Serious Web Strategies

Not for the timid
No drooling please

7 Assumptions

- Already have an **EASY TO UPDATE** website and/or blog.
- Already disciplined to do **EASY UPDATES** on site.
- Already **DOING EASY** weekly updates.
- Already have someone else **EASILY UPDATING** your site - not just YOU.
- Already are in the process of doing the above...
- Already **"GET IT"**
- Alright Already, you want to be doing BETTER!

What is Web 2.0?

- Tim O'Reilly is credited with coining the phrase in 2003; the phrase was popularized in 2004 with a "Web 2.0" conference

- Web 2.0 is defined as the "second generation" of the World Wide Web, going from a huge collection of disjointed websites to meaningful connections among related websites and webpages based on defining characteristics, bringing collaboration & sharing among participants.

What is Web 2.0?

- Web 2.0 is less about the new technologies of the Internet, and more about how they are used to create value and meaning.

- Benefits & Costs – a classic "Network Effect" – There is an enormous benefit to be gained through leveraging Web 2.0 concepts and tools, but significant participation and large economies of scale are required to bring benefits and success to participants and owners of communities

Philosophy & Thought Leaders

- [Tim O'Reilly – O'Reilly Media](#)
- [(Sir) Tim Berners-Lee – Invented the World Wide Web](#)
- James Surowiecki – The Wisdom of Crowds (many heads are better than one or a few)
- Jimmy Wales – founder of Wikipedia
- Chris Anderson – Editor of Wired Magazine & author of The Long Tail: Why The Future of Business is Selling Less of More

The New Marketplace

Web 2.0 is Characterized by:

- User-generated content: Blogs, Forums & Profiles
- Communities of common interests result in Collective Intelligence - Large numbers build economies of information and create new information
- [Clouds](#), Bookmarking, & Tagging
- Syndication through RSS – Real Simple Syndication (feed readers) and customized feeds
- Feedback, popularity, and matching
- Debate and controversy – democratization is "messy." Expect flames.

Some Successful Pioneers of Web 2.0

- EBay – users create the market, create feedback, monitor the "Trust" of both the buyers and sellers

- Google – by indexing and cataloguing the searchable web, aggregates nearly all of the "meanings" of websites in the web in a single interface – all UGC (user generated content) created by someone else. Is Google the fastest-growing and most profitable company in the history of the world?

- Wikipedia – "the free encyclopedia that anyone can edit"

- Craigslist – free online classifieds, major competition to newspapers who failed to fear them. Has been valued at around $1B

Popular & Social

- Social networks: Friendster, MySpace.com & Facebook (and Ning <http://www.ning.com/>)

- Filesharing: Flickr.com, Napster – music & photo sharing

- StumbleUpon <http://www.stumbleupon.com/> .com – helps you find similar websites

- YouTube.com – bigger than TV? Google thinks so; $1.6 Billion purchase.

- Reddit <http://reddit.com/> & Digg.com <http://digg.com/> – popularity of news stories, information

- Loopt <https://loopt.com/loopt/sess/index.aspx> & Twitter <http://twitter.com/> – where are your friends & what are they doing?

- Even obscure topics have communities– ClassicAquasport.com <http://www.classicaquasport.com/forum/>

How Business is Capitalizing on Web 2.0

- New companies being built, bought and sold for huge sums of money

- Networking - Linkedin <http://www.linkedin.com/>

- Incredibly efficient method for reaching targeted base for advertising

- Markets and market opinions are being mined for information – imagine your portfolio managed entirely by qualified strangers

- Communicating with customers, suppliers, employees

Web 2.0 in the Legal Field

- Discussion in Law Practice Today <http://www.abanet.org/lpm/lpt/articles/tch01061.html>

- Legal Web 2.0 Sites
  - Blawg <http://www.blawg.com/> – All legal topics:
  - Avvo <http://www.avvo.com/> – legal directory with feedback:
  - Corante.com – "between lawyers <http://betweenlawyers.corante.com/> " community
  - InjuryBoard.com <http://www.injuryboard.com> – PI Lawyer Blawgs
  - Justia.com – BlawgSearch.com <http://blawgsearch.justia.com/>

Legal Web 2.0 People to Watch

- Dennis Kennedy
- Bill Gratsch <http://blog.blawg.com/archive/2007/06/03/Blawg-Review-111.aspx> – Founder of Blawg
- Kevin O'Keefe – Lexblog.com
- Tim Stanley at Justia

Trends

- Collaboration
- Problem solving
- Networking
- Organization of information
- Speed

How do YOU get INVOLVED?

- Getting a blog for yourself is a start, but it is not enough. "No man is an island."
- Participate in the "Blawgosphere" – link, comment, reference others, even the competition
- Learn how to use RSS and subscribe to valued sources
- Communities – not just legal, but where are the clients?
- Support support groups and forums –CivilJustiveSystem.org
- Check out product feedback forums – car review sites
- Drop by geocentric communities (Craigslist) and local groups

What's Next

- Digital Convergence of media
- Anywhere, anytime connectivity – goes beyond getting your e-mail
- Semantic Web – UGC improved by MGC
- "Virtual Worlds" – virtual courts?

Web 2.0

- Making websites easily read/write and interactive
- Content can be created by vistors/users
- Thereby making it social

Web 2.0 Rules

- Don't talk about you and your greatness
- Talk about what your prospects are looking for
- Build one page per day - 200-500 words
- News article style for general audience
  - ◆ Web speak: lots of text breaks-short sentences-lots of dashes--something that reads quickly
- Timely, topical articles
- Use everything you can about cases you have done
  - ◆ Adobe Acrobat PDFs count too!
- Write about cases you want

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Web 2.0 Rules

- Why Keywords Matter
  - People describe things in different ways.
  - The words in the legal industry are very different and unique.
  - Use legal jargon instead of client jargon and you will not be found on the internet.
  - If you are not getting enough search engine traffic to your site, you are not using the words your clients use.

Must Have Tools

- Google Analytics
- Keyword Tool
- Keyword Reporting Tool
- Auto Responder
- Herd Generator
- Call To Action

Google Analytics

- Go see Ben Glass Analytics
  - Dashboard Summary
  - Vistors
  - Traffic Sources
  - Content
  - Goals
- Gotta have an account!

Keyword Tools

- FREE (For now..)
  - Overture - inventory.overture.com
    - Only does Yahoo, so multiply by 5 for Google and double the Yahoo number for MSN and others
- PAY
  - Word Tracker - wordtracker.com
  - Keyword Discovery - keyworddiscovery.com

Keyword Reporting Tool

- Lets you know EXACTLY what you are doing on the search engines for the keywords you are advertising for.

- Web Position 4 - webposition.com

- Show Ben Glass Quick Report

Auto Responders

- Blueorchid.com
- Aweber.com
- Infusionsoft.com

The FUTURE is NOW!!

- BLOG (injuryboard.com)
- RSS (Your TV OWN Channel)
- Social Book-marking (del.icio.us)
- VIDEO - show videos

How Much for Web Budget

- Expect to pay around $5-25k for a website.

- Should include everything you need for a year.

- $12k - $36k Maintaining per year
  - (2-3k per month) content writing and other items such as SEO and recoding.

Thank You

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