

How To Get More Web Site Traffic

Since Red Street Consulting unveiled its new Web site (at the ABA's annual TechShow in March 1998), traffic has continued to soar. We still believe the adage that "content is king," and we practice what we preach.

The most popular content continues to be our reviews of law firm Web sites. Of the over 200 reviews (including all of the NLJ 250 law firm Web sites), the following were the top 10 (in terms of page views) for the month of May:

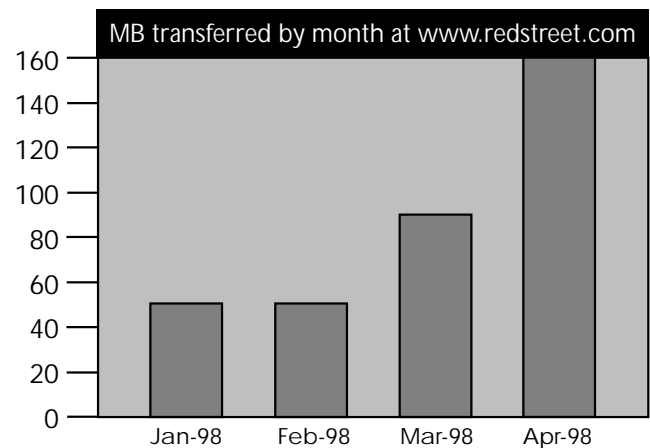
- 783 Mayo Law Firm
 - 639 * Sidley & Austin
 - 502 Bernstein, Shur, Sawyer & Nelson
 - 400 * Perkins Coie
 - 383 Ada K. Chan, Esq.
 - 332 The Alexander Law Firm
 - 321 * Arent Fox
 - 316 * Riker, Danzig, Scherer, Hyland & Perretti
 - 313 * Brobeck, Phleger & Harrison
 - 290 * Milberg Weiss
- * Denotes NLJ 250 law firm.

For more information about how we reviewed law firm Web sites (and how to improve your own), see our methodology page at <http://www.redstreet.com/reviews/methodology.html>. And look for our next round of reviews this fall (concurrent with the NLJ 250 issue of The National Law Journal).

Internet v. Print Newsletters

Just as the fax didn't supplant paper mail, the Internet does not supplant "traditional" marketing. Instead, the Net supplements traditional marketing. Which is why we've added this (our first) print newsletter to our marketing mix. And just as our Web site's home page

includes our USPS address, the masthead of our info@redstreet.com newsletter contains our Internet addresses. In fact, we've gone a step further and made the name of our newsletter our main e-mail address!



Reviewing the Reviewers

Our Book. We recently completed work on a book published by the American Bar Association entitled Law Law Law on the Internet: The Best Legal Web Sites and More. The May/June 1998 issue of Legal Management had this to say: "Never before have I wanted to read footnotes... Heels and Klau spice up the footnotes with Abrahams/Zucker movie-credit-like zingers... [This book is] a great all-in-one reference for the Internet and law. [The] informative, short sidebars alone make the book worth reading..." For more information about our book, see <http://www.lawlawlaw.com>.

Our Web Site. The June 1998 issue of Bottom-Line Management had this to say about our Web site: "Everything [Red Street Consulting] has to say is worth reading. This site collects ... articles and also provides links and reviews of the Web sites of The National Law Journal's 'Top 250' law firms. A Web site to watch."

Could A Web Site Audit Help Your Firm?

Our clients seem to think so. Here's what a couple of them have said about our Web Site Audit service: "You've taught us a lot!" Paul Ward, Orrick, Herrington & Sutcliffe LLP, May 1998 "Your assistance was invaluable! Thank you." Maggie Watkins, Luce, Forward, Hamilton & Scripps LLP, June 1998. A Web Site Audit results in a detailed written report about what you are doing right and wrong on the Internet, including - but not limited to - your Web site.

About Red Street Consulting

Red Street Consulting is a partnership between Erik J. Heels and Richard P. Klau. Erik and Rick have 22 years of Internet experience and have been working

together since 1993. Erik is patent attorney who got his start in the legal/Internet community by writing seven editions of his book *The Legal List, Law Related Resources on the Internet and Elsewhere*. Rick is also an attorney who is most well known for launching the *Richmond Journal of Law & Technology*, the first law review to publish exclusively online (on the Web, WestLaw, and Lexis-Nexis). Erik and Rick are starting their fifth year as columnists for the ABA's *Student Lawyer* magazine and also write for The New York Law Publishing Company's *LegalResearcher.com* newsletter (one of *Law Journal Extra's* sister publications). We do not design and develop Web sites. Rather, we advise law firms how to create and/or improve their Internet presence. We charge \$200/hour for consulting services (including our popular Web Site Audit). We also offer (for \$999 plus shipping, materials, and taxes) our "Web Site on a Zip" product, which contains all of the reviews that appear on our Web site (delivered as a PDF file on a Zip disk) as well as our review methodology, sample table of contents from a Web Site Audit, and screen shots of all of the NLJ 250 Web site home pages. For more information, contact us at info@redstreet.com.

"We value the information we gained because as we continue to improve this vital marketing tool, [Red Street's audit is] a blueprint to use as our guide."

Camille Irvin, Strasburger & Price

"Everything Red Street Consulting has to say is worth reading."

Bottom-Line Management

"Your assistance was invaluable! Thank You."

Luce, Forward, Hamilton & Scripps LLP

