

Successful and Ethical Marketing

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Four Commandments

- Tell the truth
- If you have to ask, it is probably not okay
- You are your brand
- Zealously protect your brand value
 - Play the long game

You can advertise (Rule 1-400)

- You can't solicit
- It can't be misleading (Rule 1-400(D))
- Your online profiles are ads
- Your website is an ad

Online Presence

- Final decision on lawyer: Online content
 - Most people call after reviewing a site
 - Few emails don't mean few site visits
- Key factor in selection: Your website
- So how do people get to your website?

Getting traffic

- Natural search
 - SEO – short for *Search Engine Optimization*
 - Content is king
 - Blogging helps
 - So does updating your profile at referring sites
- Pay-per-click
- Referring sites

Referring sites: Keep your information updated

- Google Local
- Google Profile
- Yahoo Local
- Avvo
- Yelp
- Findlaw
- Martindale (or Lawyers.com)
- Superlawyers
- LinkedIn
- Facebook
- Alumni sites

Many referring sites are so-called supersites

Supersites:

- Lots of information
- Seen as authoritative
 - Either by users
 - Or by search engine
- Show up high in search results

Examples:

- Lawyers.com
- Avvo



Ratings. Guidance. The Right Lawyer.

Sign In Register For Lawyers

Legal Guides

Answers & Advice

Lawyer Search

Search

Location

Find lawyers

Browse by...

Home > Lawyer Search > San Francisco Lawyers > San Francisco Defective & Dangerous Products Lawyers > Thomas

Thomas

- Is this you? Claim and update your profile for free.

Back to Search Results



Avvo Rating

10.0



Superb

Experience



Industry Recognition



Professional Conduct



Client Ratings

Not yet reviewed

Former client? Write a review



Endorsements

1 endorsement

Lawyers: Endorse this lawyer

Find out more about the Avvo Rating

E-mail Lawyer

Add to list

Lawyer's website

Send to a friend

Overview

Practice Areas

50% Defective / Dangerous Products

50% Litigation

Contact Information

Law Firm

44 Montgomery Street
San Francisco, CA 94104
View map

E-mail this lawyer
Visit lawyer's website

References

Client Reviews



How would you rate this lawyer?

If you're a current or former client, share your thoughts (anonymously, if you prefer). Would you recommend this lawyer to other clients?

Review this lawyer

Endorsements



Endorsements

1 endorsement

Lawyers: Endorse this lawyer



Ton one of the finest Trial Lawyers on the west coast. He has a long track record of obtaining multi-million dollar judgments in tough... more
Endorsement from lawyer: Eureka (CA), 21 days ago

Résumé

Licenses

37 years since Thomas J was first licensed to practice law in CA.
See license details

Foreclosure Lawyers
Take Action and Stop Foreclosure.
Have Our Lawyers Help!
www.LoanModMe.org

Divorce, Custody, Support
32 yrs Specializing in Divorce Free
consultation call 408-294-4600
www.tomstutzman.com

As by Google

Defective / Dangerous Products Resources

- Dallas Texas TX Product Liability/Defective Product Claims 101
Posted In Defective / Dangerous Products.
- Can I sue Medtronic for defective/dangerous product
3 answers, Troy, NY
- Defective/Dangerous Products Overview
Posted In Defective / Dangerous Products.
- CA tort laws, defective and dangerous products
2 answers, Los Angeles, CA
- View all Defective / Dangerous Products Answers & Advice

Test:

Q: You want recommendations. You, your employee, or a friend set up profiles on Yelp and then provide positive reviews for your firm. Ethical?

A: You must not provide false, deceptive or misleading information.

Try to control your top 10
Google results

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of about 47,200 for **ronald rouda**. (0.19 seconds)

We Found **Ronald Rouda**

Sponsored Link

www.intelius.com Current Phone, Address, Age & More. Instant & Accurate **Ronald Rouda**

[Ronald Rouda :: Lawyer - San Francisco, California \(CA ...](#)

Ronald Rouda (San Francisco, California) Attorney Profile on SuperLawyers.com, practicing in Personal Injury Plaintiff: General.

www.superlawyers.com/.../Ronald...Rouda/b349d236-4a01-429d-ac70-bdbd695d5d63.html

- [Cached](#) -

[Ronald H. Rouda :: Lawyer - San Francisco, California \(CA ...](#)

Ronald H. Rouda (San Francisco, California) Super Lawyers Badge.

www.superlawyers.com/.../b349d236-4a01-429d-ac70-bdbd695d5d63.html -

[Cached](#) -

[Attorney Ronald Rouda, Rouda, Feder, Tietjen & McGuinn, San ...](#)

Attorney Profile - **Ronald Rouda**, Litigation & Appeals Personal Injury -- Defense Personal Injury -- Plaintiff Professional Malpractice Law Products ...

www.rftzlaw.com/bio/RonaldRouda.html - [Cached](#) -

[Ronald H. Rouda - a San Francisco, California \(CA\) Business ...](#)

Ronald H. Rouda, a San Francisco, California (CA) Lawyer, Attorney - Business & Commercial Law, Litigation & Appeals, Personal Injury -- Plaintiff.

pview.findlaw.com/view/2447315_1 - [Cached](#) -

[Ronald Rouda, Rouda Feder & Teitjen Zanobini Profile in Spoke's ...](#)

Ronald Rouda, **Rouda Feder & Teitjen Zanobini** of **Rouda Feder & Teitjen Zanobini**'s information - including email, business address, business phone, ...

www.spoke.com/info/pDyHLkJ/RonaldRouda - [Cached](#) -

[Ronald Rouda - \\$1750 in Political Contributions for 2008](#)

Ronald Rouda - \$1750 in Political Contributions for 2008, Campaign Finance, Money, American politics, American political campaign contributions, ...

www.campaignmoney.com/political/.../ronald-rouda.asp?cycle=08 - [Cached](#) -

[\[PDF\] Presented by Ronald H. Rouda](#)

File Format: PDF/Adobe Acrobat - [View as HTML](#)

3 0th Annual Tahoe Seminar. Saturday, April 1, 1995. Damage Issues in Burn Cases.

Presented by **Ronald H. Rouda**. This is a discussion about burns and a ...

www.rftmlaw.com/CM/Articles/Damage_Issues_Burn_Cases.pdf -

[Rouda Campaign Contributions and Donations -- Huffington Post](#)

Columbus OH. Donation to National Association Of Realtors Political Action Committee.

Ronald Rouda. Donation of \$1000 to Presidential elections 2008 ...

fundrace.huffingtonpost.com/neighbors.php?type=name...Rouda - [Cached](#) -

[Talk - Search Results | Yelp](#)

10 posts - 1 author

Ronald Rouda, Excellent personal injury lawyer. Did you sustained any permanent injury from this incident? If it is under \$10000 -it's not worth your time ...

www.yelp.com/message_board_search?talk_query...Injury... - [Cached](#) -

But not all names perform well

- Common names
- Famous (or infamous) names
- Supersite updates very important for these names



miles cooper

Search

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of about 2,050,000 for miles cooper. (0.22 seconds)

Miles Cooper letter bomb campaign - Wikinedia the free encyclopedia | [Sponsored Links](#)

[Miles Cooper letter bomb campaign - Wikipedia, the free encyclopedia](#)

On 19 February 2007, **Miles Cooper** was arrested and (on 23 February) appeared in court charged with 12 offences relating to the case. ...

[Miles Cooper - Locations and injuries - Police investigation](#)
en.wikipedia.org/wiki/Miles_Cooper_letter_bomb_campaign - [Cached](#) - [Similar](#) -

[Miles Cooper Photography: A few forgotten](#)

Jan 27, 2009 ... Posted by (Eric) **Miles Cooper** at 12:10 AM ... (Eric) **Miles Cooper**: Minneapolis, Minnesota: I am a portrait, wedding, family, landscape, ...
www.milescoper.com/2009/01/few-forgotten.html - [Cached](#) -

[See your ad here >](#)

[+ Show more results from www.milescoper.com](#)

Image results for **miles cooper** - [Report images](#)



[Legal Pad: Cynthia McGuinn, Miles Cooper Leaving The Veen Firm](#)

May 14, 2009 ... Update: James Butler and Christopher Viadro are also leaving The Veen Firm, to start a firm together. More updated reporting, and a link to ...
legalpad.typepad.com/.../cynthia-mcguinn-miles-cooper-leaving-the-veen-firm.html - [Cached](#) -

[Miles Cooper | Facebook](#)

Friends: Ian Gardiner, Francesca Gilbert, Carla Guest, Georgina Frances Dodd, Jon Harrigan
Miles Cooper is on Facebook. Join Facebook to connect with **Miles Cooper** and others you may know. Facebook gives people the power to share and makes the ...
www.facebook.com/people/Miles-Cooper/640650011 - [Cached](#) - [Similar](#) -

[Miles D Cooper - Columbia, South Carolina \(SC\) | Company Profile](#)

Miles D Cooper company profile in Columbia, SC. Our free company profile report for **Miles D Cooper** includes business information such as contact, ...
www.manta.com/company/mm79h5f - [Cached](#) - [Similar](#) -

[Miles Cooper - LinkedIn](#)

[Lawyer Miles Cooper - San Francisco Attorney - Avvo.com](#)

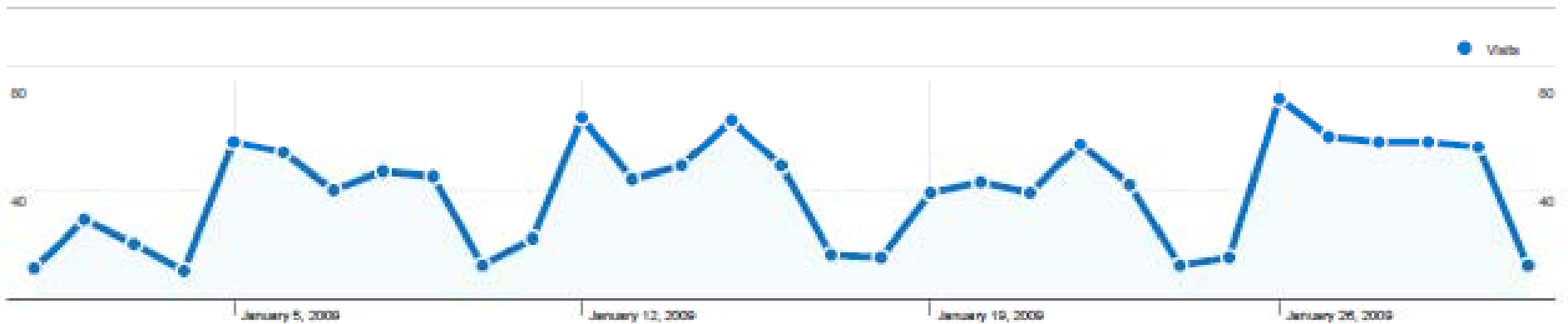
[Lawyer miles cooper - San Francisco Attorney - Avvo.com](#)

Consumers like:

- Your picture
- Video
- Recommendations
 - Past clients
 - Other lawyers

Your website

- Ethics of success stories
 - Anonymous or client permission (Rule 3-100)
- Disclaimer: content does not create attorney-client relationship
- Disclaimer: Email is not confidential
- Identify where you are licensed and practice (CA, NV)
- Google Analytics



Site Usage

 1,219 Visits

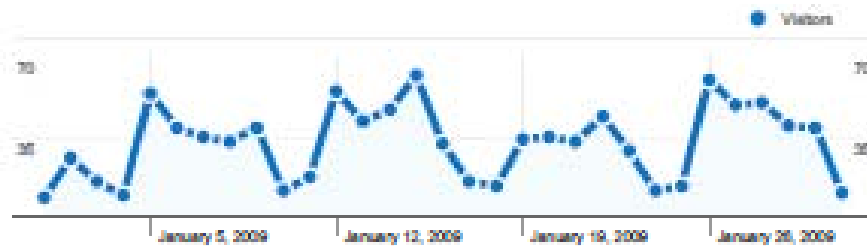
 53.97% Bounce Rate

 00:01:51 Avg. Time on Site

 3.14 Pages/Visit

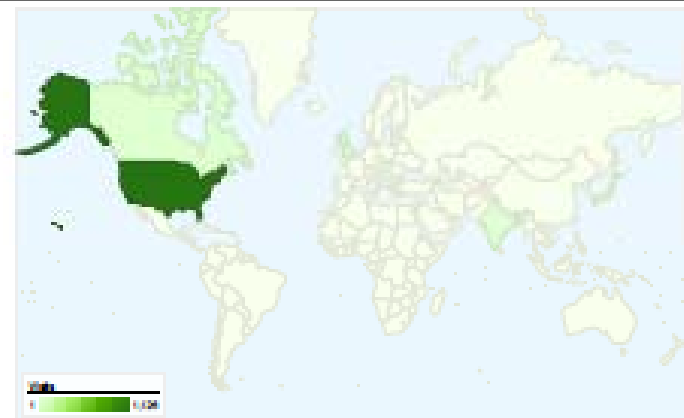
 66.94% % New Visits

Visitors Overview



Visitors
887

Map Overlay world



Key factors

- Bounce rates
- Time on site
- Page views
- Exit page
 - Consider a website phone number
 - Various services available for this

Test:

Q: A major incident occurs. Within 24 hours, a firm puts up a website implying it is investigating the incident and is representing some of the victims. Ethical?

Test:

Q: A major incident occurs. A firm blogs about the incident and its past experience handling cases against the potential defendant. Ethical?

General Ethics Resources

- *Ethical Communications for Lawyers* by Brian Garner
- *California Attorney Guidelines of Civility and Professionalism* from The State Bar of California