

Create Your Own Website on a Small Budget

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Lawtopia, LLC[®] Founding Partners

www.LawtopiaLLC.com

What Makes a Successful Law Firm Website?

- Who Are You Trying to Impress?
- What is a Prospective Client Looking for in a Law Firm Website?
- Would Your Website Persuade This Client to Contact You?
- What Does Your Site Say About You?
- Your Online Presence

I'm Working on a Shoestring Budget

- The Problem
- 100% Do It Yourself
- WordPress – A Low Cost, Mostly Do It Yourself Alternative
- Advantages to WordPress
- Disadvantages to WordPress
- Demo of WordPress

I Am Willing to Spend Some Money for a Better Result

- ◉ GoDaddy Hosting
- ◉ Intuit Hosting
- ◉ Automated Site Builder Tools – Pros/Cons
- ◉ Upgrade to a basic canned consulting package

How a Custom Site Could Generate More New Clients

- Hiring a Web Design Consultant
- Static HTML – ‘The old way...’
- CMS – Content Management System “The new way...”

Contact Us Forms

- Don't post your email address on the site!
- Use a contact form instead
- Use a CAPTCHA (Completely Automated Public Turing Test To Tell Computers and Humans Apart) to weed out the non-humans



Blogs

- ◉ Showcase your expertise
- ◉ Develop a following
- ◉ Post new content as often as you want
- ◉ Post often to attract Google's attention
- ◉ Post interesting, relevant content
- ◉ Link back to your site

Getting People to Your Site

- The Three Ways People Visit Your Site
- Direct Traffic
- Referring Sites
- Search Engines and SEO (Search Engine Optimization)
- The Free Way
- Advertising Links and Pay-Per-Click

Social Networking

- ◉ Social networking sites - busiest on the Internet
- ◉ Easy way to link back to your site
- ◉ Use Twitter to announce new site content
- ◉ Join LinkedIn discussion groups to show your expertise
- ◉ Create a Facebook fan page and announce events, post news and drive visitors to your site

Video

- YouTube makes video sharing easy
 - Pros: Post for free and use their bandwidth
 - Cons: Uses their branding, not yours.
- Choosing CMS? Get a free media management add-on to manage and display your videos
- Post your video script text so Google can index it

Summary & Contact Info

Use Wordpress to build a good basic site for free.

Generate a site using a Site Builder tool like the ones from GoDaddy or Intuit.

Hire a consultant to build a modern CMS based site with more advanced capabilities.

Take advantage of new web trends like social networking and multimedia (video).

Consciously develop a plan for bringing traffic to your site.



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Resources

- ◊ [Lawtopia, LLC](#) – Joomla! site
- ◊ [Matters in Motion, Inc.](#) – Joomla! site
- ◊ [Krause Practice Management, LLC](#) – Contribute site
- ◊ *Download this presentation from any of the above sites*

- ◊ [GoDaddy Hosting](#) \$9-\$13/mo (10-999 pages)
- ◊ [Intuit Hosting](#) \$25-\$50/mo (100-unlimited pages)
- ◊ [Wordpress Blog/CMS](#) Free
- ◊ [Joomla! Advanced CMS](#) Free
- ◊ [Adobe Contribute CMS](#) \$199