

# Tips for maximizing your firm's visibility on lawyers.com using the Client Service Center

July 24, 2007

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Marketing and Alliances, LexisNexis Martindale-Hubbell*

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LexisNexis Martindale-Hubbell*

**Heather Sullivan**, *Senior Production Specialist,  
LexisNexis Martindale-Hubbell*

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- Cornerstone of a firm's legal presence
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- Accessible from multiple mediums
- The more pertinent firm/lawyer info provided, the more opportunities for visibility



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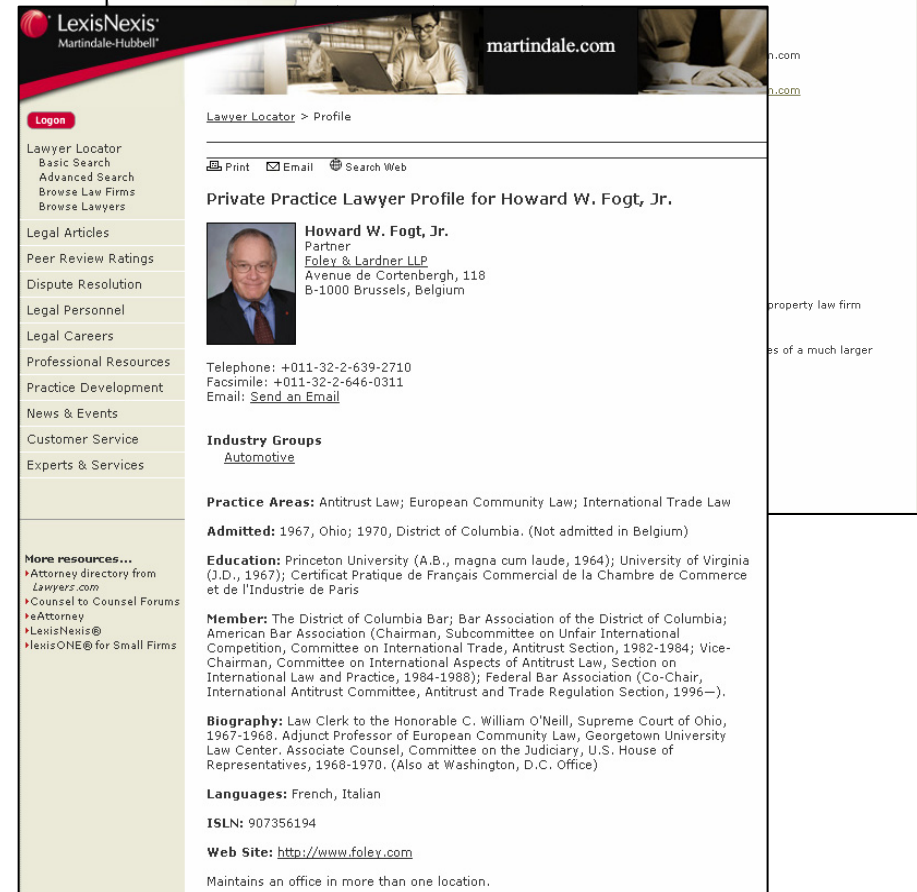
**OTHER OFFICES**

**Cooper and Smith LLP**  
 New Providence, New Jersey, U.S.A. (Main Office)  
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**Private Practice Lawyer Profile for Howard W. Fogt, Jr.**

 **Howard W. Fogt, Jr.**  
 Partner  
 Foley & Lardner LLP  
 Avenue de Cortenbergh, 118  
 B-1000 Brussels, Belgium

Telephone: +011-32-2-639-2710  
 Facsimile: +011-32-2-646-0311  
 Email: [Send an Email](#)

**Industry Groups**  
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**Practice Areas:** Antitrust Law; European Community Law; International Trade Law

**Admitted:** 1967, Ohio; 1970, District of Columbia. (Not admitted in Belgium)

**Education:** Princeton University (A.B., magna cum laude, 1964); University of Virginia (J.D., 1967); Certificat Pratique de Français Commercial de la Chambre de Commerce et de l'Industrie de Paris

**Member:** The District of Columbia Bar; Bar Association of the District of Columbia; American Bar Association (Chairman, Subcommittee on Unfair International Competition, Committee on International Trade, Antitrust Section, 1982-1984; Vice-Chairman, Committee on International Aspects of Antitrust Law, Section on International Law and Practice, 1984-1988); Federal Bar Association (Co-Chair, International Antitrust Committee, Antitrust and Trade Regulation Section, 1996-).

**Biography:** Law Clerk to the Honorable C. William O'Neill, Supreme Court of Ohio, 1967-1968. Adjunct Professor of European Community Law, Georgetown University Law Center. Associate Counsel, Committee on the Judiciary, U.S. House of Representatives, 1968-1970. (Also at Washington, D.C. Office)

**Languages:** French, Italian

ISLN: 907356194

**Web Site:** <http://www.foley.com>

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Social Security will start running a cash deficit in a decade, while the cost of Medicare's Part A hospital insurance program is expected to overtake its...

**The Nation: Court to decide search rights in stopped cars**  
Are the passengers in a car that has been stopped by the police "seized" by the authorities, or are they free to walk away? The Supreme Court took up that...

**The Nation: University of Phoenix case to stand; The Supreme Court refuses to throw out a False Claims Act suit alleging loan fraud.**  
The U.S. Supreme Court on Monday rebuffed entreaties from the University of Phoenix to throw out a massive suit charging the nation's largest accredited...

**THE IMMIGRATION DEBATE: FEDS STEP UP ENFORCEMENT AT WORK SITES; Laborers, bosses put on edge, while skeptics question whether raids are a political ploy**  
WASHINGTON - Federal agents have been swooping into workplaces with increasing frequency, snatching up illegal immigrants employed at construction sites...

**Lawsuit targets Interior official Julie MacDonald allegedly put politics above science in not giving the Gunnison grouse federal protection.**  
In the middle of the debate over the future of the Gunnison Sage-grouse is Deputy Assistant Interior Secretary Julie MacDonald.

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The screenshot displays the Lawyers.com website interface. At the top, navigation links include 'Find a Lawyer', 'Research Legal Information', 'Ask a Lawyer', 'Contact Lawyers', and 'Community'. The main heading reads 'Your connection to trusted legal resources fast, easy & comprehensive'. Below this is a 'FIND A LAWYER' section with a search bar for 'Search for Lawyers:' and a 'Search Now!' button. A 'Browse for Lawyers by:' section lists various legal areas and hot topics. A 'RESEARCH LEGAL TOPICS' section provides a grid of clickable topics. A 'Legal News Headlines' section features six headlines with 'Read more' links. The footer includes the LexisNexis Martindale-Hubbell logo, a disclaimer, and contact information.

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- Complete overhaul of search functionality
- Open field search form for keyword searching

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Law Firm (489)

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Spanish (72)  
French (52)  
Russian (17)  
Italian (16)  
More...

**Bar Admissions:**  
New York (1100)  
New Jersey (271)  
Connecticut (148)  
Massachusetts (135)  
Pennsylvania (101)  
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St. John's University (199)  
More...

**Area of Law:**  
Domestic Violence (1341)  
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Experienced Attorneys Specializing in Criminal Law

**Pierre Pierre & Associates, P.C.**  
20 Vesey Street, New York, New York U.S.A.  
Attorney at Law

**Robert B. Anesi** [More Info](#)  
Two Park Avenue, New York, New York 10016 U.S.A.  
Former NYC Prosecutor who knows the system! Over 25 years experience focusing on Criminal & Matrimonial Law [View Web Site](#)

**Theodore N. Herlich** [More Info](#)  
Law Office of {newline}Theodore M. Herlich  
299 Broadway, Suite 1808, New York, New York 10007 U.S.A.  
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**Linda F. Fenstermaker** [More Info](#)  
Scott L. Fenstermaker, P.C.  
500 Fifth Avenue, 40th Floor, New York, New York 10110 U.S.A.  
Harvard Law Grad focusing exclusively on State & Federal Criminal Law and civil and criminal tax matters. Former Manhattan assistant DA. [View Web Site](#)

**Salvatore Paszynsky** [More Info](#)  
Salvatore Paszynsky  
67 Wall Street, 22nd Floor, New York, New York 10005 U.S.A.  
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# Feature Changes

The screenshot shows the lawyers.com search results interface. At the top, there is a navigation bar with links for 'Find a Lawyer', 'Research Legal Information', 'Ask a Lawyer', 'Blogs', 'Contact Lawyers', and 'Community'. A search bar on the right contains the text 'SEARCH LAWYERS.COM' and a search button. Below the navigation bar, the page title is 'Home (Quick Search) > Search Results'. The main content area displays search results for 'Divorce, Law Firm' in a specific location, showing 270 listings. A callout box highlights the 'Compare Selections' button, which is used to compare up to 4 firms. Another callout box highlights a 'LEGEND' section that defines various icons used in the search results: a credit card icon for 'accepts credit cards', a person icon for 'offers free initial consultation', a checkmark icon for 'Peer Review Rated', a document icon for 'lawyer blog', and a telephone icon for 'Call Firm Now'. The search results list includes details such as 'New York, New York 10016 U.S.A.', 'for who knows the system! Over 25 years exp', and 'Matrimonial Law'.

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- Easy to use interface within Client Service Center

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[Easing Adoption Anxiety](#)  
The legal process of adopting a child is a lot easier to cope with than the roller coaster...

[Hurricanes Katrina, Rita & Wilma](#)  
Charitable Donations American Red CrossPhone: 1-800-HELP-NOW Salvation ArmyPhone: 1-800-SAL...

[Negotiating Child Custody](#)  
Fortunately, most divorcing parents don't fight over custody, but when they do, it's a doozy. No...

**Foreclosure**  
[Article Title](#)  
garbage in, g...

**Narrow Your Results:**

▼ **Area of Law:**

- [Real Estate \(117\)](#)
- [Bankruptcy \(108\)](#)
- [Family Law \(94\)](#)
- [Personal Injury \(90\)](#)
- [Labor And Employment \(72\)](#)
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▼ **Authors:**

- [Claudine M. Shannon \(459\)](#)
- [John M. Power \(166\)](#)
- [Michael K. Rutter \(86\)](#)
- [Christine M. McGuire \(77\)](#)
- [Mark S. Stevens \(68\)](#)
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▼ **Archive:**

- [September, 2006 \(1198\)](#)

**Access to blogs from main navigation throughout the site**

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- Strengthens your firm recognition
- Helps extend your brand
- Differentiates you from your competition
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- Helps visitors relate to you on a more personal level

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### Shawn Clark

Lawyer in New Providence, New Jersey  
Member

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#### Location

Southeast Building, 11 Sulfrian Road,  
P.O. Box 189

New Providence, New Jersey 07974-1892

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Mailing Address: P.O. Box 189, New Providence, New Jersey, 07974-0189

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#### Contact Information

Phone: 908-665-3999  
1-800-CLARKLAW

Fax: 908-665-3111

Email: [Shawn Clark](#)

URL: <http://www.martindale.com>

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Testing Bio Line

**Shawn Clark practices in the following areas of law:** Habeas Corpus(20%, 10); Year 2000 Computer Conversion(10%, 10); Obstetric Malpractice(10%, 9); Riverboat

## Non-traditional practice areas

- New **Non-traditional Area of Practice terms** such as **Vioxx Litigation, Mesothelioma, Ortho-Evra Patch**, etc.

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	<a href="#">Divorce</a>	<a href="#">Personal Injury</a>		<a href="#">Domestic Partnerships</a>	<a href="#">Fathers Rights</a>
	<a href="#">Elder Law</a>	<a href="#">Real Estate</a>		<a href="#">E Coli Contamination</a>	
	<a href="#">Family Law</a>	<a href="#">Workers Comp.</a>		<a href="#">Helicopter Crash Litigation</a>	
	<a href="#">Immigration</a>	<a href="#">More areas of law...</a>		<a href="#">Bankruptcy Chapter 11</a>	
				<a href="#">Breast Implant Litigation</a>	

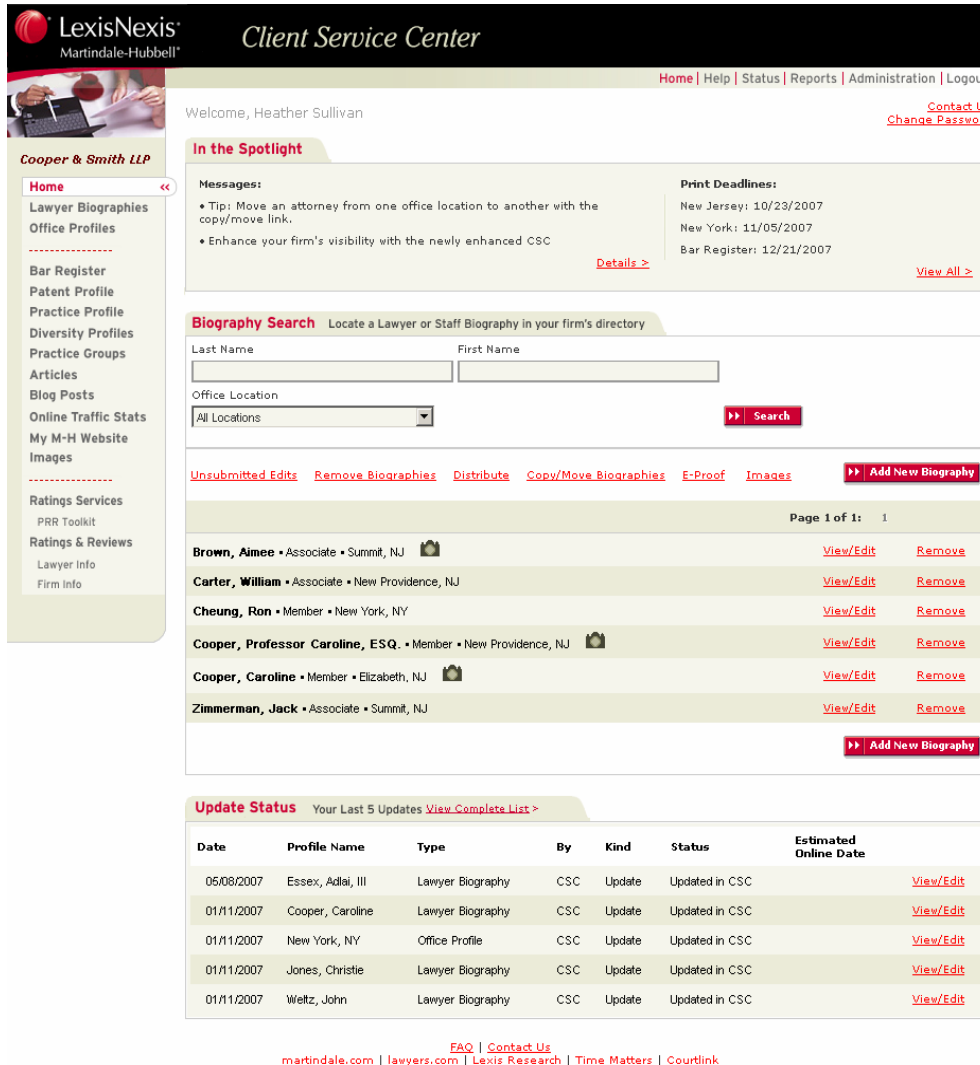
- Allows your firm to promote additional areas consumers are looking for.

## The Importance of A Complete Martindale-Hubbell Listing

- Help Potential Clients Find You –
  - Your firm's entire listing is indexed by major search engines such as Google, Yahoo! and MSN
  - Be sure to include as much key information in your listing as possible
  - The more robust your listing, the greater the likelihood of your firm appearing on the results pages of these search engines
- Stand Out From The Competition –
  - The more precise you are about the services your firm offers, the more it will distinguish your firm from the competitors
  - Logos, Photos and Blogs add a personal touch to your profile

Update or enhance your Martindale-Hubbell listing by logging on to the Client Service Center at <http://csc.martindale.com>.

# Client Service Center (CSC)



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**In the Spotlight**

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- Tip: Move an attorney from one office location to another with the copy/move link.
- Enhance your firm's visibility with the newly enhanced CSC

[Details >](#)

**Print Deadlines:**

New Jersey: 10/23/2007  
New York: 11/05/2007  
Bar Register: 12/21/2007

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Last Name  First Name

Office Location

All Locations

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<b>Brown, Aimee</b> • Associate • Summit, NJ	<a href="#">View/Edit</a>	<a href="#">Remove</a>
<b>Carter, William</b> • Associate • New Providence, NJ	<a href="#">View/Edit</a>	<a href="#">Remove</a>
<b>Cheung, Ron</b> • Member • New York, NY	<a href="#">View/Edit</a>	<a href="#">Remove</a>
<b>Cooper, Professor Caroline, ESQ.</b> • Member • New Providence, NJ	<a href="#">View/Edit</a>	<a href="#">Remove</a>
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01/11/2007	Cooper, Caroline	Lawyer Biography	CSC	Update	Updated in CSC	<a href="#">View/Edit</a>
01/11/2007	New York, NY	Office Profile	CSC	Update	Updated in CSC	<a href="#">View/Edit</a>
01/11/2007	Jones, Christie	Lawyer Biography	CSC	Update	Updated in CSC	<a href="#">View/Edit</a>
01/11/2007	Weltz, John	Lawyer Biography	CSC	Update	Updated in CSC	<a href="#">View/Edit</a>

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[martindale.com](#) | [lawyers.com](#) | [Lexis Research](#) | [Time Matters](#) | [Courtlink](#)

- Offers secure, 24/7 access to your Martindale-Hubbell listings.
- Make changes to the content of your listings and submit them online to our Editorial department.
- If you submit edits via CSC, Martindale-Hubbell can apply your requested changes in about 10 business days!

# Lawyer Biographies

- Edit an existing Lawyer Biography
  - From the Lawyer List, select the View/Edit link for the biography you wish to edit.
- Add a new Lawyer Biography
  - Click the Add New Biography button on the CSC Home Page.
  - Enter the lawyer's name to search Martindale-Hubbell's database.
  - If the lawyer is in our database, one click will add him/her to your firm's listing.

<a href="#">Unsubmitted Edits</a>	<a href="#">Remove Biographies</a>	<a href="#">Distribute</a>	<a href="#">Copy/Move Biographies</a>	<a href="#">E-Proof</a>	<a href="#">Images</a>	<a href="#">▶▶ Add New Biography</a>
						Page 1 of 1: 1
<b>Brown, Aimee</b> • Associate • Summit, NJ 					<a href="#">View/Edit</a>	<a href="#">Remove</a>
<b>Carter, William</b> • Associate • New Providence, NJ					<a href="#">View/Edit</a>	<a href="#">Remove</a>
<b>Cheung, Ron</b> • Member • New York, NY					<a href="#">View/Edit</a>	<a href="#">Remove</a>

# Updating Office Profiles

- Click on Office Profiles in the left navigation bar to view the Office List.
- Tabbed view helps you build your Office Profile step by step.

<input type="checkbox"/> Free Initial Consultation <input type="checkbox"/> Accepts Major Credit Cards <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> Other Other Payment Type <input type="text"/> <input type="checkbox"/> Fixed Hourly Rates Available <input type="checkbox"/> Fixed Fee Service Available <input type="checkbox"/> Minority-Owned	<p>Office Hours (HH:MM)</p> <p>Monday: <input type="text"/> : <input type="text"/> AM <input type="text"/> to <input type="text"/> : <input type="text"/> PM <input type="checkbox"/> By Appointment Only</p> <p>Tuesday: <input type="text"/> : <input type="text"/> AM <input type="text"/> to <input type="text"/> : <input type="text"/> PM <input type="checkbox"/> By Appointment Only</p> <p>Wednesday: <input type="text"/> : <input type="text"/> AM <input type="text"/> to <input type="text"/> : <input type="text"/> PM <input type="checkbox"/> By Appointment Only</p> <p>Thursday: <input type="text"/> : <input type="text"/> AM <input type="text"/> to <input type="text"/> : <input type="text"/> PM <input type="checkbox"/> By Appointment Only</p> <p>Friday: <input type="text"/> : <input type="text"/> AM <input type="text"/> to <input type="text"/> : <input type="text"/> PM <input type="checkbox"/> By Appointment Only</p> <p>Saturday: <input type="text"/> : <input type="text"/> AM <input type="text"/> to <input type="text"/> : <input type="text"/> PM <input type="checkbox"/> By Appointment Only</p> <p>Sunday: <input type="text"/> : <input type="text"/> AM <input type="text"/> to <input type="text"/> : <input type="text"/> PM <input type="checkbox"/> By Appointment Only</p> <p><a href="#">Clear All Office Hours</a></p>
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# Getting Started with Blogs

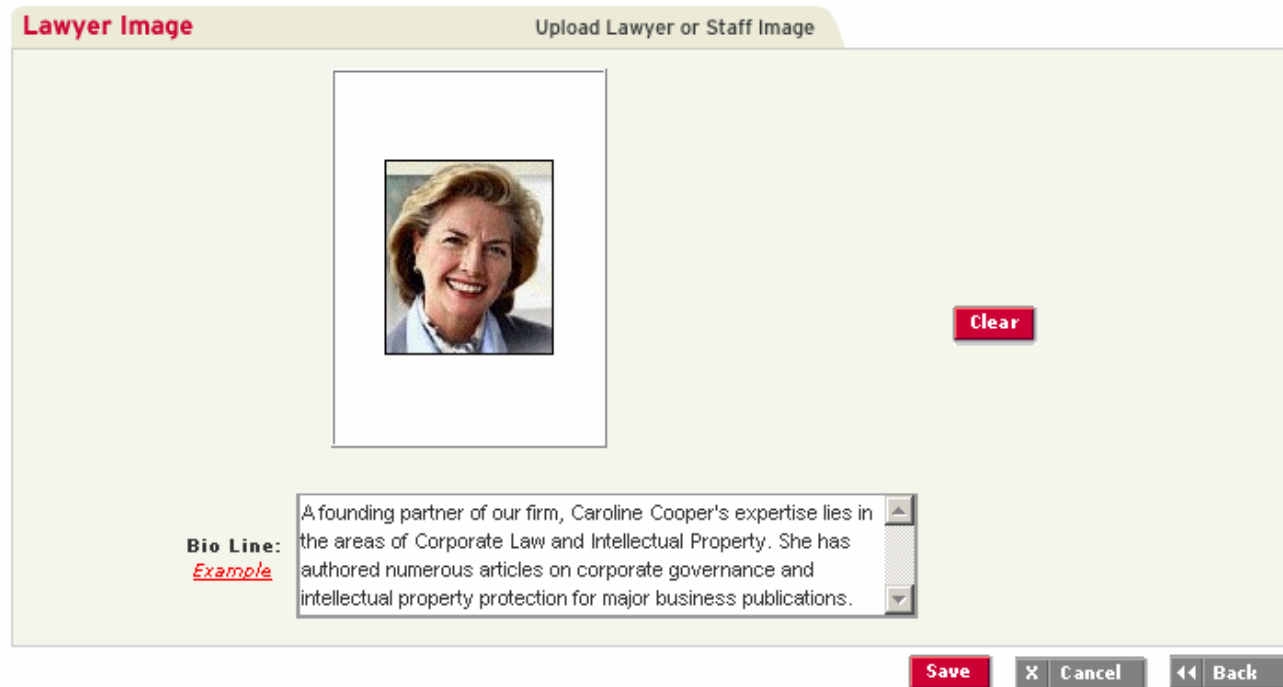
- Create Blog Users
  - Log into CSC and add Blog Users from the CSC Administration page.
  - All a lawyer needs to Blog is an email address and at least 1 Area of Practice.
  - Users will need to accept terms and conditions the first time they access the CSC.
- Manage Lawyer Blogs
  - Each lawyer can access only his Blogs.
  - Firm Administrators can access all lawyer Blogs.
- Start Blogging!
  - Log into CSC and enter your Blog post in the text editor.
  - Blogs will appear in the Blog section of lawyers.com within the hour and will appear linked from the lawyer profile the following day.

The screenshot shows the 'Create a New Blog Post' interface. At the top, there are links for 'List All Blog Posts' and 'Create a New Blog Post'. The 'Title' field contains 'Email in the Workplace'. The 'Draft/Publish' dropdown is set to 'Draft', and the 'Practice Areas' dropdown is set to 'Communications And Media'. Below these fields is a rich text editor with a toolbar containing options for font (Verdana), size, bold, italic, underline, strikethrough, link, unlink, list, and image. The text area contains two paragraphs: 'The use of email in the workplace has opened up many new legal questions for employers today. Employee use of email is not just limited to work-related issues, and can easily expose your company to liability in new and unconsidered ways.' and 'Consulting with a lawyer with experience in the fields of Business Law, Employment Law and Communications Law can help your company to identify areas of exposure and develop an Electronic Communications Policy that will maximize your company's protection and also give your employees peace of mind.' At the bottom, there is a 'Path' field showing 'body > p' and two buttons: '- Preview -' and '- Save -'.

# Images

- Firms that use CSC can customize their lawyers.com listings by adding a firm logo or lawyer photos – no additional charge!
- Customize your Firm Logo by office location.
- Add a Bio Line to your lawyers' photos.

**Lawyer Image** Upload Lawyer or Staff Image



**Bio Line:**  
*Example* A founding partner of our firm, Caroline Cooper's expertise lies in the areas of Corporate Law and Intellectual Property. She has authored numerous articles on corporate governance and intellectual property protection for major business publications.

Save X Cancel Back

# Ratings Toolkit



- Download personalized Ratings icons for your firm or Rated attorneys.
- Icons are available in many formats and sizes for use online or in printed matter.
- Access document templates to advertise your firm and attorney Ratings.

## View/Download Valuable Marketing Documents

### Marketing Files

Marketing Templates: [Newsletter](#) | [Press Release](#) | [Client Letter](#) | [Internal Memo](#)

# Ratings & Reviews

[Lawyer Info](#) > Peer References

Peer Reference: Essex, Adlai, III

**\*Required Fields**

**Reference Type \***  
Select Reference Type

**Prefix**  
Select Prefix

**If other, enter Prefix**

**Contact First Name \***

**Contact Last Name \***

**Position/Title \***  
Select Position

**If other, enter Position/Title**

**Organization Name**

**Address 1**

**Address 2(Suite, Floor, Building, etc)**

**City**

**State/Province**  
- Select State -

**Country**  
United States

**Phone \***

**Email \***

- You can now use CSC to submit “own-references” to be used as part of your lawyers’ Rating investigations.
- On the left navigation bar, click Ratings & Reviews – Lawyer Info.
- Grant each lawyer in your firm secure access to his/her own-references.

## Online Traffic Stats

- Visualize the value of your Martindale-Hubbell listings.
- Request customized statistics, or contact a Martindale-Hubbell Internet Marketing Consultant.



# Wrap up

Please provide Feedback using the link on next page.

Call 1-800-526-4902 ext. 5095 to speak with a Client Development Consultant or send email to:

[sales-development@martindale.com](mailto:sales-development@martindale.com)