user friendly than others and you will be glad you chose the right one if you ever have a customer service issue.

How to Point Your Domain to Your Host

Note - If you already set the Nameservers for your website at the time of registering your domain, you can skip this section and go to step 5. This section is for those who purchased a domain prior to choosing a web design company.

If you already have a domain but chose not to pick a web design company before registering it, you will eventually need to point your "DNS servers" or "Nameservers" to the location of your website.

Basically speaking, a Nameserver translates a domain name to a numeric IP address. On the Internet, numeric IP addresses are where websites are actually located. Thus, you will need to assign a Nameserver or IP address for your domain for your website to be viewable on the Internet.

A Nameserver will often look like ns1.yourhost.com, ns2.yourhost.com, and so on. Your web host or design company should provide you with this information upon request or upon initial

sign up.

Once you have your Nameserver information, you will need to access your account on your registrar's website. This means you will need to log into their website with your account information.

From there, you will need to access your Domain Management Tools. Look for a button that says "Domain Manager", "Manage DNS", or "Nameservers."

Note - Since every registrar has its own way of doing things, there is no general way to do this. The best way to find out how to set your Nameservers, is to access your registrar's knowledge base from their website and find out how to do it there.

The correct page will usually have a form on it that will let you enter information such as "Primary Name Server" and "Secondary Nameserver." The form may allow you to enter four or more such Nameservers, but generally two will be enough.

Enter the lowest numbered ns record that was provided to you in the "Primary Name Server" field. For example, if you were provided ns1.lawconsuls.com by your web design company, you will enter ns1.lawconsuls.com into the "primary name server" form location. After this, you would enter ns2.lawconsuls.com or whatever your second lowest numbered nameserver was into the "Secondary Nameserver" field location.

Don't worry if you leave some info blank since you will generally only need two Nameservers for the site to work.

After you save the information, you may be provided with a message stating it will take 24 to 48 hours for the changes to propagate through the Internet. This means that it may take two days for the change to take full effect. In my experience, however, the change takes place much faster than this.

Note: Sometimes it is necessary to point emails to one IP address and web traffic to another. If your firm uses a local intranet and routes emails through a local server, your firm may require such a setup. If this is the case, you can consult with your IT people or have them consult with your web developers to find out what type of setup will be necessary for your firm.

Step 5 - Hire a Photographer

As you know, becoming a lawyer is incredibly difficult. Not only do you have to work through three years of school, you also have to pass one of the hardest exams ever conceived. Despite all this hard work, many lawyers are still shortchanging themselves when it comes to their website photography.

Don't shortchange yourself. Instead, hire a reasonably priced professional photographer to take photos of you and your office.

Without professional photography to work with, a web designer will not be able to provide you with the absolute best website he or she can design. So don't short change yourself. If your going to spend money on a website, make the most of the investment and get some professional photos taken for it.

Note- It is generally a good idea to get an Intellectual Property release from your photographer that gives you the right to use the photographs you ordered for your marketing purposes -- including modification rights. Although such an agreement may be implied, it is best to have your understanding in writing. Additionally, you should consider having any employees whose photos may be featured on the site sign a "rights of publicity" waiver in case they leave the firm on bad terms.

Step 6 - Work with Your Web Designer

In order to get the best web design for your practice, you should plan to be actively involved in the design process. Although you don't want to micromanage the design of your website, you should oversee the project itself to ensure that you get a site that you are comfortable with.

Know that its not just about how your website makes you look, it's also about how it makes people feel when they view it. Certain designs can create certain feelings — that encourage certain responses. Moreover, color choice can also influence the feelings that a website inspires.

Everything from typography to photo selection can influence the response of a website visitor — either positively or negatively.

People will judge you and your site by your choice of layout, the design of your logo, your photo selection, your site's navigation, your choice of words, and many other factors.

This is why you need to be serious about your website and become an active part of its evolution.

Effective web design involves a combination of talents, including:

- Client Communication
- Web Page Design
- Website Engineering
- Copywriter
- Graphic Art
- Internet Marketing
- Internet Usage

- **Project Management**

Taking these skill sets into account, my company has developed a comprehensive web design approach for our “custom” design clients that involves the following stages. Understanding the stages of this design process will help you to understand what you should expect when you have your site built - regardless of who you choose.

Stage One - Assessment of CLIENT Requirements

In the first stage, we communicate with the CLIENT to determine the CLIENT’s requirements. Once CLIENT requirements have been assessed, we research the target market of the proposed website for its necessary requirements.

Stage Two - Proposal and Agreement

In the second stage, we prepare a Detailed Proposal and Web Design Agreement for CLIENT. Then we attain the CLIENT’s consent for construction of the website and an initial construction payment which is usually 50% of the estimated design project.

Stage Three - Construction of Website

Here we will construct CLIENT website according to methodology outlined in the Proposal and the terms of the Web Design Agreement. We will correspond regularly with the CLIENT during this period to ensure CLIENT satisfaction and to ensure the project is heading in a direction the CLIENT approves.

Stage Four - Final Approvals

In the fourth stage, we attain the CLIENT’s final approval prior to making the site publicly available on the Internet. After the client approves the site, we receive the final construction payment and make the site publicly accessible on the Internet.

Stage Five - Maintenance of Website and Initial Search Marketing

LawConsuls powered websites require routine maintenance for optimal performance. Thus, LawConsuls always recommends a basic maintenance agreement for the purpose of managing the website.

Additionally, steps need to be taken to ensure the proper launch of the website. Such steps will include registering the site with Google Webmaster Tools and Analytics as well as submission of the site to major search engines. Due to the importance of initial search marketing tasks to the success of the website, these costs are included by LawConsuls in the initial design project by default.

Its A Working Relationship

Regardless of who you choose for your web design project, it is important that you have a good working relationship with them. There are many things involved with building a website because of its creative component and you will need to be clear in your communications with your designer to avoid any misunderstandings.

Understand that the website you ultimately receive will be the result of the choices you made along the way -- including who you chose to design it.

Step 7 - Market Your Website

If you want your site to contribute to the bottom line, you will need to let the world know that it exists.

To speed up indexing of your site so that it starts showing up in search results, make sure your webmaster registers your site with Google Webmaster Tools at a minimum. Know that Google Webmaster Tools is quite easy to setup, and the service is currently free to use (though your webmaster may charge you for his time).

Here are a few creative ways to promote a domain online and off:

1. Put your domain on your business cards.
2. Put your domain on all your marketing materials (Yellow Pages Ad, etc.).
3. Put a link back to your site on your LinkedIn profile & have your employees do the same.
4. Use a domain based email for all your business communications (i.e. yourname@yourdomain.com).
5. Put your domain on presentation slides and articles you write.
6. Put your domain on a nice looking T-Shirt that features your logo and highlights your primary practice areas -- and then where it in public (barbecues, little league games, at the gym, walking down the street, at the flea market, etc.).
7. Put your domain on a nice looking hat or visor and then where it where appropriate.
8. Develop a nice looking bumper sticker with your domain on it.
9. Leave interesting comments on blogs or blawgs (usually there is a place to put and feature your domain address in the comment form).
10. Create a YouTube video with your domain in it.
11. Use commuter signage on buses, subways, and transportation hubs to feature your website URL.
12. Create a podcast and mention your domain in it.
13. Submit your site to several Internet business directories.
14. Submit a press release to the pr web and mention your domain in it.

There are many ways you can promote your domain. Some methods might not be right for your jurisdiction or practice area, so just be careful to stay within your ethical boundaries when marketing yourself.

Referrals Are Still the Best Way to Build a Business, But Don't Forget the Web

Although I am a big believer in Internet Marketing, I still believe that one of the best ways to build a law practice is by having a good "referral system" in place. In fact, some of you may

have developed a good practice by referrals alone. The important thing to remember though is that potential referrals will probably Google you. Thus, you must have a web presence. If you don't have a web presence in today's world, its almost like your practice doesn't even exist.

I highly recommend that you monitor what the web and search engines are saying about you and your practice. It is quite easy to setup a Google Alert to monitor this and you can do it by simply creating a free Google account. By setting up a Google Alert, you will be able to monitor Google's index for new information about you and your practice. To learn more, go to: <http://www.google.com/alerts>

Conclusion - But Not Really

So now you've read: Seven Steps to Setting Up a Law Firm Website. The next step is to get started on your journey towards setting up your website and making your law practice more prosperous.

Remember this, a website can be the most affordable and powerful marketing tool at your disposal, but it will only be as good as what you put into it.

Thanks for Reading!

Best Regards,

Kirk R Chocholek
LawConsuls Solutions, Inc.

Do You Want an Inexpensive Yet Powerful Website? LawConsuls.com can help!

Contact LawConsuls Solutions today to request a free 15 minute initial web design consultation. There is absolutely no obligation to hire LawConsuls.com for your project -- and we promise not to hound you for a sale.

If you are ready to get online today, we are ready to help. Request a consultation via our website or simply contact us by phone or email to start the process.

LawConsuls Can Get You Online

Call Kirk at 708-586-9515
contact@lawconsuls.com