

How do you make your firm **STAND OUT** from the crowd?...



...with DirectLaw's **Total Online Marketing Solution**

**FREE Web Site\* Integrated with DirectLaw™**

Development of SEO-Optimized Site for your Law Firm (\$1,500 value)  
with a DirectLaw™ Virtual Law Firm Platform Subscription (initial 12-month subscription)

DirectLaw introduced virtual lawyering. We continue to innovate and lead the way to help solo and small firms compete in today's rapidly changing and technology-driven era. We now offer FREE web site development to complement our DirectLaw Virtual Law Firm Platform.

## **STAND OUT AND BE FOUND!**

It's not enough to simply have a Web site. You need to help people find you. So, not only have we designed Web site templates optimized for search engine placement, we also provide you with our expertise in setting up Google pay-per-click campaign construction. Your free Web site includes the setup of (1) targeted ad campaign, including an optimal keyword list and suggested ad text.

### **OUR FREE WEB SITES ARE THE PERFECT SOLUTION IF YOU WANT TO:**

- ❖ Enter the online arena with a brand new law firm Web site;
- ❖ Create a second, standalone Web site where limited legal services are offered separately from your traditional law firm services; or
- ❖ Redesign an existing Web site to incorporate a virtual element and deliver online legal services.

### **YOUR LAW FIRM WEB SITE WILL BE BUILT BASED ON ONE OF OUR DIRECTLAW-DESIGNED TEMPLATES AND INCLUDES:**

- ❖ Targeted messaging to attract online consumers seeking legal services;
- ❖ Online marketing strategy to optimize your site for search engine placement;
- ❖ A built-in blog facility for use now or later;
- ❖ Integration with Twitter, Facebook and other social media sites;
- ❖ A robust Law Guide containing thousands of FAQ's and legal content in all common areas of law; and much more.

## **GIVE YOUR CLIENTS ONLINE ACCESS!**

Your Web site will be integrated with the DirectLaw Virtual Law Firm Platform. See reverse side of this flyer for pricing and other features and benefits.

*\*This offer (a \$1,500 value) is extended to law firms that subscribe to a 12-month term to DirectLaw. Thereafter, subscription is month-to-month. The free Web site offer also requires that we host your site on our servers at a nominal monthly fee of \$49 for hosting, maintenance and support. The setup of one (1) pay-per-click (PPC) campaign is included. Advertising costs are separate and paid directly to the PPC company (i.e., Google).*



Visit [www.DirectLaw.com](http://www.DirectLaw.com) for details or call 800-481-1025

# TERMS & PRICING

To take advantage of this Free Web Site offer, a 12-month DirectLaw Virtual Law Firm subscription is required:

**DirectLaw ClientSpace™ Basic** – \$49/month (solo) + plus \$49/month Web site hosting, maintenance and support. \$50 per additional attorney/month. Includes Core Features of the DirectLaw platform.

**DirectLaw ClientSpace™ Complete** – \$199/month (solo) + plus \$49/month Web site hosting, maintenance and support. \$50 per additional attorney/month. Includes Core Features PLUS our Web-Enabled Document Automation functionality, including access to libraries of automated documents.

Special pricing available for New Lawyers, Start-Up Solos, and Retired Lawyers. See: [www.DirectLaw.com/newlawyer.asp](http://www.DirectLaw.com/newlawyer.asp) for details.

## ADDITIONAL FEATURES & BENEFITS

- A form to collect e-mail addresses for a newsletter, if you wish to create one to keep your clients informed of new developments in your practice area(s).
- A client contact and support form on every page.
- A map page to your office.
- No limit on content pages.
- Modify\* your site at any time.
- Browser compatibility.
- Web statistics system.
- Basic search engine optimization (SEO).
- Guidance on pay-per-click campaign construction and setup of (1) targeted ad campaign, including an optimal keyword list and suggested ad text. Ongoing campaign management offered as an additional service. Visit [www.DirectLaw.com](http://www.DirectLaw.com) for details.
- All sites have clean HTML, proper tagging, and proper META information.
- Custom domain and up to ten (10) e-mail boxes.

*\*Microsoft® Expression desktop software is required. Licensed users of any Microsoft Office product or Adobe Creative Suite product are eligible for upgrade (\$79.95). DirectLaw is happy to make textual/content edits upon request at no additional charge. Additional fees required for major design changes or custom programming.*

## TECHNICAL SUPPORT & TRAINING

- Access to Learning Center and Small Group Training
- Monthly traffic statistics for your site.
- Telephone support as necessary.



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