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CLE On-Demand

View and record the “Secret Words”

Print this form and write down all the “secret Words” during the program:

(Reporting the words is a required step in getting CLE Credit)

Word #1 was: _____

Word #2 was: _____

Word #3 was: _____

Word #4 was: _____

GARDEN STATE CLE LESSON PLAN

A 1.5 credit course

**FREE DOWNLOAD
LESSON PLAN AND EVALUATION**

ATTORNEY MARKETING THROUGH THE INTERNET

Featuring...

Robert Ramsey
Author, New Jersey Attorney Discipline
(Thomson Reuters)

And

Edward J. Zohn
Criminal Defense Attorney,
TechnoLawyer.com Contributor

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**