

FindLaw®



FINDLAW FIRMSITE®
WEBSITES THAT CONNECT YOUR FIRM
TO PEOPLE SEEKING LEGAL HELP



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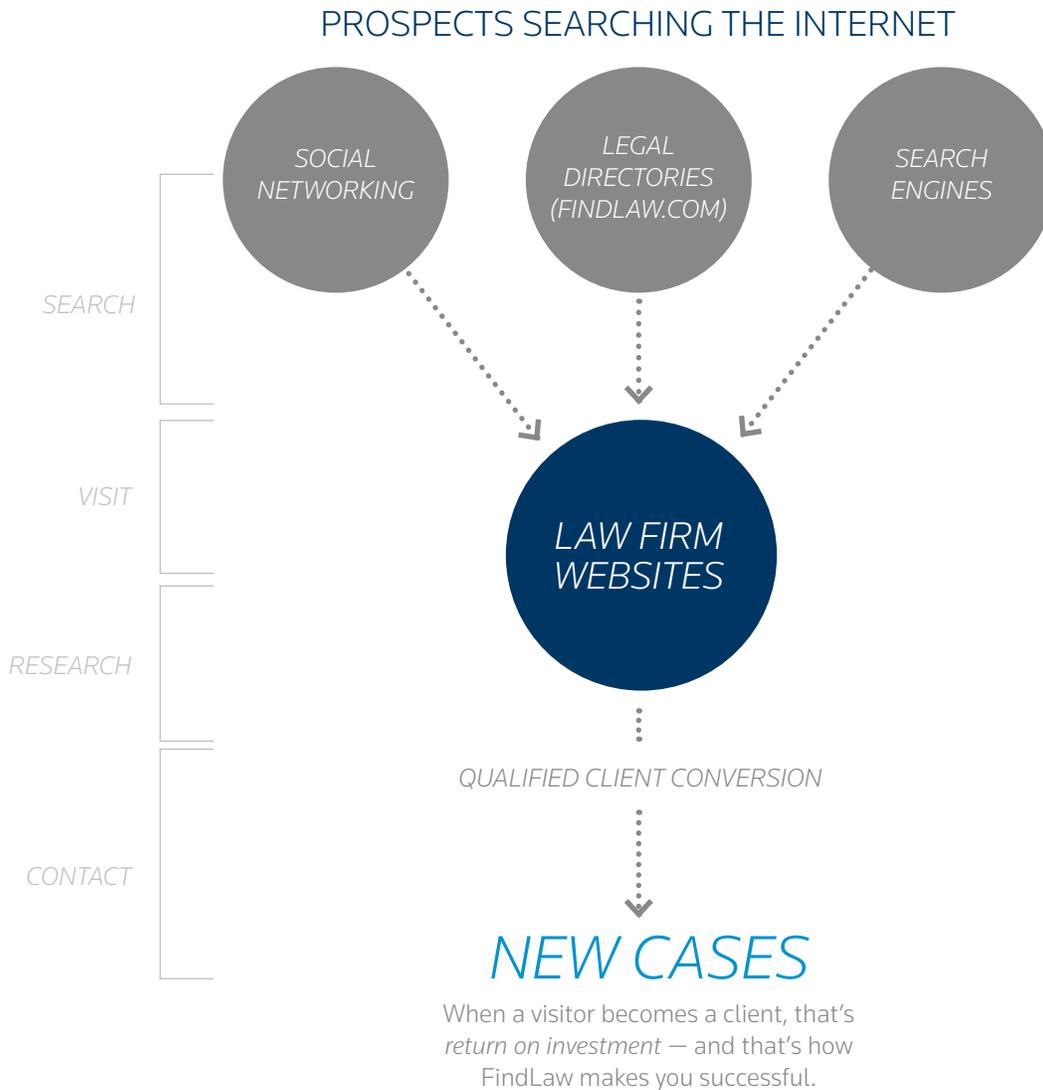


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WHY FINDLAW?

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.



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

Each month, four million people 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 SiteCatalyst Traffic Reporting, 2011



TURN A FIRST IMPRESSION INTO A CLIENT

WEBSITES THAT CONNECT YOUR FIRM
TO PEOPLE SEEKING LEGAL HELP



DRIVING RESULTS FOR OUR CUSTOMERS

"I've been pleasantly surprised by FindLaw's cutting edge approach to our website. They always seem to have new, creative ideas to keep us current with the state of the Internet."

Stephen R. Chance
Watkins, Lourie, Roll & Chance, PC
Atlanta, Georgia

"The most important thing to our law firm is something that FindLaw does best, which is be on the cutting edge of how it is that people find law firms on the Internet. They understand the search process."

William A. Cirignani
Cirignani, Heller & Harman, LLP
Chicago, Illinois

"We've noticed probably two to three times the amount of calls on a weekly basis of people saying they've seen or heard from us through the Internet and through the advertising we do on the Internet, and that's exclusively with FindLaw. We trust FindLaw because they've helped us market and get results."

Brian S. Jacobsen
Aiken & Jacobsen
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A DYNAMIC WEBSITE – AND REAL RETURN ON INVESTMENT

The difference between simply having a website and having a great website is turning site visitors into clients. We design FirmSite websites with your business objectives in mind, so they convey your unique professional image to potential clients and target just the right kinds of cases. With more than 15 years of legal industry and online marketing experience, we have developed a simple yet innovative approach to website design and support that delivers tangible results.

EFFECTIVE VISIBILITY

We use search engine optimization strategies to put your site in front of more potential clients as they search for legal help that matches your geographic location and practice areas.

ENGAGING CONTENT AND DESIGN

FindLaw's approach combines our award-winning design and navigational expertise with your firm's unique brand and ideas to create site content that is appealing and easy to navigate and represents your firm effectively.

CONNECTION AND CONVERSION

We'll work with you to build tools so visitors can contact you easily and efficiently via email, telephone, mobile devices — all under your control.

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PARTNER WITH AN EXPERT

Our resources ensure the success of your online marketing initiatives.

At FindLaw, we specialize in Internet marketing services for law firms. Over the years, we've built a team of experts — people with a profound understanding of both online marketing and the challenges law firms face. This focus gives FindLaw the unique ability to create websites that perform, putting your firm in front of potential clients, so they can make an informed decision to contact you.

What we offer is exceptional peace of mind: We're doing what we do best — ensuring a strong return on your online marketing investment by delivering you potential clients — so you can focus on practicing law and managing the growth of your firm.

THE FINDLAW DIFFERENCE

KNOWLEDGE

With more than 15 years of legal industry and Internet marketing experience, we understand how people use the Internet and leverage our know-how to meet your business goals.

CONSULTATION

We have the most experienced group of legal Internet marketing specialists — ready with advice on market trends and best practices.

DESIGN

With expertise in online marketing and branding, FindLaw's award-winning design team develops designs that engage viewers and create positive impressions.



CONTENT

Using Internet-specific writing techniques, our copywriters create persuasive content that attracts and inspires qualified potential clients to place their trust in your firm.

VISIBILITY

FindLaw search engine marketing consultants monitor your website's performance and optimize it, so those seeking your services can find you on the Internet.

CONNECT

Each month four million people visit FindLaw.com for legal information or to find an attorney* — resulting in qualified leads for your law firm.

SUPPORT

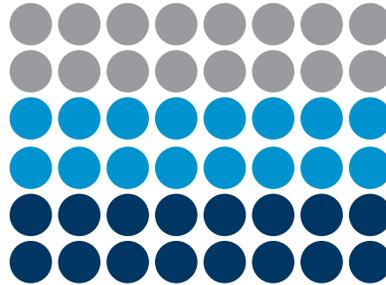
Dedicated account managers provide ongoing assistance, answering questions and ensuring you receive quality services and products that continue to meet your business goals.

FIRMSITE® SOLUTIONS

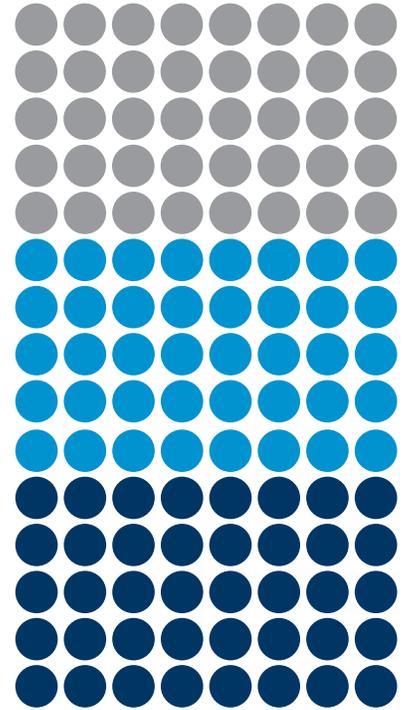
- Visibility
- Content
- Design



BASIC



CUSTOM



PREMIUM

AN ONLINE MARKETING SOLUTION FOR YOU

FirmSite features are customized to your business, today and tomorrow.

Our websites are designed to meet the specific objectives of your business. We offer law firms like yours a comprehensive suite of Internet marketing services that can be customized to create an online solution that meets your client-development needs.

FIRMSITE BASIC

A compelling, high-performing and cost-effective website for firms desiring a basic Internet presence, targeting smaller geographic markets or niche practice areas.

FIRMSITE CUSTOM

A branded and cohesive website featuring custom design, high content volume and search engine optimization for firms desiring a strong online marketing presence in a competitive market.

FIRMSITE PREMIUM

A combination of search engine optimization expertise, award-winning design, consultation and advanced features for firms desiring a substantial Web presence maximizing their visibility, content volume and search engine performance in a highly competitive market.

FIRMSITE® BASIC



ESTABLISH A WEB PRESENCE THAT IS BUILT TO LAST

Let FindLaw's team of experts create an Internet identity that will present your firm as a sought-after professional resource. With the Internet becoming the predominant vehicle for those seeking legal assistance, you can't afford not to have a high-quality website backed by the most trusted name in the industry: Thomson Reuters. FirmSite Basic gives you a presence you can build on while attracting clients who are looking for you, right now.

FIRMSITE BASIC CORE FEATURES

We have designed the components of FirmSite Basic website to establish your Internet identity, enhance your credibility and provide you with the visibility you need to capture prospective clients.

EFFECTIVE VISIBILITY

- **Search Engine Optimization:** To create the highest level of visibility, our search engine experts optimize your site with title tags, meta keywords and meta descriptions to put you in front of the audience seeking your services. Our FirmSite offering also enhances your search profile through the submission of your domain to business and legal directories and through basic local optimization of your FindLaw.com profile.
- **FindLaw.com Lawyer Directory:** Our Lawyer Directory receives one million visitors each month – two times more than the nearest competitor.* Your FindLaw.com profile provides them with a comprehensive overview of your practice, so they can see that you are the right lawyer for them.

ENGAGING CONTENT AND DESIGN

- **Persuasive Content:** Using Internet-specific writing techniques, our copywriters create persuasive, informative, custom-written content for three to eight website pages. Each page is then carefully reviewed by copy editors.
- **Dynamic Design:** Enhance your Internet presence and convey your firm's personality by making a selection from our extensive library of website templates. Customize your chosen template with your own imagery and colors.

CONNECTION AND CONVERSION

- **Dedicated Service:** The largest team of legal Internet marketing specialists in the industry ensures that your site is up-to-date with trends and best practices. A dedicated account manager is available to answer your questions, provide ongoing assistance and help you meet your client-development goals.

*Source: Omniture SiteCatalyst Traffic Reporting, 2011

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1-866-443-4635



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ADD TO YOUR WEB SOLUTION WITH ADVANCED SERVICES AND FEATURES

The more you put into your website, the more you will get out of it. The following services and features extend the reach of your site and ensure that your online presence remains fresh and relevant in the eyes of potential clients.

WEB ADVANTAGE

Even in highly competitive markets, our advanced search engine marketing strategies can drive a higher volume of qualified traffic to your website, resulting in more visits from potential clients.

LEGAL CONTENT

Educate potential clients and establish your website as a reliable source of legal information with Legal News, Practice Centers and Practice Pages.

VIDEO PRODUCTION AND DISTRIBUTION

From planning to production, FindLaw is an expert at creating and distributing law firm videos that convey your personality and expertise. Leverage our SEO experience and skill to increase the visibility of your video and reach more potential clients in a direct and memorable way.

INSIGHT

FindLaw's complimentary Performance Analytics Dashboard gives you the ability to monitor trends, measure product performance and evaluate your overall online marketing investment.

BLOG SERVICES

FindLaw's Blog Services capitalize on the growing importance of social media, enabling law firms to attract new clients with fresh, keyword-rich content. In fact, 71 percent of bloggers increased the visibility of their businesses.*

ONLINE ADVERTISING

Reach further with advertising on FindLaw.com. Our Premium Display Ads, TopSpots and Spotlights allow you to maximize your firm's exposure to the vast pool of highly qualified potential clients searching FindLaw.com for help in your area of expertise.

*Source: Technorati Authority, 2009



FIRMSITE® CUSTOM



DRIVE MORE QUALIFIED PROSPECTIVE CLIENTS TO YOUR BUSINESS

Rich and highly optimized Web content brings the most qualified prospects to your website. A custom website from FindLaw will provide your firm with the design and content expertise that drives traffic, helping you to grow your practice. With a custom solution from our team of experts, you get an efficient and effective way of reaching your business goals.

FIRMSITE CUSTOM CORE FEATURES

The components of your FirmSite Custom website work together to convey your key messages, establish your image and expertise, and grow your business.

EFFECTIVE VISIBILITY

- **Search Engine Optimization:** To create the highest level of visibility, our search engine experts optimize your FirmSite with title tags, meta keywords and meta descriptions to put you in front of the audience seeking your services. Our FirmSite offering also enhances your search profile through the submission of your domain to business and legal directories and through basic local optimization of your FindLaw.com profile.
- **FindLaw.com Lawyer Directory:** Each month, one million people search our Lawyer Directory to find a local attorney in the practice area they need.* Your FindLaw.com profile provides them with a comprehensive overview of your practice, so they can see that you are the right lawyer for them.

ENGAGING CONTENT AND DESIGN

- **Persuasive Content:** Using Internet-specific writing techniques, our copywriters create persuasive, informative, custom-written content for 14 to 20 website pages. Each page is then carefully reviewed by copy editors.
- **Dynamic Design:** With expertise in online marketing and branding, our award-winning designers create your website with a custom-designed home page and three custom interior designs.

CONNECTION AND CONVERSION

- **Dedicated Service:** The largest team of legal Internet marketing specialists in the industry ensures that your site is up-to-date with trends and best practices. A dedicated account manager is available to answer your questions, provide ongoing assistance and help you meet your client-development goals.

*Source: Omniture SiteCatalyst Traffic Reporting, 2011

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FIRMSITE® PRECISION PACK



A STRATEGIC MULTI-SITE SOLUTION FOR MARKET-LEADING LAW FIRMS

Some marketing strategies demand more than a single Web presence. Firms with multiple offices, distinct practice areas or specialized areas of focus can more effectively reach targeted business through multiple websites.

Drawing on industry best practices, FindLaw's FirmSite Precision Pack increases your ability to target your ideal clients and achieve your online marketing goals. By refining your message, imagery and search engine optimization to the clients you want, your firm increases the opportunity to engage site visitors and convert them into business.

MULTIPLE SITES CONNECT WITH MULTIPLE TARGETS



FirmSite Precision Pack allows you to select from a flexible range of packages consisting of multiple FirmSites and Web Advantage Premium, FindLaw's comprehensive search engine package.

ENGAGING CONTENT AND DESIGN

- **Persuasive Content:** Using Internet-specific writing techniques, our copywriters create persuasive, informative, custom-written content for your website pages.
- **Customized Design:** With extensive expertise in online marketing and branding, our award-winning designers create a custom design for your website that enhances your Internet presence and conveys your firm's personality.

EFFECTIVE VISIBILITY

- **Web Advantage Premium:** This comprehensive search engine package gives your firm a strategic advantage over the competition. With maximum optimization and relevant content, your firm becomes a go-to resource for the highly qualified prospective clients you want to attract most.

CONNECTION AND CONVERSION

- **Strategic Consulting:** Our experts will discuss your firm's overall goals, advise you on the best strategy to meet those goals and coordinate execution across all of your firm's locations.
- **Insight:** FindLaw's industry-leading performance analytics dashboard gives you the ability to monitor trends, measure product performance and evaluate your overall online marketing investment.



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FIRMSITE® PREMIUM WEBSITES

A HIGHLY COMPETITIVE MARKETPLACE CALLS FOR A HIGHLY EFFECTIVE WEBSITE



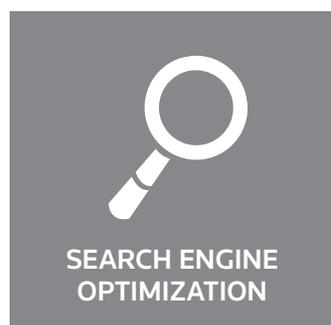
HIGHER PERFORMANCE, HIGHER RETURN

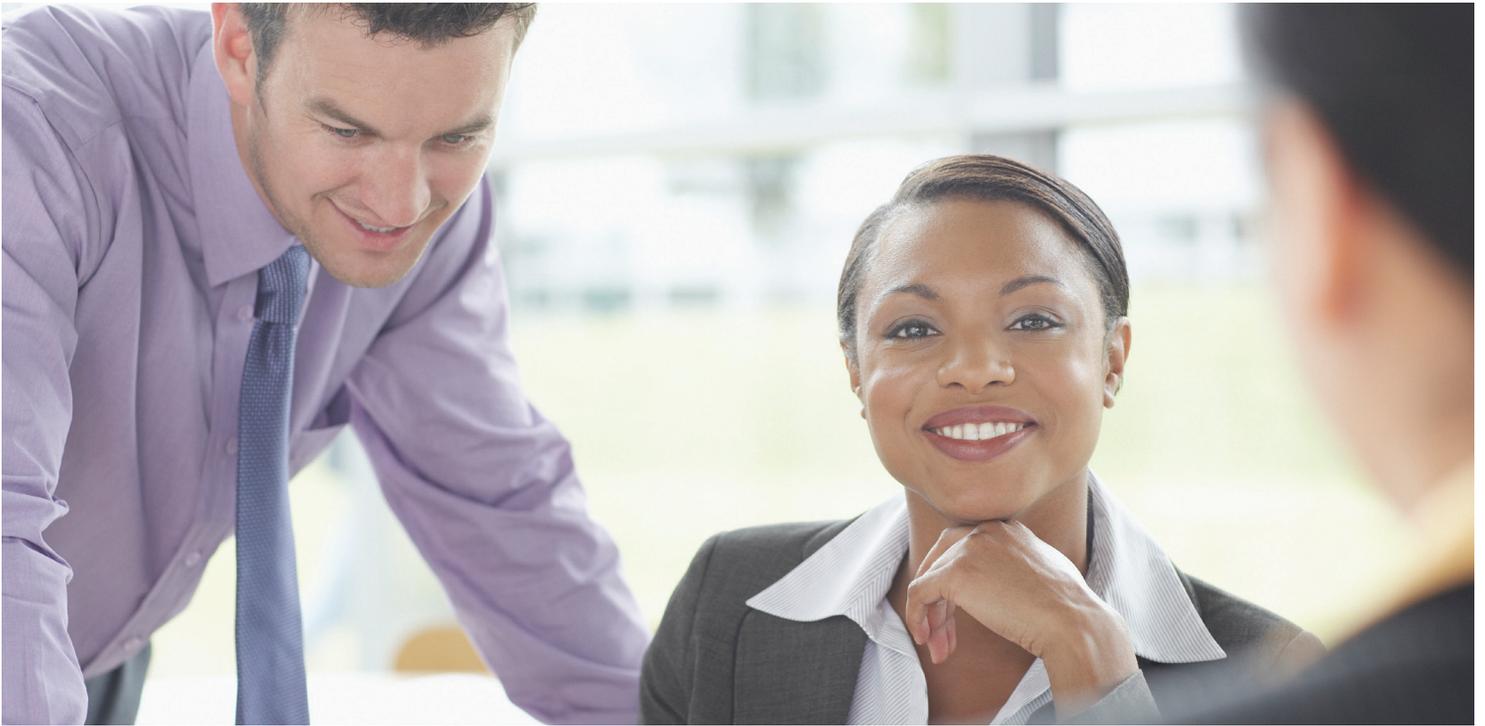
The ultimate online marketing solution for your firm is FirmSite Premium. This comprehensive package delivers a complete online marketing strategy and helps you attract qualified prospective clients with a content-rich online experience, keeping your website – and your business – one step ahead of your competition.

MAXIMIZE YOUR ONLINE PRESENCE

FindLaw's premier product, FirmSite Premium, provides a complete online marketing strategy based on four market-proven drivers of online performance: a website, search engine optimization (SEO), social media and online advertising. This gives prospective clients multiple opportunities to discover how your practice can assist them.

PROVEN DRIVERS OF ONLINE MARKETING SUCCESS





THE PREMIUM ONLINE MARKETING SOLUTION FOR YOU

PARTNER WITH INDUSTRY EXPERTS

With FirmSite Premium you receive specialized consultation and expert support during site development and after launch, keeping your online marketing presence fresh. You will be supported by:

- A dedicated account manager available to answer your questions and help you meet your client-development goals.
- SEO experts to optimize your site's performance with industry-leading marketing strategies.
- Copywriters to develop persuasive, custom marketing content that inspires prospective clients to place their trust in your firm.
- Award-winning Web designers to create a custom website design that reflects your firm's character.

ENGAGING WEBSITE CONTENT AND DESIGN

We design a website unique to your firm and deliver our largest custom marketing content package to produce a website that conveys your firm's personality and helps you connect with your audience. We incorporate your firm's logo or develop a logo for you, helping establish a unifying presence across all of your marketing efforts.

SEO FOR EFFECTIVE VISIBILITY

FirmSite Premium's advanced SEO solution, Web Advantage Premium, drives highly qualified traffic to your website by using the most advanced SEO practices, including:

- Directory and social media submissions
- Promotion on legal blogs
- Article writing and syndication
- Local optimization
- Ongoing SEO consultation

SOCIAL CONNECTION

Let visitors know you're an expert in your area of law. Weekly blog posts help you capitalize on the growing importance of social media while driving traffic to your site and attracting new visitors with a constant stream of fresh content.

ONLINE ADVERTISING WITH FOCUS PAGES

These FindLaw.com Directory pages provide visibility for your firm's specialties and drive potential clients directly to interior pages of your site. While your website is in development, they deliver value by making your firm's information available to the one million people who search FindLaw.com each month to find a local attorney.*

MEASURE YOUR INVESTMENT

Ensure your online marketing is working as hard as you. FindLaw's analytics dashboard, INSIGHT, lets you track your site's performance with a host of industry-leading and user-friendly analytics tools.

*Source: Omniture SiteCatalyst Traffic Reporting, 2011



**FIND THE FIRMSITE SOLUTION
THAT'S RIGHT FOR YOU**



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

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**For more information,
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ADD TO YOUR PRECISION PACK WITH ADVANCED SERVICES AND FEATURES

Precision Pack offers a strong Web marketing foundation, with a range of add-ons available to reflect your firm's individual strategy. The following services and features extend the reach of your site, allowing you to maximize the impact of your online presence.

WEB ADVANTAGE

Even in highly competitive markets, our advanced search engine marketing strategies can drive a higher volume of qualified traffic to your website, resulting in more visits from potential clients.

LEGAL CONTENT

Educate potential clients and establish your website as a reliable source of legal information with Legal News, Practice Centers and Practice Pages.

VIDEO PRODUCTION AND DISTRIBUTION

From planning to production, FindLaw is an expert at creating and distributing law firm videos that convey your personality and expertise. Leverage our SEO experience and skill to increase the visibility of your video and reach more potential clients in a direct and memorable way.

BLOG SERVICES

FindLaw's Blog Services capitalize on the growing importance of social media, enabling law firms to attract new clients with fresh, keyword-rich content. In fact, 71 percent of bloggers increased the visibility of their businesses.*

ONLINE ADVERTISING

Reach further with advertising on FindLaw.com. Our Premium Display Ads, TopSpots and Spotlights allow you to maximize your firm's exposure to the vast pool of highly qualified potential clients searching FindLaw.com for help in your area of expertise.

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ADVANCED WEB SERVICES AND FEATURES

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EFFECTIVE VISIBILITY

Online Advertising: Each month, four million visitors search FindLaw.com for a local attorney and legal information* — resulting in qualified leads for our law firm clients that advertise there.

Web Advantage: Even in highly competitive markets, our advanced search engine marketing strategies can drive a higher volume of qualified traffic to your website.

ENGAGING CONTENT AND DESIGN

Legal Content: From legal news to Practice Center and Practice Pages, FindLaw content products educate potential clients and establish your website as a compelling source of legal information.

Dynamic Design: Visually enticing design animation can capture site visitors' attention and get your key messages across quickly.

Video Production and Distribution: From planning to production, FindLaw is an expert at creating and distributing law firm videos that convey your personality and expertise. Leverage our SEO experience and skill to increase the visibility of your video and reach more potential clients in a direct and memorable way.

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Intake Forms: Provide potential clients with multiple opportunities to connect with you. You can use intake forms to gather details such as name, phone number, email address and more in-depth information related to a legal issue.

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** Source: Technorati Authority, 2009

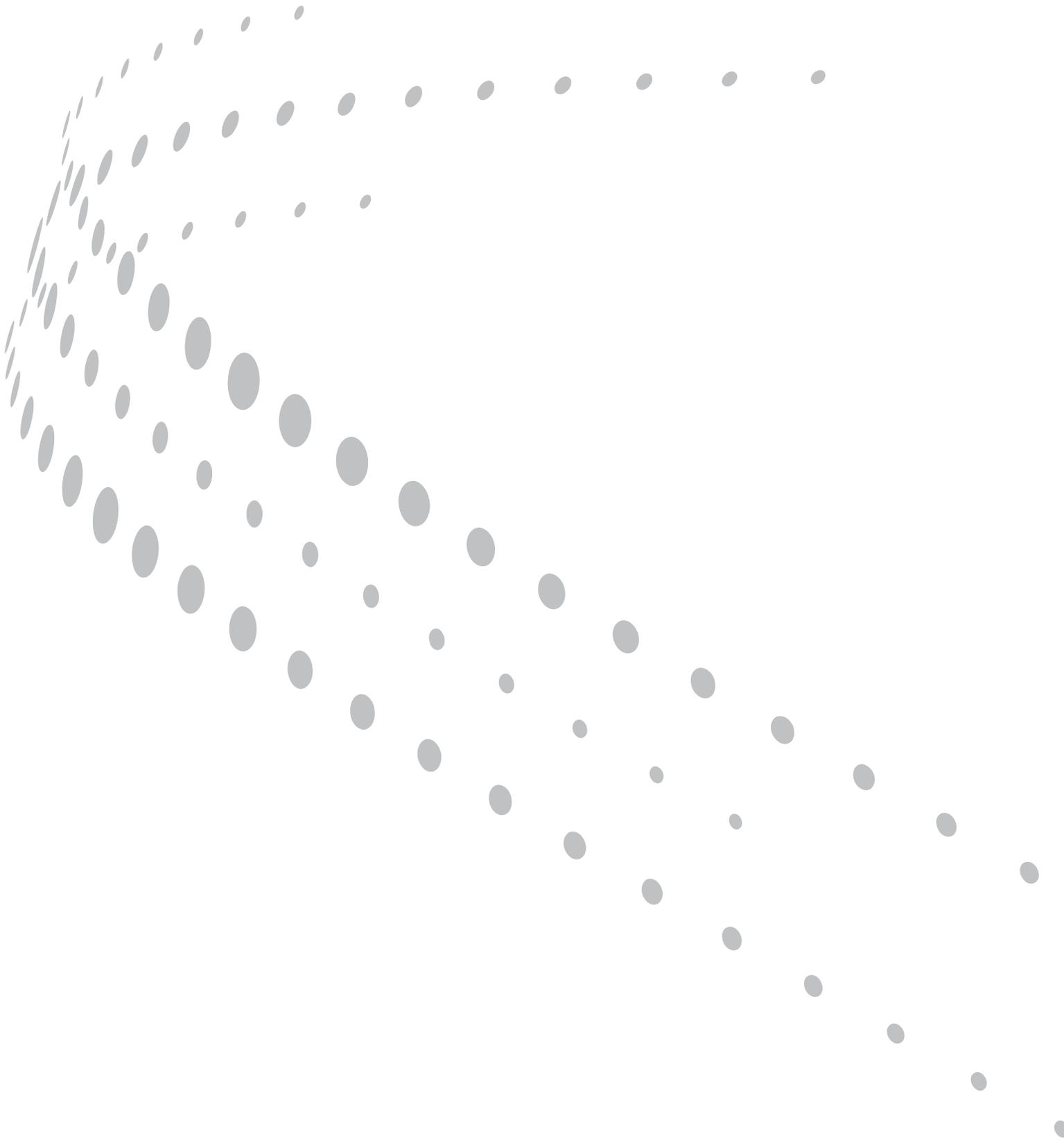


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