

# Websites for Lawyers and Law Firms

## *What's Hot & What's Not*

Real Property, Probate & Trust Law Section  
The Florida Bar

Annual Meeting – Key West, Florida  
May 29, 2004



Andrew Z. Adkins III  
Director, Legal Technology Institute  
University of Florida Levin College of Law  
352.392.2278  
adkins@law.ufl.edu

# Agenda

---

- ◆ Introductions
- ◆ Basic Internet Technologies
- ◆ What's Hot, What's Not
- ◆ Some "Interesting" Sites

# Andrew Z. Adkins III

- ◆ University of Florida Levin College of Law
  - Director, Legal Technology Institute
  - Associate Director, Technology Services
  - Executive Director, ICAIR
- ◆ Legal Technology Consultant (1989)
- ◆ ABA TECHSHOW Chair (2000, 2001)
- ◆ LegalTech Conferences Co-Chair (2000-2004)
- ◆ *“Computerized Case Management Systems”*
- ◆ *“You Can’t Get Much Closer Than This”*

# Interesting Statistics - 1

- ◆ 65% of buyers of legal services have gone online to locate outside counsel (hire a law firm)
- ◆ 38% search online for legal services at least weekly
- ◆ 89% use search engines to find law firm Web sites, 86% go directly to a law firm's site, 71% enter law firm sites through portals (I.e., Martindale Hubbell, Law.com)

# Interesting Statistics - 2

- ◆ When using search engines, 84% search by practice area, 69% by industry expertise.
- ◆ When not looking for a new law firm, 32% of buyers who visit firm sites want articles or white papers (i.e., "content")

# Interesting Statistics - 3

- ◆ When accessing lawyer biographies, prospects seek the following (in this order):
  - Specific industry experience (very useful)
  - Law school attended (useful)
  - Bar membership/activities (useful)
  - Community service (not useful)

# Interesting Statistics - 4

◆ Research demonstrates that prospects seek the following information, listed in order of importance:

- Specific industry experience
- Specific matter experience
- Links to white papers or articles
- Industry overviews
- Definition of practice area
- Geographic area covered
- Client list
- Number of Lawyers

# Understanding Your Web Site

- ◆ Web Hosting
- ◆ Search Engines
- ◆ Web Design

# Web Hosting Issues

## ◆ Web Hosts – How Much is Too Much?

- Know Your Technology Needs
- More Technology = More Host Fees!
- You Get What You Pay For

## ◆ “True” Web Host or Reseller?

- *“A Reseller operates components of a Web hosting operation using services, infrastructure and equipment provided by another Web hosting service.”*

# Web Hosting Issues

## ◆ Understand the Costs

- Storage Space
- Bandwidth
- Mailboxes

## ◆ Example:

- 250MB Storage
- 10GB Data Transfer
- 20 Mailboxes
- ***Cost: \$15 - \$20/month***

# Web Hosting Research

## ◆ Web Host Industry Review

- ([www.thewhir.com](http://www.thewhir.com))

## ◆ Web Host Magazine

- ([www.webhostmagazine.com](http://www.webhostmagazine.com))

## ◆ Web Developers Network

- ([www.developersnetwork.com](http://www.developersnetwork.com))

# Major Search Engines

◆ Google

◆ Yahoo

◆ Infoseek

◆ AskJeeves

◆ Northern Light

◆ AltaVista

◆ HotBot

◆ Lycos

◆ FindLaw

◆ Excite

- [www.searchengines.com](http://www.searchengines.com)
  - Learn All About Search Engines

# Check Your Popularity

Google Search: link www.law.ufl.edu/lfi - Microsoft Internet Explorer

Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)

link www.law.ufl.edu/lfi

Web Images Groups Directory News

Searched the web for [link www.law.ufl.edu/lfi](#) Results 1 - 10 of about 75. Search took 0.11 seconds.

[Legal Technology Institute University of Florida Levin College of](#)  
... If the firm is considering a Wide Area Network or a communications link t  
we'll not only ask about the technology, but also the potential use ...  
[www.law.ufl.edu/lfi/consulting/doyouneed.htm](#) - 41k - [Cached](#) - [Similar pages](#)

[UF Levin College of Law - LPM Course - Course Materials](#)  
... Discovery Links Emory MedWeb Main Page Internet Archive Wayb  
Schwenkler's Homepage-Wacky Court Cases-US v. Satan [Link](#) Popu  
[www.law.ufl.edu/lfi/LPM%20Course/materials.htm](#) - 25k - [Cached](#) - Si  
[ [More results from www.law.ufl.edu](#) ]

[future trends in knowledge management](#)  
... Trends conference [http://www.iirusa.com/futuretrends/index.cfm?Link=8](#) V  
The Challenge Forum: strategy, innovation and scenarios. ...  
[www.austrainer.com/knowledge\\_management/future-trends-in-knowledge-management.htm](#) - 12k - [Cached](#) - [Similar pages](#)

[Any Search Info - Directory Society Law Organizations Technology](#)  
... url: [www.law.ufl.edu/lfi](#). Legal ... policy/. Search Engine Home [Link](#) To  
Us Bonus About Search Info Terms Of Use Submit URL Advertise Here. ...  
[search-info.com/search/engine/index/Society/ Law/Organizations/Technology/](#) - 16k - [Cached](#) - [Similar pages](#)

[Reporting in the Internet Age](#)  
... activities Last year the University of Florida Law School's Legal Technology Institute  
([www.law.ufl.edu/lfi](#)) conducted a ... Share this [Link](#) with an Associate: ...  
[www.depo.com/Reporting-Internet-Age.htm](#) - 22k - [Cached](#) - [Similar pages](#)

[Excite UK - Directory - Technology](#)  
... Registration required. [www.which.co.uk](#) [ sponsored [link](#) ]. 6 ... vendors.  
[http://www.law.ufl.edu/lfi/cmsbook/](#). 7. Digital Practice of Law, ...  
[www.excite.co.uk/directory/Society/Law/Products/ Practice Management/Technology](#) - 44k - [Cached](#) - [Similar pages](#)

Results 1 - 10 of about 75.

Internet

# Link Check - Yahoo

The screenshot shows a Microsoft Internet Explorer browser window with the title "Yahoo! Search Results for link www.law.ufl.edu/lti - Microsoft Internet Explorer". The address bar contains the URL "http://search.yahoo.com/search?p=link+www.law.ufl.edu%2Flti&ei=UTF-8&fr=fp-tab-web-t&cop=mss&tab=".

The search results page displays the "YAHOO! search" logo and a search bar containing the text "link www.law.ufl.edu/lti". Below the search bar are navigation tabs for "Web", "Images", "Directory", "Yellow Pages", "News", and "Products".

The "TOP 20 WEB RESULTS" section is highlighted with a red circle. The results list includes:

1. Yahoo! My Yahoo! Mail Welcome, guest [ Sign in ]
2. YAHOO! search link www.law.ufl.edu/lti
3. Web Images Directory Yellow Pages News Products
4. TOP 20 WEB RESULTS out of about 55 (What's this?)
5. Excite UK - Directory - Technology  
... Registration required. www.which.co.uk [ sponsored link ]. 6 ... vendors.  
http://www.law.ufl.edu/lti/cmsbook/. 7. Digital Practice of Law, ...  
www.excite.co.uk/directory/Society/Law/Products/Practice\_Management/Technology
6. The Year 2000 Problem  
... & Planning Guide for Lawyers" that may be downloaded at http://www.law.ufl.edu/lti/year2000 ... MICROSOFT  
Y2K PAGE; Mother of All Y2K Link Center; Y2K ZIP PROGRAM; US ...  
home.earthlink.net/~laanderson/y2k.htm

# Web Design – What's Hot

- ◆ Content is Still the King
- ◆ Database-Driven Sites
  - Save Time & Money, but More Expensive
- ◆ Client Extranets
  - Improve Communications and Increase Client Retention
- ◆ Multi-Lingual Sites
  - Aids International Efforts
- ◆ Audio & Video
  - Enhances Interactivity, Marketing Effectiveness

# Web Design – What's Hot

## ◆ Event Registration

- Streamline Marketing and Operations

## ◆ Specialty Sites

- Marketing Capabilities within Law Firm

## ◆ Search Engine Optimization

## ◆ Navigation

## ◆ Subtle "Flash"

# Web Design – What's Not

- ◆ Flash

- ◆ Heavy Graphics

- ◆ Heavy Text (not enough White Space)

# A Little Humor

## ◆ Dumb Laws

- <http://www.dumblaws.com/states/states.php?State=Florida>

## ◆ The Dialectizer

- <http://rinkworks.com/dialect/>

## ◆ Soda Constructor

- <http://www.sodaplay.com/constructor/index.htm>

## ◆ The Death Clock

- <http://www.deathclock.com/>

# Questions

