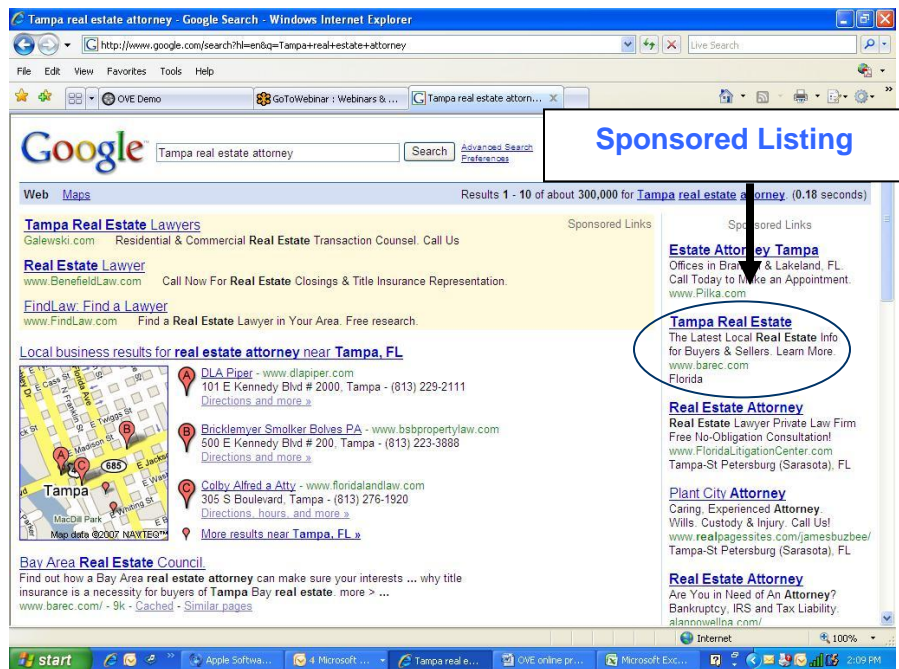
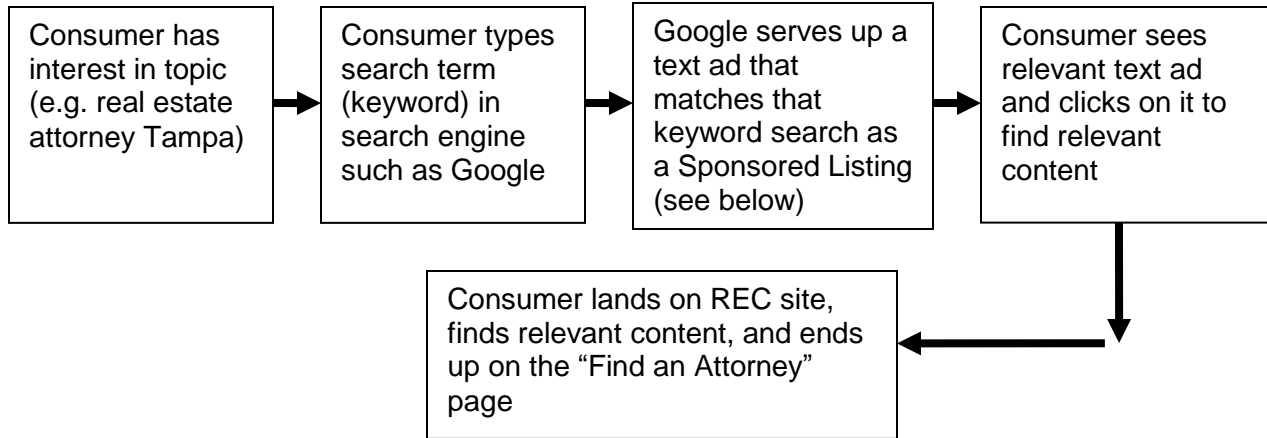


WEB MARKETING: DRIVING TRAFFIC VIA SEARCH

What The Fund is Doing to Drive Traffic to REC Sites

- The Fund's ultimate goal is to connect as many interested consumers as possible with REC members via the REC Web sites, which contain membership lists.
- The Fund does this via a paid search campaign in Google (primarily) and Yahoo!, as well as optimized REC Web sites.
- Paid search works like this:



- Paid search is driving an average of nearly 2,000 visitors a month to each REC site. Some sites have nearly 5,000 visitors a month. Nearly 8 percent of those visitors end up on the "Find an Attorney" page.
- Additional content is in development for sites to better match key consumer searches.

What You Can Do to Drive Traffic to Your Firm Online

- Be sure your firm has a Web site, even if it only includes an “About” page and contact information. Consumers expect to find any business online, including professionals such as lawyers. If you do not have a Web site, this is a missed opportunity for business. Contact a local Web developer in your area to help build your site or find an easy online template.
- If/when your firm has a Web site, be sure that your REC membership listing includes a hyperlink to your site. If you do not have a hyperlink, you are missing an opportunity to connect interested consumers to your site. Your Fund marketing team can help you create a hyperlink.
- Make sure your Web site is optimized for search. This means that the content has been created strategically to ensure that search engines, which list thousands of sites in response to a search term, serve up your site on the first page of listings (consumers rarely scroll past the first couple of pages).
 - To see how your site is currently performing do the following search tests and note where your firm appears in the results (how far down and on which page):
 - Type your firm name in any search engine (Google is most popular)
 - Type “real estate attorney - <market name>”
 - If your firm does not show up, or it shows up but is not on the first two pages of search results, consider the following:
 - Get help with optimization of your site. There are some simple things you can do to improve the rankings (e.g. include title tags, embed key search terms in your copy). A local Web developer can help with this.
 - Go to Google maps and sign up for a free retail listing of your firm name. www.google.com/local. This will serve two purposes – it will give you a chance to be served up in the local business listings on the first page of search results, and it also begins to get you noticed in the Google registry (increasing the organic search results performance).
 - Establish as many links from other relevant sites to your site as possible. Search engines associate Web sites with many incoming links as sites/resources with good content, and therefore these sites are often indexed higher in search rankings. Consider links from your local chamber of commerce site, or any other directory-type sites in your area.
 - Conduct a small paid search campaign for your firm, just like The Fund does for the REC Web sites. All you need is a credit card to open your account; Google walks you through the rest. You are in complete control, even with how much you spend per month (which can be as much or as little as you want). If you do nothing else, bid on the term for your law firm name which will then ensure that your listing appears on the first page as a “sponsored listing.” Also be sure to read about geo-targeting your law firm name. Visit <https://adwords.google.com> to sign up and to receive an online tutorial.