

## Content Management Package

Today, where almost everyone checks out prospective law firms online, you must distinguish yourself from your competition. Instead of opting for a template website that many firms use, our custom websites are professionally crafted to project your unique image and clearly defined message to the marketplace...a message constructed by you and our team of professional legal writers and marketing MBA's we have on staff.

Using our 100 percent customizable system **you or any member of your staff can easily add to and edit any section of your website**, including attorney bios, practice areas, news articles, your articles and anything else that you feel you need to communicate to your clients.

**You are in control** as you can do all of this without the help of any webmaster or programmer. Our administration system makes it easy for you to do...as straightforward as using a word processor. Once done, changes are instantly posted to the Internet...and can be found by the millions of consumers who do searches every day.

If you need to create unique online **client intake forms** for your various areas of practice, our system allows you to simply create unlimited forms with unlimited questions, saving your staff valuable time in assessing cases.

We offer the highest quality website design for very affordable prices. All of our websites are entirely original, created by talented graphic artists using professional designs that best represent your firm. **Our sites have been featured in the NY Times, Wall Street Journal, Washington Post**, and many other prominent media outlets. Websites we've designed and implemented are used by millions of people monthly.

### Our websites include:

- Content Management System (With Administration Interface)
- Lead Intake System
- Data/Text Conversion (up to 10 pages from your current site)
- Industry Leading Graphic Design
- Keyword Analysis and Optimization
- Layout & Navigation
- Password Protected Pages
- LawyerBlawg Integration (optional)
- Consumer Action Center Integration (optional)

**\$6,995**

### Monthly Charge includes:

- Hosting and 24/7 Technical Support
- 5 gig monthly bandwidth for data transfer on website
- Content Management System Maintenance and All Future Updates and Enhancements
- Up To 25 MB Storage Including Sequel Database Storage
- 20 Email Accounts plus AutoResponder with 20 MB storage
- Up to 20 MB for public website
- LawyerBlawg System Maintenance and Support
- All Future LawyerBlawg Updates and Enhancements
- Intake System Maintenance and Support
- All Future Intake System Updates and Enhancements

**\$199**

## Content (optional):

Let our staff of legal writers handle all of your content needs and build your website into an authoritative legal website, complete with White Papers, E-zines, Articles, and related content development.

### Base Package:

- Home page/About us content
- Attorney bios (up to 10 with a per bio charge above that)
- Practice areas
- Cases (writing capsule summaries for up to 20 cases)
- Newsroom (firm news and press releases)
- Contact us page

**Base Content: \$1,750 one-time fee**

## Ongoing Content:

**We have three programs for you to choose from, depending on the needs of your firm:**

### Silver Program:

- Newsroom (short summaries of law news several times per week in your specific areas of practice – 2-3 entries per week for your selected area(s) of practice, culled from business wires, prwire, Yahoo, Google, etc.);
- Two (2) specific articles per month (approx.1 page each) targeted to your practice areas that populate your website and can also be used in a monthly e-zine and sent to current or prospective customers on hot trends, significant legal decisions, etc.;
- Monthly e-zine. E-zine content would include the two articles listed above and other firm news such as cases won, hot topics, etc.;
- 1 hour of editor time per month for expanding/updating/editing content on your site.

**Silver Program: \$495 monthly charge.**

### Gold Program (includes all of the Silver Program components), PLUS:

- Newsroom – an additional 2 entries per week in addition to Silver Program, for a total of 4-5 per week;
- An additional Two (2) specific articles per month in addition to Silver program, for a total of 4 per month;
- Up to 3 hours of editor time per month for expanding/updating/editing content on your site.

**Gold Program: \$795 monthly charge.**

### Platinum Program (includes all of the Gold Program components), PLUS:

- A monthly full length (2000 words) feature article on specific topics in which your law firm specializes (insurance, tax, personal injury, etc.). These articles would serve multiple purposes. They could be included in yours e-zine (probably in the form of a teaser with a link to the full text of the article on the site, great traffic driver). They could serve as rotating home page features to give your home page some substantive weight. They could also be published in legal journals or other publications relevant to your business.
- Newsroom - an additional One (1) specific article per month in addition to Gold Program, for a total of 5 per month.
- Up to 5 hours of editor time per month for expanding/updating/editing content on your site.

**Platinum Program: \$995 monthly charge.**

**A la Carte Content Items: (quoted upon request)**

- Editorial services
- Brief writing
- Press releases
- Interactive tools
- Fact sheets
- Checklists/Questionnaires
- Surveys
- Print newsletters

**Other Add-ons (quoted upon request)**

- Corporate Identity - Logo, letterhead and business cards
- eCommerce Shopping cart
- Additional blocks of 5 email addresses - \$20 per block
- Increased Storage Capacity Available
- Additional Bandwidth Available
- **Data Conversion**
  - 10-20 pages \$1000
  - 21-30 pages \$1500
  - Over 30 pages quote

**The future of the Internet is here.**

Make your online investment pay off by having us create a custom, turnkey, online marketing system for you...a marketing system that you have total control over and can easily change as your firm grows.

**Call us toll-free at  
1-866-850-4853 for  
more information.**