

# Search Engine Optimization: Your (and Your Partners') Questions Answered





# Topics

- ✦ About Legal Internet Solutions Incorporated
- ✦ About this presentation
- ✦ What is search engine optimization (SEO) and why should I care?
- ✦ Some questions
- ✦ An offer for you



# About LISI



# About LISI

- ✦ Founded in 1999 by Jason P. Lisi, Esq.
- ✦ Philadelphia-based legal Internet marketing company
- ✦ Website development
- ✦ Search engine optimization and marketing
- ✦ Original SEMPO member
- ✦ Website hosting, email campaign distribution, etc.
- ✦ Custom content management systems
- ✦ **L**egal **I**nternet **S**olutions **I**ncorporated



Questions for you ...



About this presentation



What is SEO?





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Why should I care?



# Why SEO is important

- ✦ Your site conveys (or should) important information
- ✦ People rarely remember website addresses
- ✦ Search is the top way people find websites
- ✦ More qualified traffic = more inquiries = more clients
- ✦ More inquiries allows for better clients
- ✦ Enables you to amplify certain practices, partners
- ✦ Your competition is catching on



Some questions



How do the search engines  
rank websites?



# How do the search engines rank websites?

- ✦ The Crawler (or Spider)
- ✦ The Index (or Database)
- ✦ The Search Software (or Algorithm)



We're the best lawyers in town, why aren't we at the top of the rankings?



# Why aren't we at the top?

- ✦ Little or nothing to do with the quality of the firm
- ✦ On-site issues
- ✦ Off-site issues



# On-site issues

- ✦ How the site is organized





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The attorneys of Eizen Fineburg & McCarthy are committed to providing prompt, high-quality, cost-efficient legal services. Each of our three founding partners, who began working together in the 1980's, have received the highest peer review ratings (AV) for quality of work and professional integrity<sup>1</sup>. Our hallmark is our personal relationships with and dedication to our clients. We combine cutting-edge creativity with an old-fashioned work ethic.

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- The Small Business Jobs Tax Relief Act of 2010
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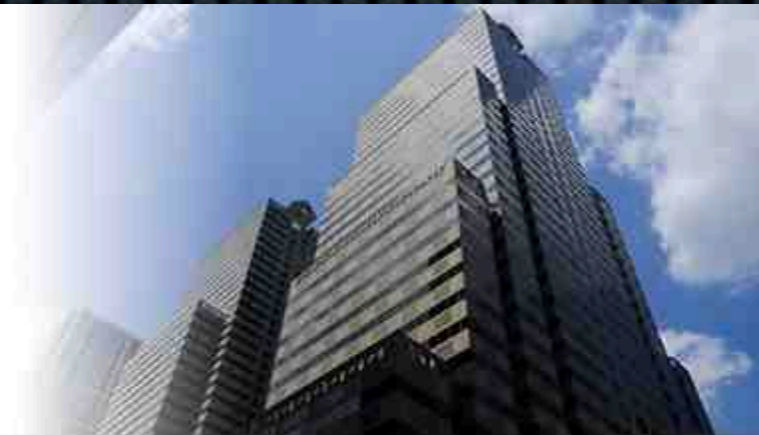
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# On-site issues

- ✦ How the site is organized
- ✦ How the site is built





## Experience. Empathy. Empowerment.

**Experience.** Since our founding in 1985, we have represented Pennsylvania families in special education, general education, school discipline, disability rights, gifted education, estate planning, and guardianship. That is our only focus.

**Empathy.** We listen. We understand what families go through. We are here to help.

**Empowerment.** Knowledge is power. We share our knowledge with you so that you can be a powerful advocate for your family -- on your own or with our help. If you need a lawyer, we will be there.



We are available to speak to your organization or group on a variety of education and estate planning topics free of charge. We also sponsor free seminars throughout the year. For more information, click [here](#), or call us at 215-830-5025.

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*Protecting Students with Disabilities: A  
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*Special Needs Trusts*

*Southeastern Pennsylvania Special Needs  
Trade Show*

*39th Special Education Conference*





## Experience. Empathy. Empowerment.

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**Start:** June 17, 2011

Caryl Andrea Oberman will be co-presenting a Pennsylvania Bar Institute live webcast titled "Protecting Students with Disabilities: A guide to Section 504 in Public Schools".

### Categories

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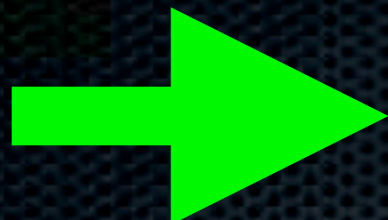
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# On-site issues

- ✦ How the site is organized
- ✦ How the site is built
- ✦ How the site is written



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Schuster and his team have recovered multimillion-dollar settlements and verdicts for people who have suffered injuries and fatalities, such as spinal injuries, repetitive trauma and occupational diseases.

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When people sustain injuries from an accident or other unfortunate circumstances, it can be devastating and life-altering. Day-to-day activities become a challenge. When it is not their fault, it is even more maddening and can be tough to accept. We know because those people are our clients. We are a law firm of experienced, tenacious and aggressive litigators who have been representing injured individuals for over 25 years.

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We are a dynamic and highly-focused litigation firm dedicated to representing seriously injured individuals in the tri-county area. With offices in **Media** and **Philadelphia**, Pennsylvania and **Wilmington** and **Smyrna**, Delaware, our firm of seasoned trial lawyers are there for our clients providing personalized attention to each case. We provide practical and reliable representation. While we make every effort to settle cases out of court, our attorneys stand ready to go to trial when necessary to get our clients what they truly deserve. Whether you have sustained an injury from a motor vehicle accident, car or truck, medical negligence, personal injury, a slip-and-fall, a product defect, or a workplace accident, chances are we have done it before. If you are a victim, you deserve compensation and the opportunity to be made whole.

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Briefly describe your question/matter \*

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- ✦ How the site is organized
- ✦ How the site is built
- ✦ How the site is written
- ✦ How the site is updated





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Federal and State False Claims Acts have been so effective in fighting fraud because they encourage ordinary citizen whistleblowers to come forward and file a lawsuit in the name of all taxpayers. These lawsuits, known as qui tam lawsuits, bring to light fraud on the government that would likely have gone undetected without the hard work and courage of whistleblowers.

Pietragallo Gordon Alfano Bosick & Raspanti, LLP has one of the most successful, skilled and respected practices in the United States representing qui tam whistleblowers under federal and state false claims acts. For nearly 20 years our attorneys have fought on behalf of qui tam whistleblowers across the United States, in many of the most complex and sophisticated cases in the history of the federal False Claims Act. Our attorneys have served as lead counsel for whistleblowers that have resulted in more than \$1 Billion in recoveries for Federal and State taxpayers.

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The lawyers in the national qui tam whistleblower practice of Pietragallo Gordon Alfano Bosick & Raspanti have proven, battle tested experience fighting for whistleblowers in federal and state false claims cases. The whistleblower practice group includes five former federal and state prosecutors who have:

- Recovered over \$1 billion for federal and state taxpayers
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- Fought some of the most complex cases brought under federal and state false claims acts
- Litigated against some of the largest companies in the United States
- Represented whistleblowers in federal and state courts across the United States

Some of our successful whistleblower cases include:

- SmithKline Beecham - \$334 Million
- St. Barnabas Health - \$265 Million
- Medco Health Solutions - \$185 Million
- Fresenius Medical Care - \$16.5 Million
- University of Pennsylvania - \$12 Million
- RWJ Hospital/Hamilton - \$6.3 Million
- Vortec Corporation - \$4.5 Million





### Fighting Fraud

April 25th, 2011 by [Qui Tam](#)

Peter Budetti, director of Program Integrity at the Centers for Medicare and Medicaid Services, has focused his attention on fraud prevention, detection, and prosecution. On average, between \$70 billion and \$234 billion is lost annually due to healthcare fraud. Obama's administration has also committed resources to minimizing fraud.

The number one state for healthcare fraud is Florida, where many elders choose to retire. The state is swarming with criminals looking to take advantage of Medicare fraud since it is so easy to become a provider under the government healthcare programs. Learning how to electronically submit claims is fairly easy, and the government computers automatically generate payments. The fraudsters don't only include healthcare professionals; it includes drug dealers and organized crime units as well.

To aid in the prevention of fraud, healthcare applicants are being screened; the "high risk" applicants will be subjected to background checks and fingerprinting. The computer programs are being revamped with new software programs which make them less vulnerable. Hoping to deter people from these scams are tougher federal sentencing guidelines for crimes that involve more than \$1 million in losses.

Although there may be a few skeptics, Max Baucus, Senate Finance Committee Chairman, said their efforts are already paying off. Last year the government recovered about \$4 billion in losses.

For more information see: <http://www.reuters.com/article/2011/04/13/us-usa-healthcare-fraud-idUSTRE73C2HX20110413>

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### False Billing for Anesthesia Services

April 25th, 2011 by [Qui Tam](#)

Sutter Hospital, a large hospital chain in Northern California, has had a qui tam lawsuit filed against them for false billing of anesthesia services. It is believed that the fraudulent amount is in the hundreds of million of dollars. Some of the billing codes for the services or supplies that Sutter Hospitals used were previously paid. In some cases, an anesthesiologist was not present or anesthesia was not even used during the procedure. Additionally, the bills were often inflated to higher anesthesia costs. Rockville Recovery Associates Limited was hired by a private insurance company to do independent billing consultation and review bills for fraudulent activity. They discovered Sutter Hospital's fraudulent scheme and filed the suit against them. Recent reports have shown that Sutter's fraudulent scheme has resulted in Northern California's revenue per patient per day being 56% higher than Southern California. Sutter Hospital accounts for over a third of the hospital revenue.

For more information see: <http://www.insurance.ca.gov/0400-news/0100-press-releases/2011/release053-11.cfm>

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### Ambulance Provider Accused of Fraudulent Medicare/Medicaid Billing

April 8th, 2011 by [Qui Tam](#)

The Justice Department has intervened in a qui tam lawsuit originally filed in September of 2009 against ambulance company Rural/Metro Corp., alleging the company fraudulently billed Medicare and Medicaid for services provided to dialysis patients which were either not necessary or not rendered. The suit,

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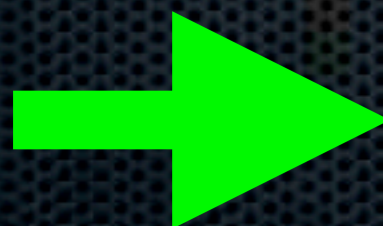
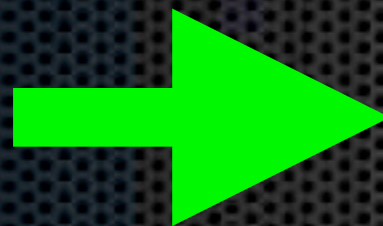
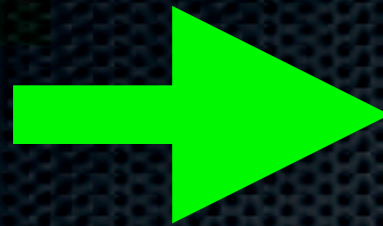
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- ✦ Registration with search engines
- ✦ Website-to-website linking
- ✦ Article writing
- ✦ Directory listings
- ✦ Ongoing effort



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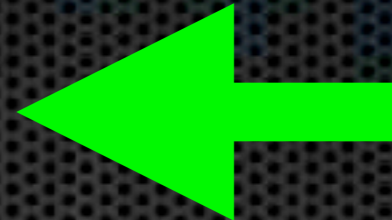


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# What's with those maps on Google?

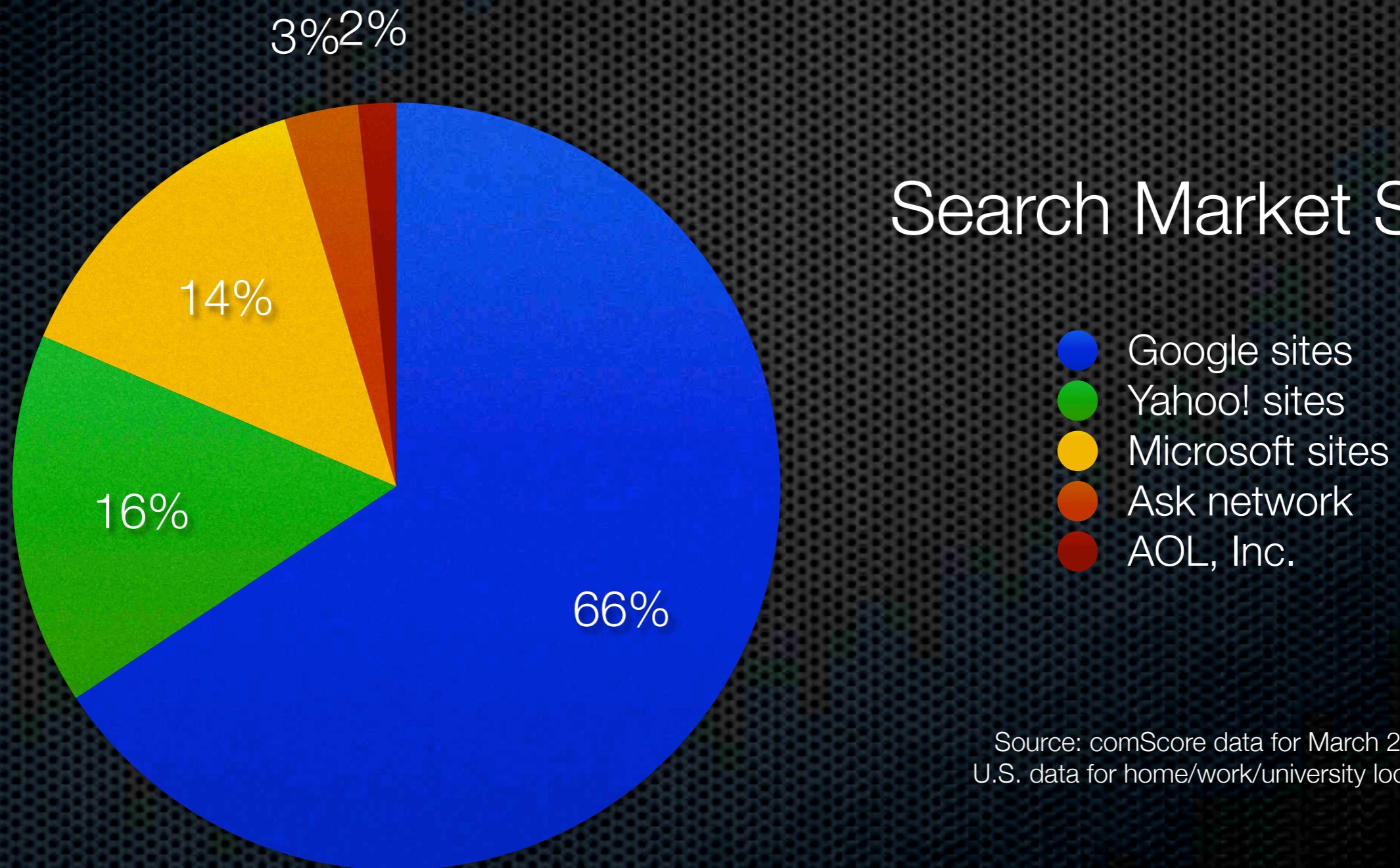
- ✦ Google Places (formerly Google Local)
- ✦ Reads location of searcher through IP address
- ✦ Ranking based on reviews about business
- ✦ The future of Google results



But doesn't everyone use  
Google?



# But doesn't everyone use Google?



Search Market Share

Source: comScore data for March 2011, U.S. data for home/work/university locations



How can we do better with  
the site we have?



# How can we do better?

- ✦ Start with a business goal
- ✦ Do the keyword research
- ✦ Fix the site accordingly
- ✦ Keep updating the site with news and articles
- ✦ Have external websites link to the site



Need Quality Leads? - Reach Millions on Social Networks, Apps, Emails, Display, Mobile & More. - From Grace Wun

People

Go back to Home Page



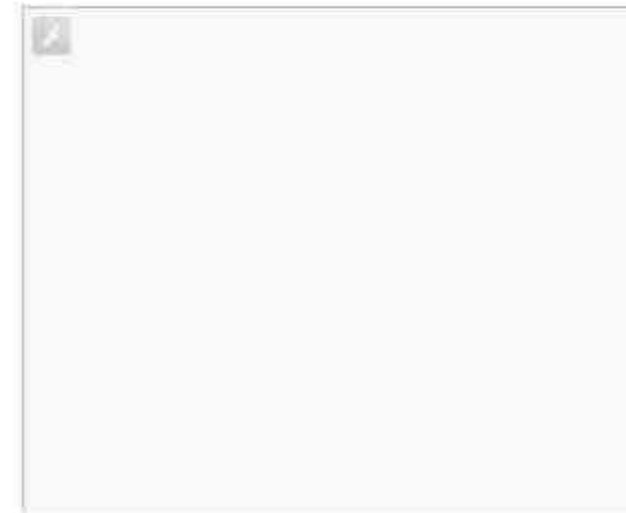
Tobias Millrood 1st
Owner, Pogust Braslow & Millrood, LLC
Greater Philadelphia Area Law Practice

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Table with 2 columns: Category (Current, Past, Education, Recommendations, Connections, Websites, Public Profile) and Details (Partner at Pogust Braslow & Millrood, LLC, Partner at Baroway Topaz Kessler Meltzer & Check, University of Tulsa College of Law, Tulane University, 4 people have recommended Tobias, 154 connections, Company Website, Blog, http://www.linkedin.com/in/tobiasmillrood)

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Experience

Partner
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Law Practice Industry
January 2008 - Present (3 years 4 months)
Tobias has 4 recommendations (2 co-workers, 2 partners) including:
Jon Haber, CEO, American Association for Justice
Brian Ketterer, Managing Attorney, Brent Coon and Associates
Recommend Tobias's work at Pogust Braslow & Millrood, LLC.

Partner
Baroway Topaz Kessler Meltzer & Check
Law Practice Industry
October 2001 - December 2007 (6 years 3 months)
Recommend Tobias's work at Baroway Topaz Kessler Meltzer & Check

Education

Tobias's Activity

- Tobias Millrood is now connected to Howard Nations 1 hour ago
Tobias Millrood is now connected to Alexa Barrera and Stephen Connolly 2 days ago
Tobias Millrood is now connected to Stacy Hauer, Elise Sanguinetti, and 15 other people. 3 days ago

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Contact Information

Email & Phone:
tmillrood@pbmattorneys.com primary

Tags:





# Peterson Waggoner & Perkins, LLP Law Firm

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## Peterson Waggoner & Perkins, LLP Law Firm

Pleased to receive a Law Review article on commercial transactions on the Internet and IP problems resulting from the transactions, written by Rochester native and 3L student Jaclyn Coronado Sitjar, of St. Louis University Law School. A bright young lady with a great future. <http://tinyurl.com/4mffxxk>



### The "Initial Interest Confusion" Test – Analysis and Proposal for a Sensible Formulation for Use on. [tinyurl.com](http://tinyurl.com)

At issue in many online trademark infringement cases is the second element of the Infringement analysis, use in commerce.[xix] The Lanham Act defines "use in commerce" as the bona fide use of a mark either on goods or services. [xx] In the offline context, selling a product with another's trademark a

March 16 at 10:27am - Share

Suzan Schell Hazen likes this.



## Peterson Waggoner & Perkins, LLP Law Firm

It was a good week for resolving some cases that were especially difficult for the clients, and a few cases that just go on and on for the clients.

March 5 at 10:52am



## Ted Waggoner

A big week at PWP this week as Andy Perkins argued a case before the Indiana Supreme Court. An interesting case that the Court chose to hear in order to clarify some evidentiary issues. If a judge erroneously admits bad evidence, does the law expect the judge to ignore that evidence when making a decision? Called the Judicial Temperance Rule, the Court now has to grapple with the issue.

February 10 at 6:38pm via iPhone

### RECENT ACTIVITY

Peterson Waggoner & Perkins, LLP Law Firm edited their *Founded, Website and Company Overview*.

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1bog.org



Join the group discount and save thousands. You can go solar for as little as \$0 down. Don't wait to see how much you can save!

## 1 Flat Abs Tip

31dayfatlosscure.com



This "strange" workout program reveals 1 ab exercise that gives guys flat abs. Click here to see it...

## Bucket List

groupon.com



365 Things to do in Philadelphia before you die.

### Best Game on Facebook





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29 Mar



**ZarwinBaum** Zarwin, Baum

Zarwin, Baum's March Madness Event Featured on Philly Chit Chat  
<http://www.zarwin.com/news.php?action=view&id=202>

29 Mar



**ZarwinBaum** Zarwin, Baum

Zarwin, Baum's March Madness Event Featured in Philly Daily News  
<http://www.zarwin.com/news.php?action=view&id=201>

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**ZarwinBaum** Zarwin, Baum

Zarwin, Baum's March Madness Event Featured on KYW Newsradio  
<http://www.zarwin.com/news.php?action=view&id=200>

29 Mar



**ZarwinBaum** Zarwin, Baum

NJ SUPERIOR COURT ALLOWS ATTORNEY SUED FOR MALPRACTICE TO ASSERT GUILT OF FORMER CLIENT  
<http://www.zarwin.com/news.php?action=view&id=198>

29 Mar



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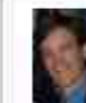


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**Q: If an inheritance was received during the marriage and combined**



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# How can we do better?

- ✦ Start with a business goal
- ✦ Do the keyword research
- ✦ Fix the site accordingly
- ✦ Keep updating the site with news and articles
- ✦ Have external websites link to the site
- ✦ Have patience



An offer for you ...



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President and Founder

Legal Internet Solutions Incorporated

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Philadelphia, PA 19102

[jason@LegalLisi.com](mailto:jason@LegalLisi.com)

215-523-8580, ext. 111

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