

From the Great Jakes Blog

Eliminating the Ping-Pong Effect — a major usability problem on law firm websites



By Dion Algeri, Founder
September 21, 2011

Every legal marketer I've ever met agrees that website usability is paramount. Yet, nearly all law firm websites are afflicted with the same usability problem – the Ping-Pong Effect.

What's the Ping-Pong Effect?

It's the stomach-churning feeling you get after being bounced around a law firm website – like a ping-pong ball – in search of relevant content. For example, if you are on an attorney's bio and want to read an article she wrote, you are sent to the firm's "Publications" section for the full text. And if you want to watch a video, you are sent to the "multimedia" section. *Good luck getting back.*

The Ping-Pong Effect can be very confusing for website visitors – and studies show that when website visitors become frustrated, *they leave*. And here's the kicker: the Ping-Pong Effect is becoming more acute as attorneys create more thought leadership content (as is the trend) and websites grow in size.

What's the solution?

It's simple: let people view an attorney's articles, videos and case studies within that attorney's bio section. My company built this feature into our *Rainmaker-Focused Website* technology platform. (I have no idea why the rest of the world hasn't done something similar. If you have any thoughts, please leave us a comment.)

An example

Perhaps some people just don't understand the problem – so, I have decided to illustrate the Ping-Pong Effect below. The screen captures below came from a law firm website with profound ping-pong issues (three bounces from bio to article). However, practically every law firm website suffers from the same problem.

The Ping-Pong Effect Illustrated

Four frustrating steps to reading an article on a law firm website

1. The Bio Page

If you want to read this attorney's articles, you start by clicking on this link – which sends you to an entirely different section of the website.

ABOUT US PRACTICES CLIENTS & INDUSTRIES PEOPLE RESOURCES CAREERS

Richard G. Madris
PARTNER, NEW YORK

Richard Madris is Head of the Infrastructure practice group at Stroock. He advises infrastructure clients on fund formation and investments and helped develop and structure a multibillion-dollar global Infrastructure Fund. Mr. Madris recently helped his clients acquire or sell interests in over \$15 billion of privately held investments in the infrastructure sector. His recent transactions include:

- Sale of Veolia Environnement's North American Waste-to-Energy business.
- Acquisition of Cairns and Mackay Airports in Australia.
- Acquisition of a U.S. power plant portfolio.
- Investments in wind farm portfolios.
- Acquisition of Southern Water (UK).
- Representation of a solar company.

In addition to infrastructure matters, Mr. Madris also concentrates in private funds and transactional matters, including in the private equity area. He advises hedge funds and other private investment funds in both their formation and investment stages. Mr. Madris has experience with mergers and acquisitions, financial restructurings and securities offerings. In addition, he acts as counsel to the asset management division of a major investment bank.

Mr. Madris is often involved in structuring complex and innovative transactions and advises clients on such matters as corporate organization and structuring of acquisitions. He is also expert on "pass-through entities," such as limited partnerships

2. Resources Search Results Page

This page lists all of the attorney's articles. You then can select one from the list.

ABOUT US PRACTICES CLIENTS & INDUSTRIES PEOPLE RESOURCES CAREERS

Results

Resources Search Results

Your search returned 23 results.
Search Criteria: Attorney: Madris, Richard G.

PUBLICATIONS

May 12, 2009 "Protecting Donors of Restricted Charitable Gifts in Hard Economic Times," Special Bulletin By: Richard G. Madris, Seth D. Blum and John S. Sandness	
May 5, 2009 "The Recent 'Pay-to-Play' Pension Scandal: Analysis and Action Items for Financial Services Companies and Others in and Outside of New York" Stroock Special Bulletin By: Richard G. Madris, Steven W. Rabitz and Mark Winter	
March 2009 "President Obama Announces Creation and Funding of a National Infrastructure Bank" Special Bulletin By: Richard G. Madris and Brian J. Greene	
February 2009 "Issuance of a Consent Decree from the Stanford Financial Group Matter" Special Bulletin By: Richard G. Madris and Audrey Y. Lin	

3. Publications Section

You are then brought to a page that features an abstract of the selected article. To read the entire article, you click on the PDF icon.

ABOUT US PRACTICES CLIENTS & INDUSTRIES PEOPLE RESOURCES CAREERS

Publication Information

Publications

May 5, 2009 | Special Bulletin

Recent "Pay-to-Play" Pension Scandal: Analysis and Action Items for Financial Services Companies and Others in and Outside of New York

By: [Name], [Name], Steven W. Rabitz and Mark Wintner

As has been widely reported in the press, recent allegations of "Pay-to-Play" improprieties involving New York State and local retirement systems have generated intense public and political scrutiny. Political advisor Hank Morris has been arrested, numerous funds have been identified in the press as targets of investigation, and government officials reportedly either have banned, or are considering banning, placement agents entirely. This Special Bulletin examines the implications of these developments for financial services companies and others dealing with governmental retirement plans and government officials, and discusses issues they should consider regarding their policies, procedures and practices as they prepare for future interactions with governmental plans and officials.

DOWNLOADS

[Download Full Article](#)

4. PDF Reader

Adobe Reader opens to reveal the text of the article. Finally, you can read the piece.

Now, good luck getting back to the attorney's bio page!

SPECIAL BULLETIN

Recent "Pay-to-Play" Pension Scandal: Analysis and Action Items for Financial Services Companies and Others in and Outside of New York

May 5, 2009

As has been widely reported in the press, recent allegations of "Pay-to-Play" improprieties involving the New York State and local retirement systems have generated intense public and political scrutiny. Political advisor Hank Morris has been arrested, numerous funds have been identified in the press as targets of investigation, and government officials reportedly either have banned, or are considering banning, placement agents entirely. This **Stroock Special Bulletin** examines the implications of these developments for financial services companies and others dealing with governmental retirement plans and government officials, and discusses issues they should consider regarding their policies, procedures and practices as they prepare for future interactions with governmental plans and officials.

York City Comptroller William C. Thompson, Jr. has called for banning this practice with respect to five major New York City retirement systems for which he serves as a trustee.

Other State Plans

We cannot predict with certainty what actions, if any, other jurisdictions may take. However, given the recent actions of Messrs. DiNapoli and Thompson and the climate more generally, we believe it is reasonable to anticipate that similar actions may occur in New York State and elsewhere with respect to other governmental plans. Indeed, press reports indicate that certain arrangements in New Mexico and Oklahoma have come under scrutiny, and there have been recent calls by New Jersey legislators to create a bipartisan commission to investigate the operations of state pen-