



**Build Your Legal
Web Marketing
Plan in this CLE**

Thurs., May 16, 2019

**WVCLE: 3.5,
incl. 3.5 law
office mgmt.**

Lunch included



**Lawyers
Publishers
Search Engine Specialists**

Build Your Legal Web Marketing Plan in this CLE

**Custom website reports provided to all
law firm preregistrants!**

**Charleston, WV
Thursday, May 16, 2019
Holiday Inn—Civic Center**

Free on-site parking

3.5 WVCLE credits

Lawyer-driven digital marketing for law firms nationwide



Course Outline and Table of Contents

Course Description

Build Your Legal Web Marketing Plan in this CLE

The days of advertising only in newspapers and phonebooks are past. For a law firm to survive and reach new clients in today's tech-based world, it must venture into the world of digital marketing.

With a little time, knowledge, and guidance, you can enhance your firm's ability to reach potential clients. In this hands-on course, you'll build a custom, actionable digital marketing plan by following these steps:

- *Identifying your legal web marketing goals*
- *Reviewing custom reports prepared for your firm*
- *Understanding the most effective means to meet those goals online*
- *Drafting a simple but complete task-based plan to outline your actionable digital marketing efforts*

Who Should Attend

This basic-level seminar is targeted toward attorneys, paralegals, law office managers, and others interested in building an actionable plan to market their law firms effectively.

Cost and Continuing Legal Education

The cost of this seminar is \$100, which includes lunch. This course qualifies for 3.5 hours of credit under the West Virginia Rules for Mandatory Continuing Legal Education, including 3.5 hours of law office management.

How to Register

Register online at <https://twodogblog.biz/wvcle-legal-web-marketing-plan/> to pay with PayPal, debit, or credit or call (304) 205-3390 or email TDB@TwoDogBlog.biz with your name, firm or organization name, and email address, and then pay at the door. It's that easy!

Lunch (11:30-12:00)

- I. Understanding your online presence (12:00-12:10)
- II. Identifying your goals (12:10-12:30)
- III. Understanding your baseline data (12:30-1:30)

Break (1:30-1:45)

- IV. Learning about your options for "getting found" online (1:45-2:15)
- V. Aligning your goals with the most effective options (2:15-2:55)
- VI. Accounting for resources and pulling it all together (2:55-3:10)

Every pre-registered law firm attendee with an existing website will receive custom reports about his or her firm's online presence. These will be used to develop a custom legal web marketing plan during class.

Faculty

KRISTA DUNCAN BLACK, J.D., is the CEO of TwoDogBlogSM, LLC, a premium, lawyer-driven digital marketing company that helps law firms nationwide magnify their online presence. A 20-year licensed WV and AZ attorney, Krista now devotes her time to helping lawyers "get found" online. Krista graduated from the Indiana University Maurer School of Law, where she served as an articles editor for the Indiana Law Journal and the Chief Justice of the Moot Court Board. Krista formerly worked as a Lead Quality Editor for LexisNexis, where she developed benchmark standards for over 500 lawyer-editors. Krista previously worked in the litigation and labor and employment groups at two regional law firms, and as the Assistant Director of the Legal Division for a major state agency. Krista has the unique distinction of having created and delivered a one-hour presentation on proper comma use.

HEATHER B. KANE, J.D., is the Production Chief for TwoDogBlog, LLC. Heather is an attorney and writer who has been licensed in Indiana for over 20 years. For most of her legal career, she has worked in private practice, as a judicial clerk, or as a research attorney. In addition, Heather taught Legal Analysis, Research and Communication as a Visiting Clinical Assistant Professor at the Robert H. McKinney School of Law in Indianapolis. Heather has extensive experience as a professional writer, proof-reader, and editor, having worked in publishing for both LexisNexis and for Pearson Education. Heather earned a bachelor of arts in Organizational Communication and in German from Purdue University and her law degree at the Indiana University Maurer School of Law, where she was on a Moot Court External Team. Heather actually liked law school.



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