

Online Marketing Pitfalls to Avoid:

Tips from the Trenches



Delaware Valley Law Firm Marketing Group

Topics

The Pitfall of Flash

The Pitfall of PDF

The Pitfall of Ignoring Mobile

An Offer for You ...

Your Questions

About this presentation

About the company

About the company

Legal **I**nternet **S**olutions **I**ncorporated

Founded in 1999 by Jason P. Lisi, Esq. (that's me)

Philadelphia-based legal Internet marketing company

Website development

Search engine optimization and marketing

Website hosting, email campaign distribution, etc.

Custom content management systems

Mobile-friendly websites for law firms

Two assignments for you ...

The Pitfall of Flash

The Pitfall of Flash

What Flash is

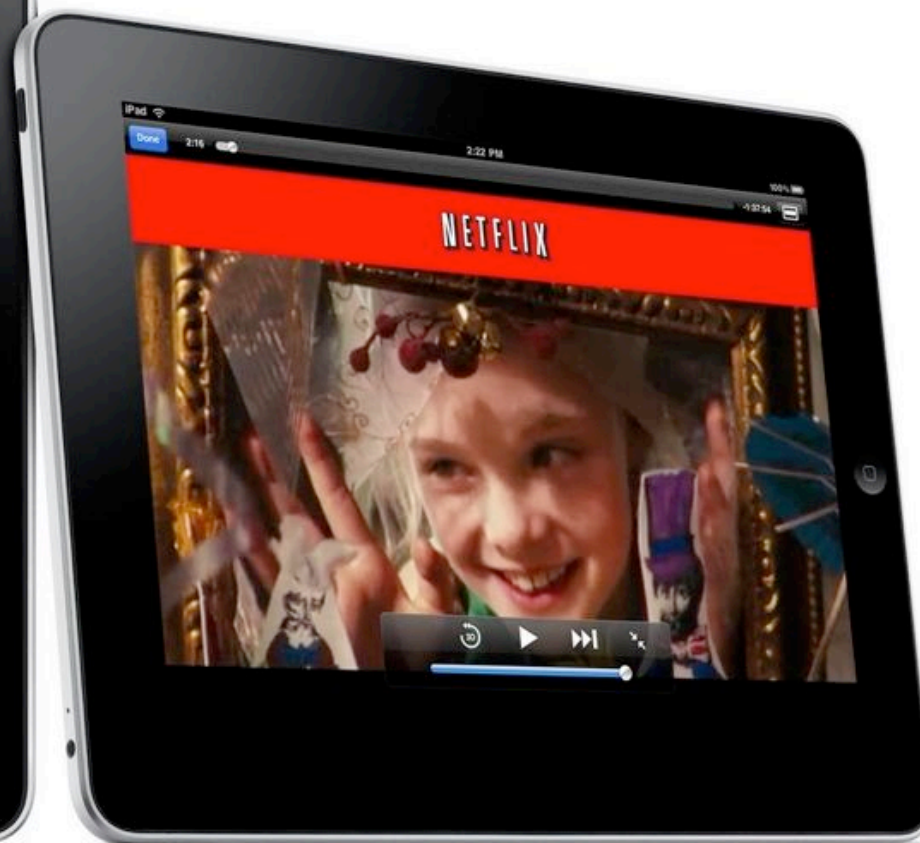
Why it was created

What's good about it

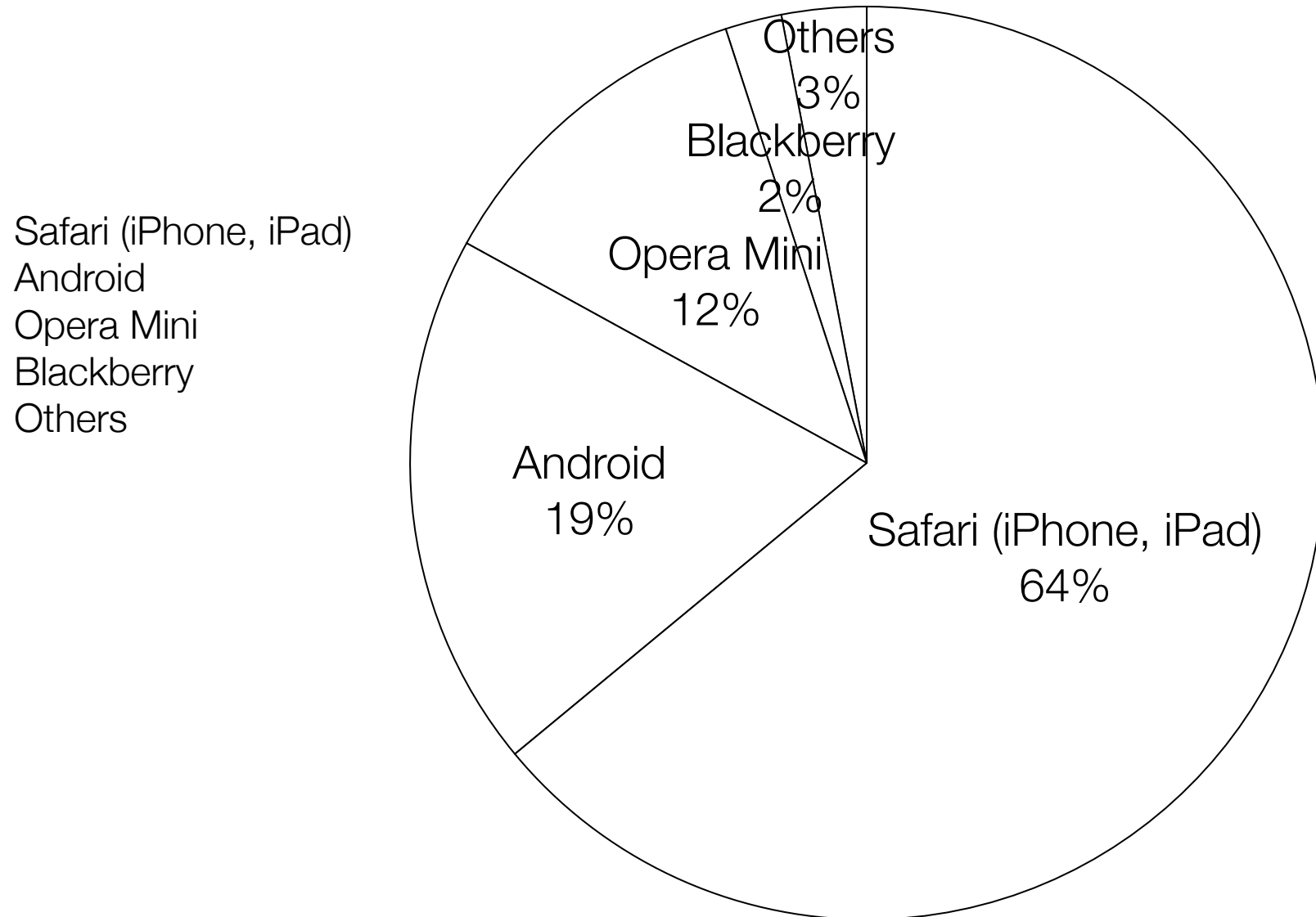
What's bad about it

What's really bad about it



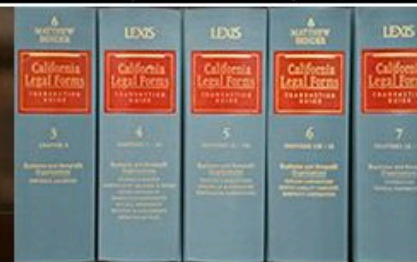
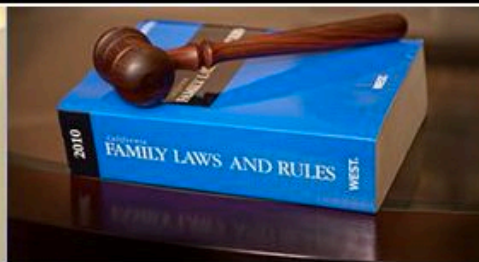


Mobile Web Market Share



Why should you care?

Flash doesn't appear on
iPhones and iPads



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[Divorce FAQ](#)

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TOLL FREE: 877 857-6500

If you are considering proceeding with a divorce or family law matter or you have been served with divorce or family law proceedings, then please complete the information requested below and one of our attorneys will immediately respond to your inquiry. You can also call us direct at (714) 937-1193 or toll-free at (877) 857-6500.

REQUEST FOR DIVORCE AND FAMILY LAW CONSULTATION

First Name*
 Last Name*
 Email*
 Phone
 How did you hear about us?

Case Summary:

Orange County Divorce Lawyers and Family Law Attorneys

INTELLIGENCE • COMPASSION • EXPERIENCE

Welcome to our divorce and family law informational website. Farzad & Mazarei is a Southern California law firm located in the City of Santa Ana within minutes of the family law courthouse. This website is dedicated to our divorce and family law practice and is designed to provide you with a wealth of information about common divorce and family law issues such as:

[THE DIVORCE PROCESS IN CALIFORNIA](#)

[COMMUNITY V. SEPARATE PROPERTY](#)

[CHILD CUSTODY](#)

[CHILD SUPPORT](#)

[SPOUSAL SUPPORT \(ALIMONY\)](#)

[REPRESENTATION BY AN ATTORNEY AND ATTORNEY FEES AND COSTS](#)

[SETTLEMENT AND RESOLUTION OF YOUR CASE](#)

[401 \(K\) AND PENSIONS](#)

Though the information provided on this divorce and family law website will help you better understand the issues you currently face, it is not intended as a substitute for legal advice. To obtain legal advice on your specific situation, please contact us by completing the case submission form on the left side of this page or contact us at (714) 937-1193 or toll free at (877) 857-6500. Farzad & Mazarei's divorce and family law practice includes representation of clients in Orange and Los Angeles County as well as the Inland Empire.

[Home](#)[Attorneys](#)[Divorce FAQ](#)[Contact Us](#)**TOLL FREE:** [877 857-6500](tel:877-857-6500)

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[THE DIVORCE PROCESS IN CALIFORNIA](#)[COMMUNITY V. SEPARATE PROPERTY](#)[CHILD CUSTODY](#)[CHILD SUPPORT](#)



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OUR FIRM HELPS YOU DO BUSINESS.

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Dover Dixon Horne is dedicated to providing quality legal services in an efficient and cost effective manner. We represent many different sizes and types of businesses, including manufacturing, retail and service enterprises. Our services include advising clients on the organization of start-up businesses and advice on the type of entity most advantageous for the client, including corporations, partnerships or limited liability companies.

OFFICE LOCATION

Metropolitan Tower
425 West Capitol
37th Floor
Little Rock, AR 72201

Telephone
(501) 375-9151

Fax
(501) 375-6484

AREAS OF PRACTICE

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Corporate and Business Law
Construction Law
Environmental Law
Family Law
General Litigation
Banking and Commercial Finance
Insurance Regulation & Defense
Labor and Employment
Products Liability
Real Estate Transactions
Securities
Federal, State and Local Tax Law
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Trusts and Estates
Utility Regulation
Workers Compensation
Pension Plans and Employee Benefits



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Corporate and Business Law
Construction Law
Environmental Law
Family Law
General Litigation
Banking and Commercial Finance
Insurance Regulation & Defense
Labor and Employment
Products Liability
Real Estate Transactions
Securities
Federal, State and Local Tax Law
Unfair Trade Practices
Trusts and Estates
Utility Regulation
Workers Compensation
Pension Plans and Employee Benefits

Solutions

HTML 5

jQuery

Better design

The Pitfall of PDF

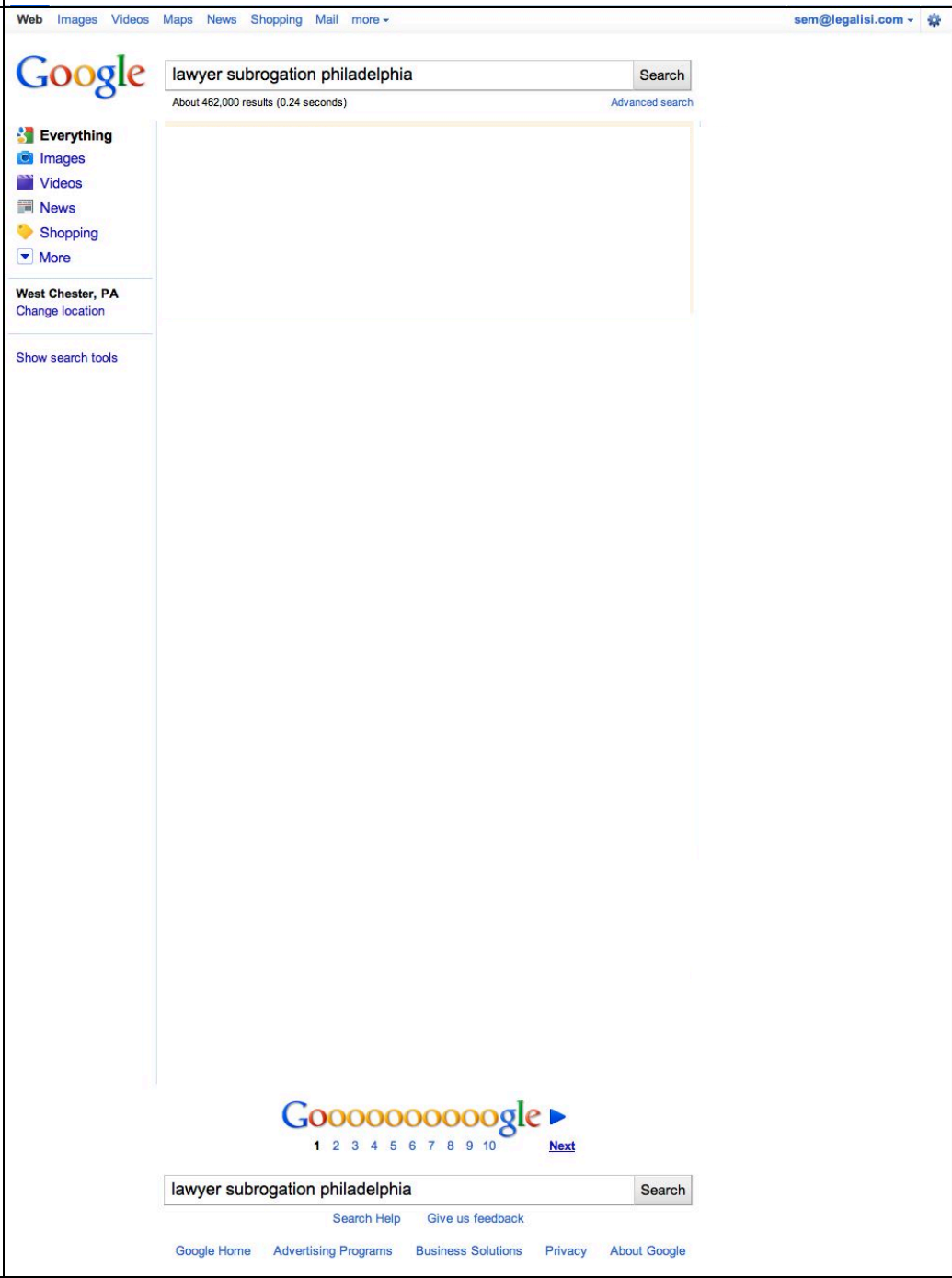
The Pitfall of PDF

What PDF is

Why it was created

What's good about it

What's bad about it



google.com



Firm News

[Lance LoRusso Made Honorary Major By Cobb Police Chief - February 2011](#)

[Public Interest Law Association Selects Lance LoRusso for SOAR Award - February 2010](#)

[Photos from Lance LoRusso's 9th Annual Pheasant Shoot - December 5, 2009](#)

[LoRusso Law Firm Expands to Hire a Director of Client Relations - November 2009](#)

[LoRusso Law Firm Hires First Associate - November 2009](#)

[Photos from Cobb Chamber of Commerce Public Safety Breakfast - October 5, 2009](#)

[LoRusso Law Firm Supports Local Education, Medical and Public Safety Charities - Fall 2009](#)

[LoRusso Law Firm Serves as Gold Sponsor for Cobb Chamber of Commerce Public Safety Breakfast - October 2009](#)

Grand Openings

First Landmark Bank celebrated the grand opening of its first location in Marietta Square on April 29. Helping to celebrate are (front row, l to r) First Landmark Bank Director Woody Snell; Cobb Chamber President and CEO Bill Cooper; Bank Director Linda McKinley; Cobb Chamber Chairman Sam Kelly; Marietta Mayor Bill Dunaway; Bank President and CEO Ron Francis; Bank Chairman John Moore and Bank Director Steve Cole; (back row, l to r) Bank Directors and Organizers Pat McPherson, Bill Smith, Bob Krause, Nick Massengill, David Swales, Al Pond and Jim Pressley. [Click here](#) to learn more about First Landmark Bank.



On May 8 **The Courtyard by Marriott** held a ribbon cutting to celebrate the opening of their Atlanta Vinings location. Joining in the celebration are (l to r) Catering Manager Irene Tyndale, Chef Michael Ciulla, Banquet Captain Frank Sotomayor, General Manager Mark Sampsell, Director of Sales Amanda Holley, Housekeeping Manager Sylvia Walton, Banquet Server/Restaurant Server Linda Livermore and a host of employees and friends. [Click here](#) to learn more about Courtyard by Marriott or their services.

LoRusso Law Firm celebrated the grand opening of their new law firm on May 20 in Cobb. Helping in the celebration are (l to r) Bill Cooper, Cobb Chamber president and CEO; Owner Lance LoRusso; his wife Barbara LoRusso; Mark Walker, Cobb Chamber ambassador and president of JM Walker Group and Andrew Huber, Cobb Chamber ambassador and Business Development Officer for Georgia's Own Credit Union.



For more information on LoRusso Law Firm, visit www.lorussolawfirm.com.

New Member Spotlights

LoRusso Law Firm

The LoRusso Law Firm offers clients expertise in the areas of business litigation, medical malpractice defense, wrongful death claims on behalf of surviving family members, healthcare law, and representing injured parties in catastrophic personal injury cases. The focus of the firm is to provide representation to the business community and healthcare systems through litigation with a strong emphasis on policy review and litigation prevention. Because the firm understands the urgency of critical incidents, response is offered on a 24-hour basis.

For more information about the LoRusso Law Firm, visit www.lorussolawfirm.com.

Solutions

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Klasko, Rulon, Stock & Seltzer, LLP
Practice limited to Immigration and Nationality Law

PHILADELPHIA • NEW YORK

NEWS RELEASE

FOR IMMEDIATE RELEASE

**Contact: Seth Shapiro
215-825-8600**

Ron Klasko Addresses Immigration Lawyers on EB-5 Investment Program

Philadelphia, PA. April 1, 2008 - H. Ronald Klasko, the founding partner of the immigration law firm **Klasko, Rulon, Stock & Seltzer LLP**, recently addressed immigration lawyers from Florida on the advantages of using the EB-5 Regional Center Investment Program to assist their foreign clients wishing to invest in the United States and get a visa. His speech was part of a program organized by the Philadelphia Regional Center.

Mr. Klasko addressed how these centers may be the only option for some kinds of clients and how lawyers should exercise due diligence in selecting the right approved regional center, including the approved one in Philadelphia.

For nearly 30 years, Mr. Klasko has practiced exclusively immigration law. He is a former national President and three-term General Counsel of the American Immigration Lawyers Association. He is listed in the 2008 edition of the *Best Lawyers in America* and is named one of the country's top immigration lawyers by *Chambers Global: The World's Leading Lawyers for Business 2008*. A frequent lecturer and prolific author on immigration law topics, Mr. Klasko is one of only two immigration lawyers ever honored by the AILA with the Founders Award—an award given to the individual or group who has had the most important impact on immigration law. A graduate of Lehigh University (B.A. 1971), Ron received his law degree from the University of Pennsylvania Law School (J.D. 1974).

Klasko, Rulon, Stock & Seltzer, LLP is one of the country's leading business immigration and nationality law firms. The firm has offices in Philadelphia and New York.

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Philadelphia, PA 19103
Telephone 215.825.8600 Facsimile 215.825.8699
www.klaskolaw.com

317 Madison Avenue, Suite 1518
New York, NY 10017
Telephone 212.796.8840 Facsimile 212.297.1799
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SEARCH NEWS

By Date

From To

By Attorney Name...

By Practice Area...

SEARCH EVENTS

By Date

From To

By Attorney Name...

By Practice Area...

News

Douglas M. Hall Joins Pietragallo Gordon Alfano Bosick & Raspanti, LLP
April 30, 2012

DOUGLAS M. HALL joins the firm as a senior attorney in the Litigation and Intellectual Property Litigation practice groups.

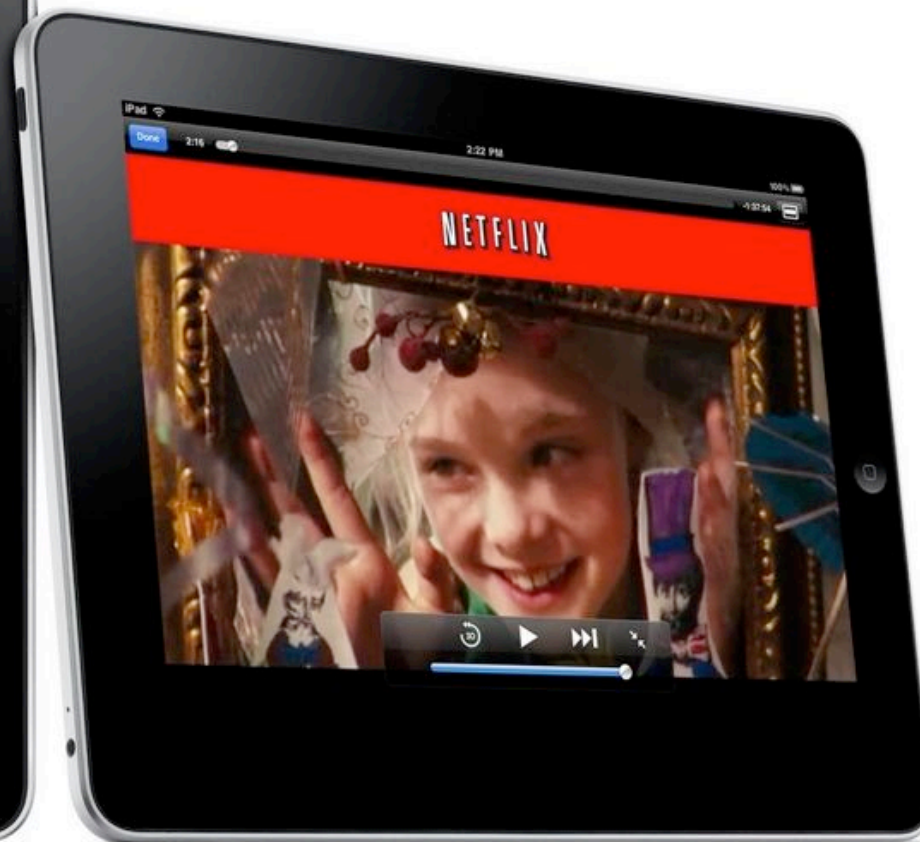
Mr. Hall is an accomplished attorney with experience in all aspects of Federal commercial litigation with a primary emphasis on Intellectual Property litigation. His experience covers diverse subject matter including industrial control equipment, video signal enhancement, 3G, cellular telephone, jet engine, machine and consumer tools, construction equipment, e-commerce applications, computer implemented control systems, and medical devices. Doug was a member of a trial team that successfully litigated and licensed a family of patents in video display enhancement technology, achieving settlements and licenses with companies such as Hewlett-Packard, Sony, Apple, Dell, Toshiba, Microsoft, and Google. Doug was also part of a four-person trial team that achieved a multi-million dollar willful patent infringement verdict against Thomson Corporation in the Western District of Pennsylvania.

As part of his practice, Mr. Hall formulates strategies for the enforcement and management of clients' intellectual property portfolios that are tailored for each technology and industry. In addition, he is also responsible for evaluating cases, negotiating licenses and settlements, and litigating all phases of intellectual property litigation, including pre-trial discovery, Markman proceedings, trials, and appeals to the Federal Circuit.

Mr. Hall received his J.D. from Duquesne University where he was a member of the *Duquesne Law Review*. He received his B.A. from Duke University. He is admitted to practice in Pennsylvania and Illinois and before the US Court of Appeals for the Federal Circuit.

The Pitfall of Ignoring Mobile







Uh-oh, PC: are mobile

By Kevin C. Tofel | Jan. 1


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Top Searches Online Backup • Windows 8 • Android • iPad

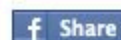
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Smartphone Shipments Surpass PCs for First Time. What's Next?



By Chloe Albanesius


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Smart phones overtake client PCs in 2011

- Vendors shipped 488 million smart phones in 2011, compared to 415 million client PCs

Palo Alto, Shanghai, Singapore and Reading – 3 February 2012

Why should you care?

The Pitfall of Ignoring Mobile

Many sites do not render well on mobile devices

Some features are unavailable

Poor user experience = User frustration

Frustrated users leave websites (and rarely return)



CLIENT RESULTS

- Government Grants Asylum to Orrick's Supreme Court Clients in Closely Watched Immigration Case
- Orrick Drives \$1.5 Billion Financing of Complex Midtown Tunnel Project
- Orrick Client Instagram Agrees to Merge with Facebook
- Orrick Advises Gamesa in \$888 Million Wind Project Sale
- ITC Clears Orrick Client Apple in Patent Case
- Orrick Advises Vivendi on Satellite TV Strategic Partnership in Poland

More 

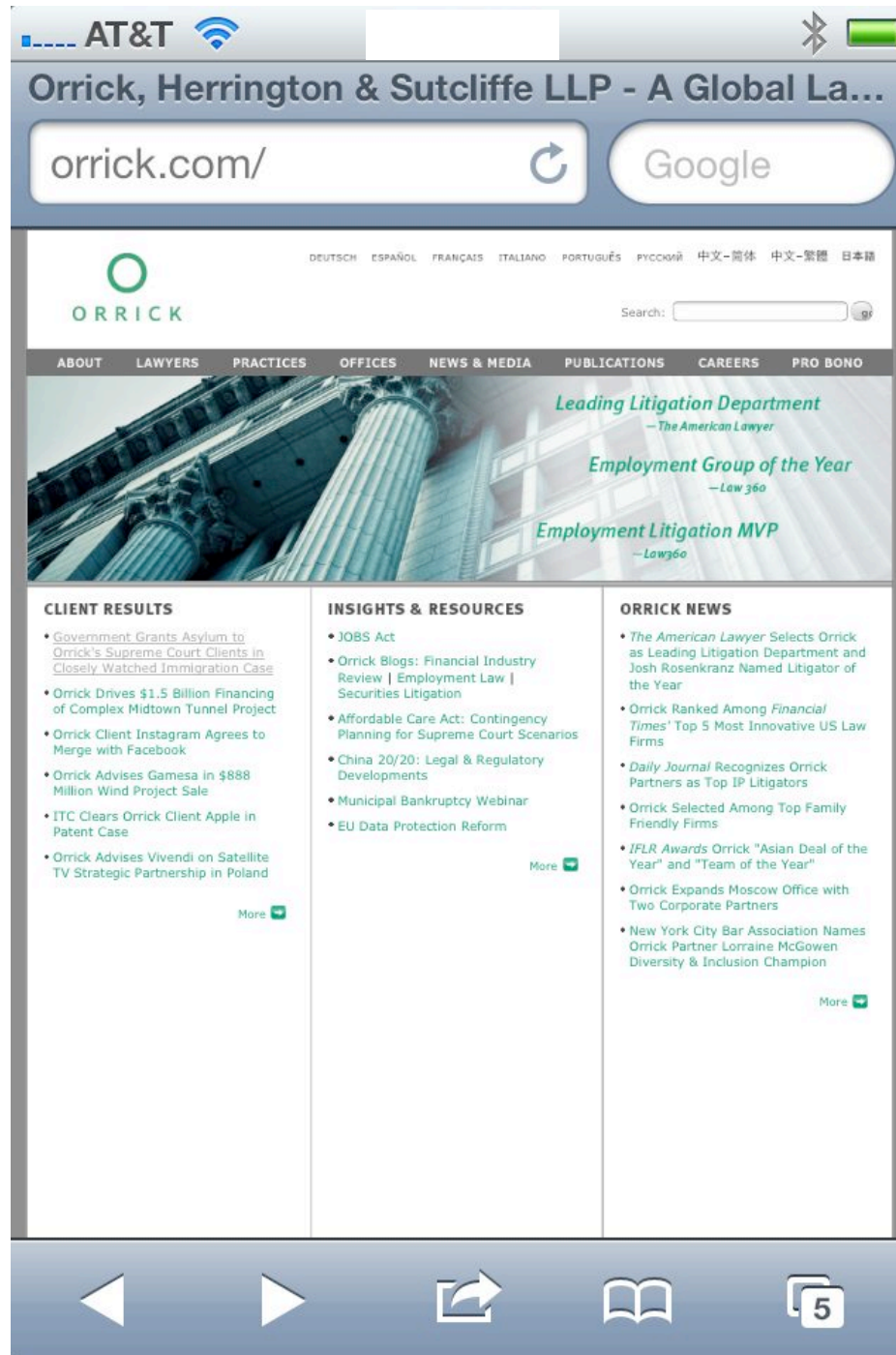
INSIGHTS & RESOURCES

- JOBS Act
- Orrick Blogs: Financial Industry Review | Employment Law | Securities Litigation
- Affordable Care Act: Contingency  Supreme Court Scenarios
- China 20/20: Legal & Regulatory Developments
-  Bankruptcy Webinar
- EU Data Protection Reform

More 

ORRICK NEWS

- *The American Lawyer* Selects Orrick as Leading Litigation Department and Josh Rosenkranz Named Litigator of the Year
- Orrick Ranked Among *Financial Times*' Top 5 Most Innovative US Law Firms
- *Daily Journal* Recognizes Orrick Partners as Top IP Litigators
- Orrick Selected Among Top Family Friendly Firms
- *IFLR Awards* Orrick "Asian Deal of the Year" and "Team of the Year"
- Orrick Expands Moscow Office with Two Corporate Partners
- New York City Bar Association Names Orrick Partner Lorraine McGowen Diversity & Inclusion Champion





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- China 20/20: Legal & Regulatory Developments
- Municipal Bankruptcy Webinar
- EU Data Protection Reform

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Solutions

Create a mobile app (Good)

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**Imagination.
Innovation.
Expertise.
Commitment.
This is MoFo.**



People.



News.



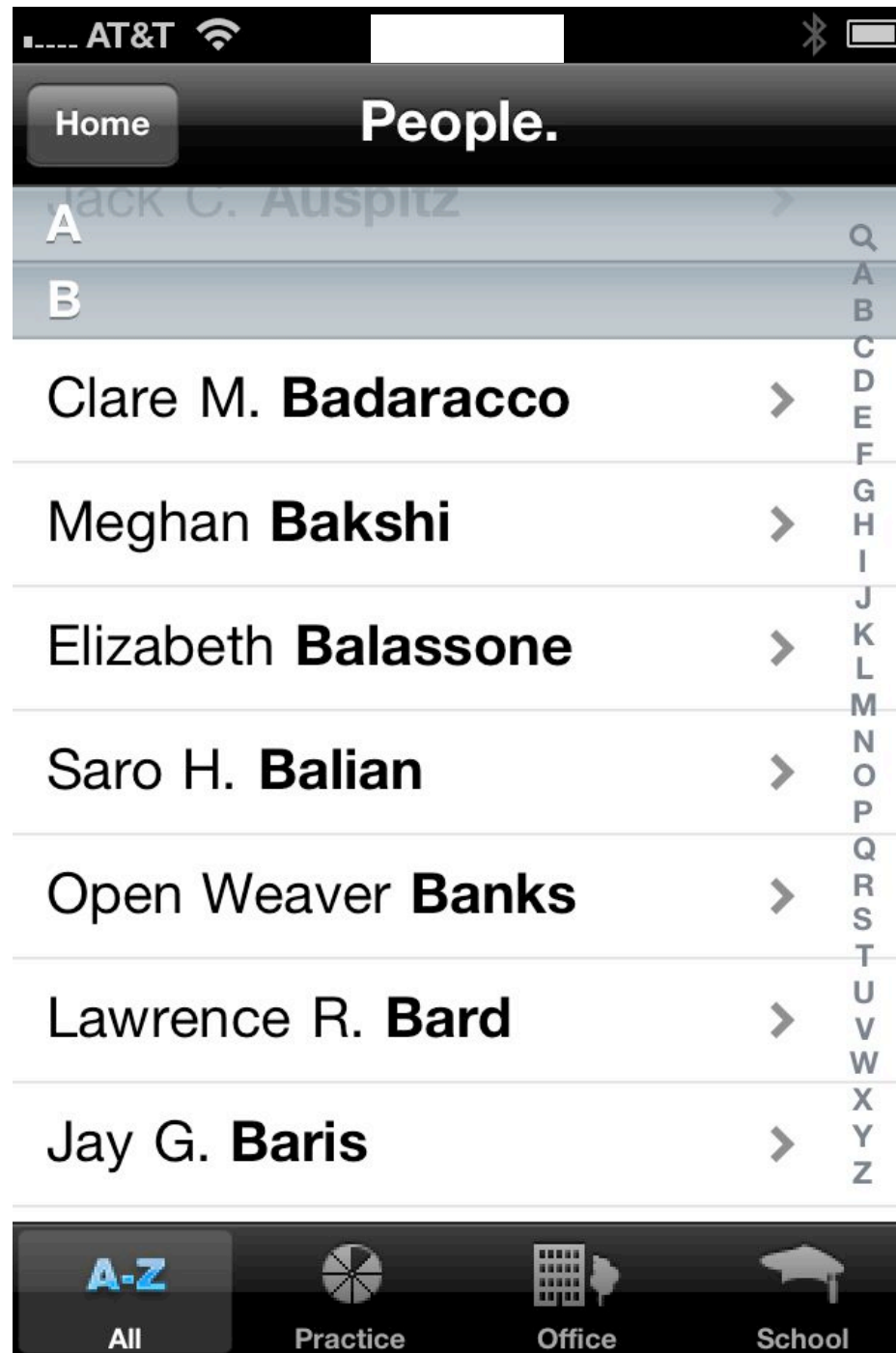
Locations.

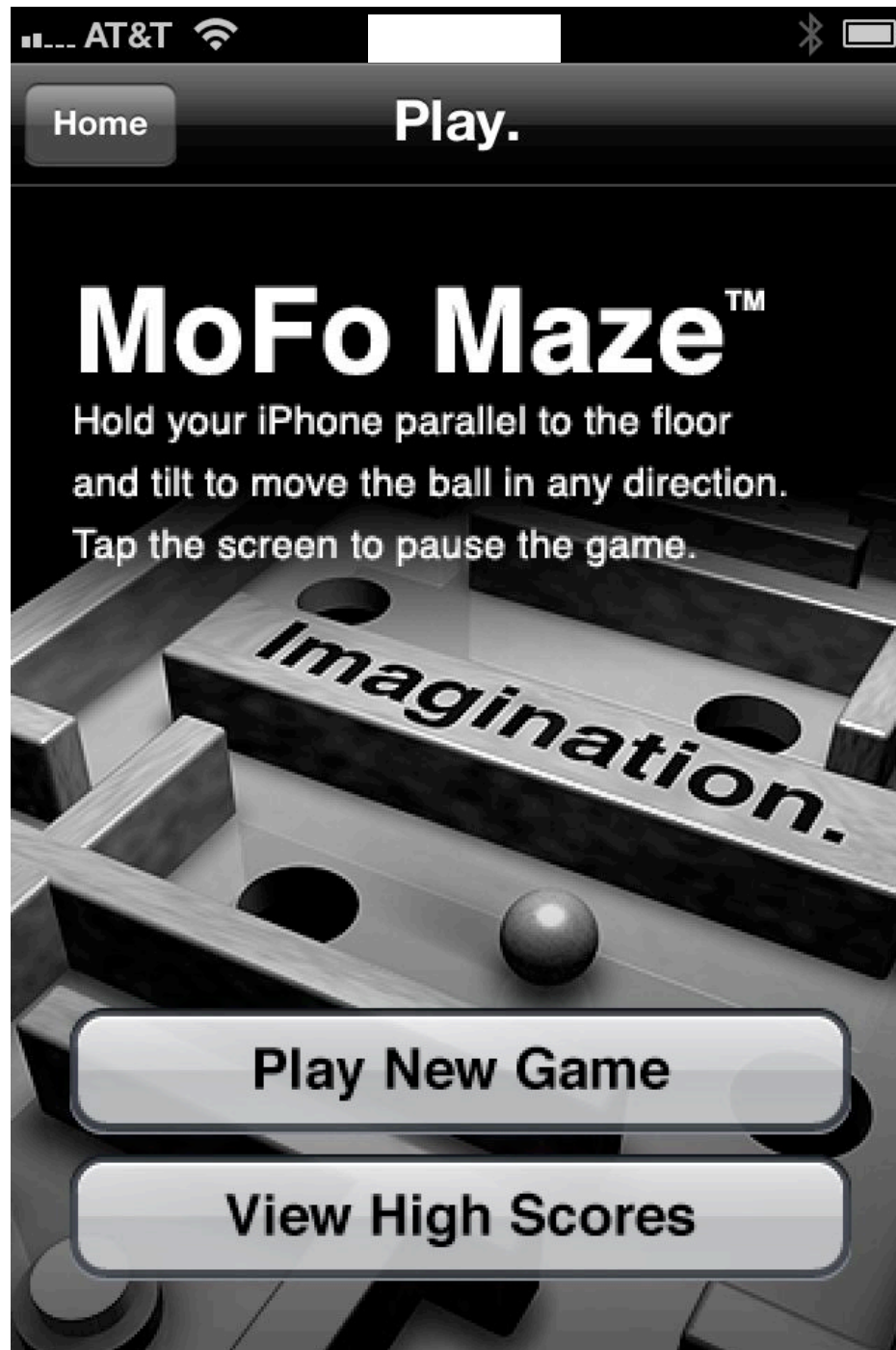


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Solutions

Create a mobile app (Good)

Create a mobile version of your website (Better)

At Burns White, we are committed to representing our clients with excellence. It was this pursuit that prompted us to establish our firm in 1987. Our idea was to abolish old-school thinking and offer clients refreshing solutions that range from how we provide services to how creative thinking can enhance their bottom-line results.



Burns White

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Property reassessment questions?



“Burns White takes a business approach to litigation. We believe legal services represent an investment by our clients.

NEWS/ACCOLADES

Burns White adds five associates to offices in Pennsylvania and West Virginia

Nicholas Varischetti Appointed to Intergovernmental Cooperation Authority Board

T.H. Lyda to lead session on federal inspections at the NACD Central Region Meeting 2012

David White to discuss alternative fee arrangements at The Legal Intelligencer's in-house counsel CLE seminar

NACD Responsible Distribution Workshop presentation on what to do post-inspection is now available for download

Amanda Sargent publishes article about the benefits of pro bono service for young lawyers in The Legal Intelligencer

T.H. Lyda and Chad Wissinger to speak on risk management at Commercial Insurance Association Rail Seminar

Jeffrey Jackson to lead a session on whistleblower litigation at Keystone State Railroad Association's Rail Freight Seminar

LEGAL UPDATES/ BLOGS

ATTORNEY BLOG: EPA study concludes that well water is safe to drink in Dimock, Pa.

LEGAL UPDATE: FRSA jury awards \$1 million in punitive damages to plaintiff

LEGAL UPDATE: Statutes of limitations and statutes of repose

LEGAL UPDATE: U.S. EPA's first draft report on effects of hydraulic fracturing on drinking water available for public comment

ATTORNEY BLOG: Consumer financial protection bureau: Essential nuts and bolts for the residential mortgage markets

LEGAL UPDATE: The Pennsylvania Superior Court issued a decision that reverberated through the natural gas industry

LEGAL UPDATE: Third Circuit Court of Appeals affirms District Court decision in products liability lawsuit

LEGAL UPDATE: Governor Corbett signs tort reform bill limiting civil liability

LEGAL UPDATE: Supreme Court defines proper standard of causation under FELA

Related Practice Groups

Litigation



Attorneys in this practice group:

[David A. Damico](#)

[Nina W. Gusmar](#)

[Jeffrey D. Roberts](#)

[David B. White](#)

PRACTICE AREAS/INDUSTRY GROUPS | ELECTRONIC DISCOVERY

Electronic Discovery

Managing, organizing and guarding your information

Click. Open. Save.

Just imagine the number of times that process is replicated on computers across the globe on a daily basis.

The paper trail doesn't lead exclusively to file cabinets any more. Documents a company might need to produce are found in an ever-increasing range of electronic locations, including backup tapes, removable storage devices, servers and hard drives.

Locating and cataloging this mass of data is arduous and the skills required to manage that information are critical to an organization's success and security. Inaccuracies, discrepancies or oversights can result in potential liability risks and higher business costs.

Burns White is dedicated to counseling clients in electronic records management in both pre-litigation and active litigation settings.

A Multi-Disciplinary Tech and Legal Team

Burns White provides Electronic Discovery and Information Management services to create document retention programs for our clients.

We leverage internal Information Technology professionals, best practices procedures and best-of-breed technologies (software and hardware). Our Information Technology staff works with Burns White attorneys, outside counsel and clients to understand client systems, provide full electronic discovery processing, warehouse and host data in an online review platform, and manage review and production of documents.

Capability in Data Management Processes

Burns White has the knowledge and experience to provide services in the following areas:

- Litigation Readiness
- Data Preservation
- Data Collection
- Processing

ATTORNEYS | MEET OUR ATTORNEYS

Nicole E. Bazy

Nicole E. Bazy is an Associate with the law firm of Burns White specializing in the area of railroad defense litigation. Prior to joining the firm in 2004, she concentrated her practice on insurance law and defense litigation.

Ms. Bazy obtained her Juris Doctorate in 2001 from Duquesne University School of Law in Pittsburgh, Pennsylvania where she received recognition for her academic achievements, as well as her participation in trial moot court competitions. Throughout her legal education, she was employed on a full-time basis as a law clerk gaining valuable experience in various types of litigation. Ms. Bazy earned her Bachelor of Arts degree in Communication in 1996 and a Master of Arts degree in Corporate Communication in 1997, both from Duquesne University.

A native of Pittsburgh, Ms. Bazy is an active member of the American Bar Association, Pennsylvania Bar Association, and Allegheny County Bar Association. She is active in numerous community service organizations, representing clients through Neighborhood Legal Services Association and participating in Wills for Heroes, which provides free estate planning documents for first responders such as EMT's, policemen and firefighters. Ms. Bazy is also vice president of the League of Railway Industry Women.

Areas of Law

- Litigation
- Transportation
- Toxic Tort

Education

- Duquesne University School of Law (J.D. 2001)
- Duquesne University (M.A. 1997)
- Duquesne University (B.A. 1996)

Bar Admissions

- Pennsylvania

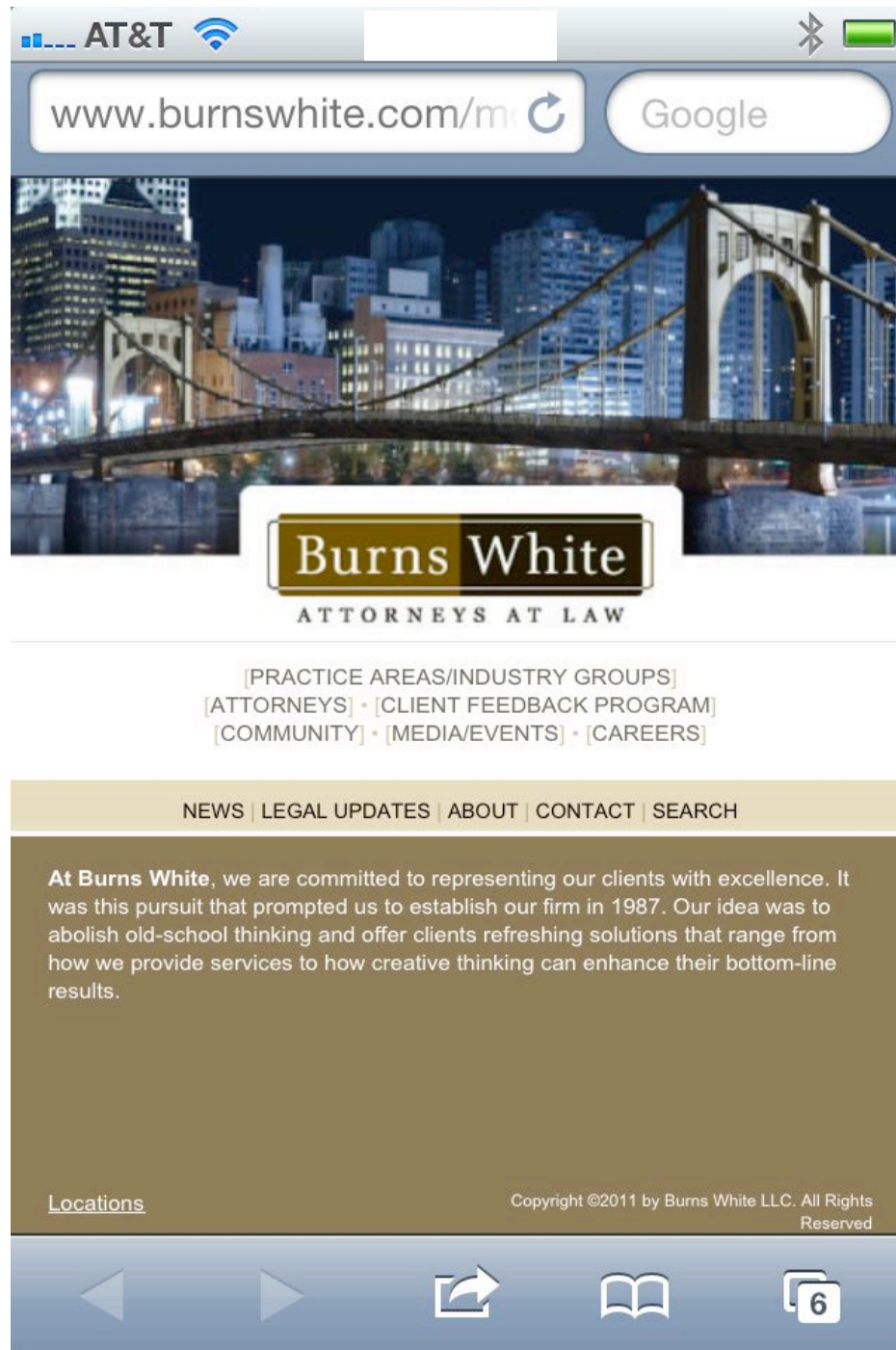
Memberships

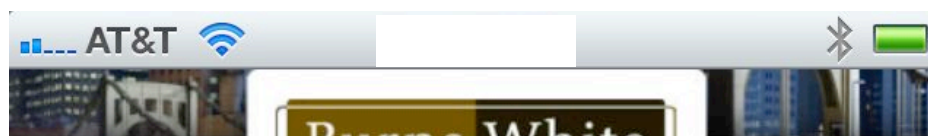


Nicole E. Bazy

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Managing, organizing and guarding your information

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Nicole E. Bazy

Phone: [412-995-3087](tel:412-995-3087)
nebazy@burnswhite.com

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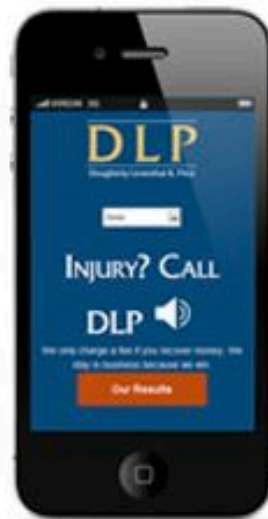
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Solutions

Create a mobile app (Good)

Create a mobile version of your website (Better)

Create one website with responsive design (Best)



Law Firm Web Design



Injury? Call DLP

We only charge a fee if you recover money. We stay in business because we win.

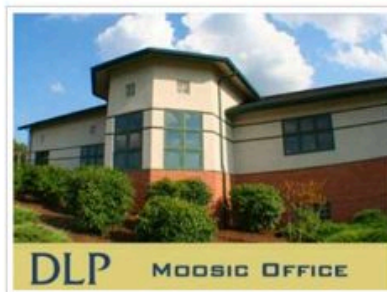
[Our Results](#)

Our Locations:



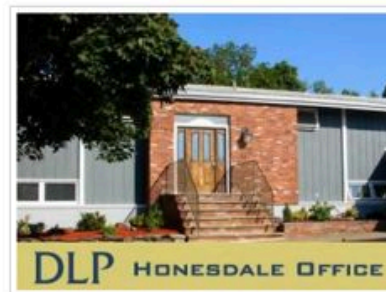
Kingston

459 Wyoming Avenue
Kingston, PA 18704



Moosic

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Moosic, PA 18507



Honesdale

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Honesdale, PA 18431



Hazleton

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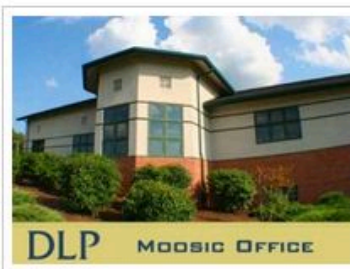
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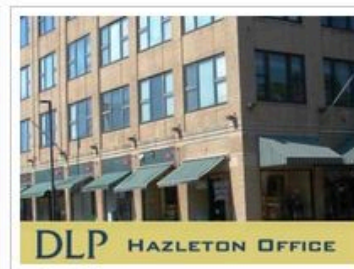
Moosic

75 Glenmaura National Blvd.
Moosic, PA 18507



Honesdale

25 Intervale Road
Honesdale, PA 18431



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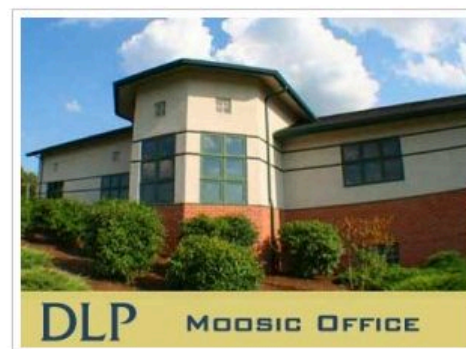
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