

FindLaw®



CONVERSION SOLUTIONS

TURNING SITE VISITS INTO CLIENT CONNECTIONS

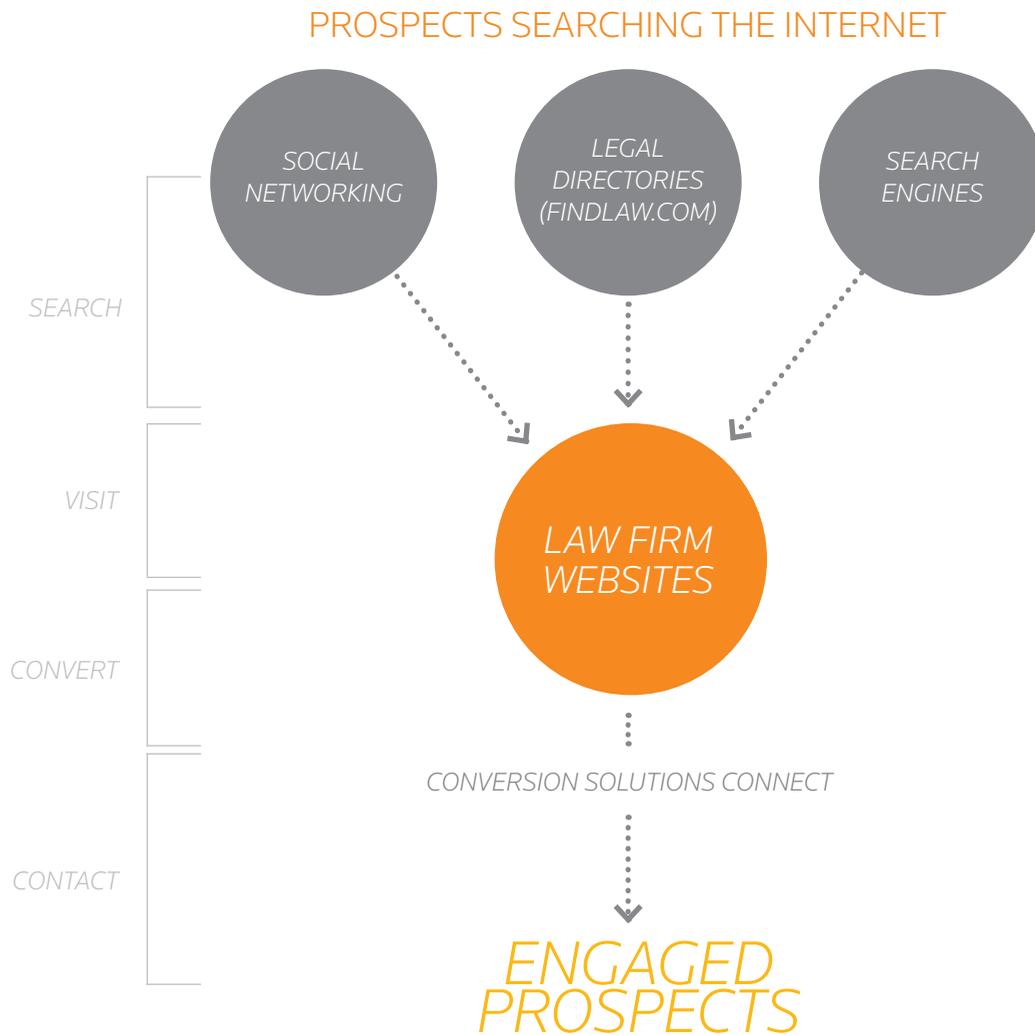


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WHY FINDLAW?

WE DELIVER QUALIFIED CLIENTS.

A combination of experience and dedication, along with well-established assets and capabilities, means FindLaw is the go-to resource for attorneys and law firms seeking a competitive edge and intelligent Web-based solutions. Count on FindLaw to create a customized solution that helps deliver what you need—qualified prospects who become clients.



Increased prospect yield from existing traffic.

CUSTOMER MEASUREMENTS

STRONG ONLINE PRESENCE

From websites to advertising, FindLaw editors, designers and audience developers will help you create a strong online presence with marketing solutions that attract, support and convert visitors; the more value you add, the more clients will connect with your firm.

VISIBILITY

Four million people a month visit FindLaw.com looking for legal information or a local attorney.* When you partner with us, you harness that visibility and the expertise that built it.

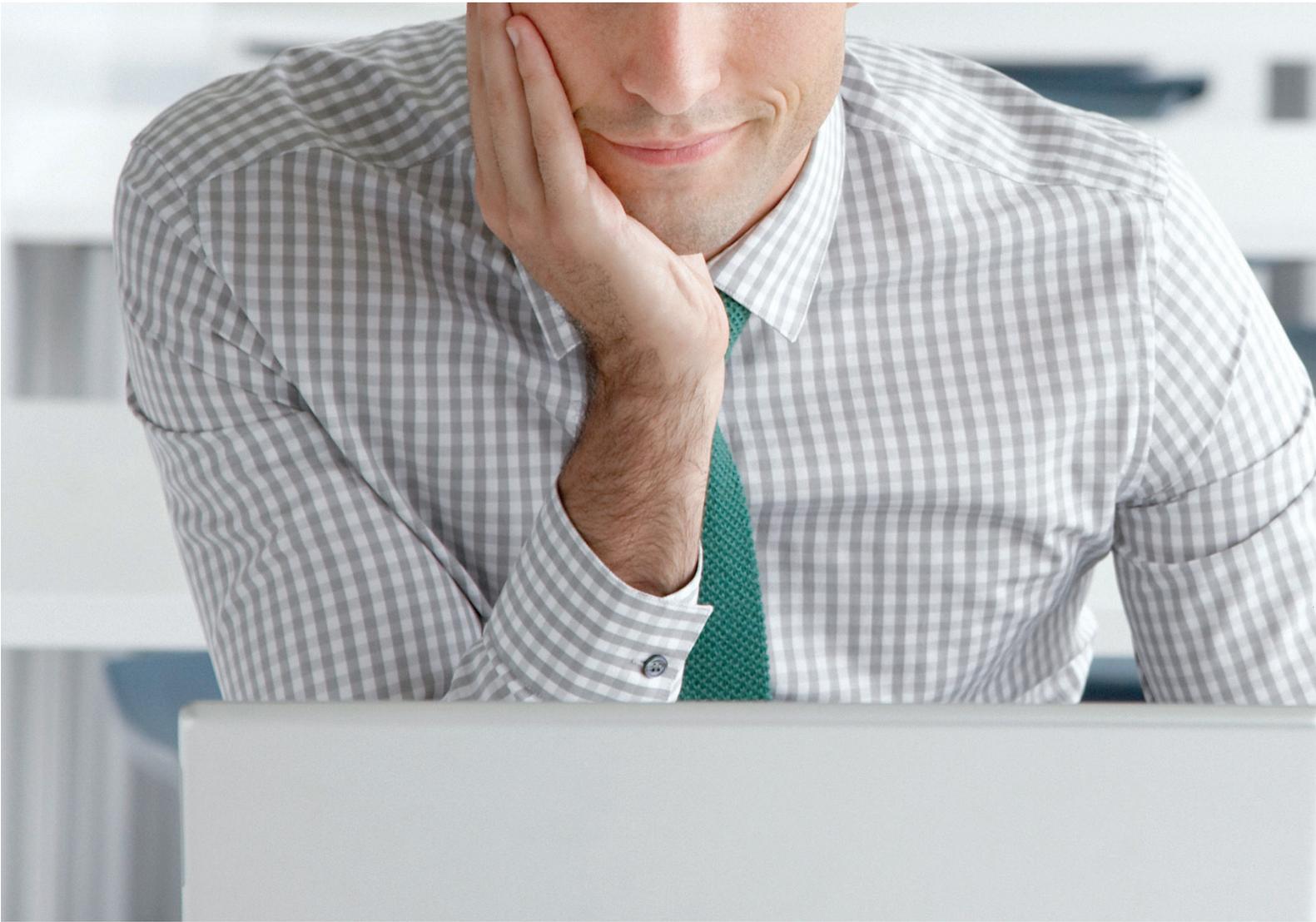
* Source: Omniture HitBox Traffic Reporting



CONVERT YOUR ONLINE CONTACTS

EXPERIENCE THE POWER OF ENGAGEMENT THROUGH LIVE CHAT

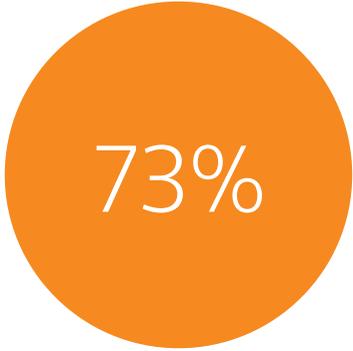




STOP THE SHOP

Recall the last time you visited a store. Whether you were there to make a purchase or simply to check out the merchandise, it was probably just a matter of moments before a sales clerk politely asked, "How may I help you?"

That **power of engagement**—a hallmark of the brick-and-mortar experience—is now possible for your online presence. You can stop the shopping experience on your firm website, and quickly turn passive visits into active business prospects.



73%

of consumers
who have used
live chat found
it helpful*

*Source: "The Effectiveness of Live Chat Technology: A Survey of Internet Shoppers," 2009, Bold Software



TRANSFORM PASSIVE VISITORS INTO ACTIVE CLIENTS

The key is to engage visitors **before** they leave your website. We can help you convert these passive viewers into promising contacts—and potential new clients—with FindLaw Conversion Solutions, a suite of services that builds chat functionality into your existing website.

FindLaw Conversion Solutions instantly adds a personal connection—a digital tap on the shoulder—coupled with a welcoming greeting. Surveys show most consumers who've used live chat find it helpful.* It also draws them back, and builds trust.

The result? **Immediate, high-value connections for your law firm.** Not only will you increase the volume and quality of prospects from online traffic, you'll increase the overall impact of your FindLaw Internet marketing program.

*Source: "The Effectiveness of Live Chat Technology: A Survey of Internet Shoppers," 2009, Bold Software

EXPERIENCE THE POWER OF ENGAGEMENT

FindLaw offers state-of-the-art conversion solutions to turn site visits into crucial client connections.

- Select WebChat Connect, an introductory chat-based service; or opt to build a larger suite of tools through Conversion Advantage.

- With FindLaw Conversion Solutions, you'll gain:

MORE ENGAGED PROSPECTS

- Greater yield from existing traffic-generating activities
- Proactive communication that encourages contact

BETTER PROSPECTS

- Improved engagement quality through intake qualification
- A more positive customer experience through immediate response

IMPROVED EFFICIENCIES

- Reduces pre-screening activities

KNOWLEDGE TO ACT

- Data and analytics empower you to make informed decisions



of consumers who have used live chat agree that it's more useful than email*

*Source: "The Effectiveness of Live Chat Technology: A Survey of Internet Shoppers," 2009, Bold Software

CONVERSION SOLUTIONS

FEATURE	WEBCHAT CONNECT	CONVERSION ADVANTAGE
Chat button placement and chat window display on your firm website	●	●
Available chat button placement and chat window display on FindLaw Premium Firm Profile, FindLaw Firm Profile and Focus Pages	●	●
24/7 U.S.-based operator coverage to collect prospect issue details and contact information	●	●
Chat analytics and transcripts within INSIGHT, FindLaw's Performance Analytics Dashboard	●	●
Hot transfer empowering a chat operator to connect a key prospective client directly to your firm based on specific practice area and keyword requirements		●
Priority alerts in the form of email and SMS text notifications whenever a hot transfer occurs		●
Contact form classification, allowing you to manage email form data alongside chat prospects		●
Knowledge to act through Contact Advisor, FindLaw's contact management dashboard, which allows you to manage chat and email contacts, communicate with prospects, and view informational cues on potential case value and prospect demographic data		●

WEBCCHAT CONNECT



ARE YOU INVESTING AS MUCH IN CONVERTING ONLINE VISITORS AS YOU ARE IN ATTRACTING THEM?

Attracting visitors to your website is just the beginning. What if you could turn every site visit into a potential client connection?

That's just what WebChat Connect offers your law firm. WebChat Connect is a 24/7 online staffed chat service that enables you to reach site visitors through the power of rapid response, helping you stop the shopping process and convert engaged prospect into new business opportunities. An online operator connects with site visitors, capturing key issue details and actionable contact information, allowing you to expand the reach of your online marketing program.

ENGAGEMENT

WebChat Connect lets visitors make an immediate connection to your firm. Incorporating chat into your website, FindLaw Firm Profiles and Focus Pages engages visitors. The result? More contacts from your existing website traffic.

QUALITY

Online visitors are guided by experienced operators through a series of qualification questions. The process helps identify visitors with relevant needs. Chat transcripts are emailed to you upon completion of the online conversation, giving you the information you need to quickly take action and contact potential clients.

EFFICIENCY

WebChat Connect reduces your pre-screening activities, so you can focus on practicing law. With 24/7 online operator coverage, your online reception area is always open, ready to greet prospective visitors 24 hours a day, 7 days a week, which leads to ongoing, superior customer service.

INSIGHT

FindLaw's market-leading Performance Analytics Dashboard, INSIGHT, allows you to view transcripts, access statistics related to your online chat volume and review key details, such as contact information and relevant practice area. This data integrates WebChat Connect into your broader online marketing program.



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For more information,
contact your FindLaw Consultant
1-866-443-4635.



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CONVERSION ADVANTAGE



MAXIMIZE YOUR LIVE CHAT FUNCTIONALITY

Building on all the benefits of WebChat Connect, Conversion Advantage takes your website's basic chat service one step further by offering an additional suite of features designed to put you in immediate contact with key prospects and give your firm the knowledge to make critical business decisions.

CONTACT IN AN INSTANT

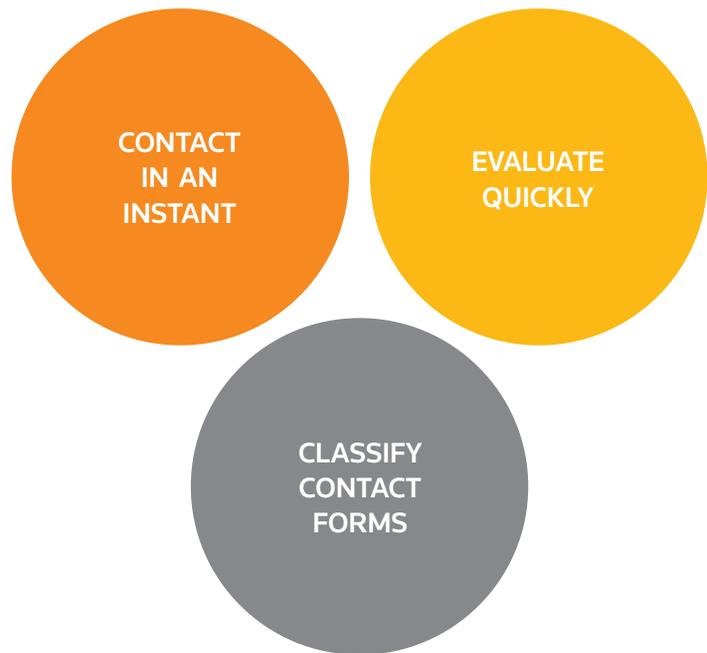
Hot transfer empowers a chat operator to connect a key prospect directly to your firm via phone, based on specific practice area and keyword requirements, and within firm-designated business hours you set. Whenever a hot transfer occurs, your firm will receive priority alerts in the form of an SMS message and email.

EVALUATE QUICKLY

With Conversion Advantage, you'll have access to Contact Advisor, FindLaw's contact management dashboard. Conveniently available within INSIGHT, Contact Advisor offers well organized and actionable data to help you build your business. You'll be able to view analytics related to emails and chats; read email forms and chat transcripts; manage and categorize contacts; communicate with clients through customizable email templates; and receive informational cues on potential case value and prospect demographic data.

CONTACT FORM CLASSIFICATION

Conversion Advantage customers receive contact form classification as an included product feature, allowing you to collect practice area information and other key prospect data points from FirmSite and FindLaw Directory intake forms. Contact form data is retrievable in Contact Advisor, enabling you to manage prospects identified through form submission alongside chat users.



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For more information,
contact your FindLaw Consultant
1-866-443-4635.



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FINDLAW'S INTEGRATED SOLUTIONS DELIVER QUALIFIED CLIENTS

BLOG SERVICES

FindLaw Blog Services capitalize on the growing importance of social media, enabling law firms to attract new clients with fresh, keyword-rich content.

ONLINE ADVERTISING

Each month, four million people visit FindLaw.com for legal information or to find an attorney* — resulting in qualified leads for the law firms that advertise there.

FIRMSITE® WEBSITES

We design websites with your business objectives in mind, so you convey your unique professional image to potential clients and target just the right kinds of cases.

CUSTOM VIDEO PRODUCTION AND DISTRIBUTION

59 percent of consumers say video makes them more likely to call a law firm.** From planning to production, FindLaw delivers high-quality custom video.

WEB ADVANTAGE

Even in highly competitive markets, our advanced Search Engine Marketing strategies can drive a higher volume of qualified prospects to your firm.

CONVERSION SOLUTIONS

Add the power of engagement to your firm website. Use online chat to stop the shopping experience, and quickly convert passive visits into active business prospects.

SOCIAL MEDIA SOLUTIONS

Extend your firm's online footprint, influence positive word of mouth and generate efficient and effective social media activity with FindLaw's Social Media Solutions.

* Source: Omniture HitBox Traffic Reporting

** Source: FindLaw Consumer Online Survey, 2007

FIND THE CONVERSION SOLUTION THAT'S RIGHT FOR YOU

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Your local FindLaw consultant will help you plan the best approach to convert potential clients.

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