

The Panelists

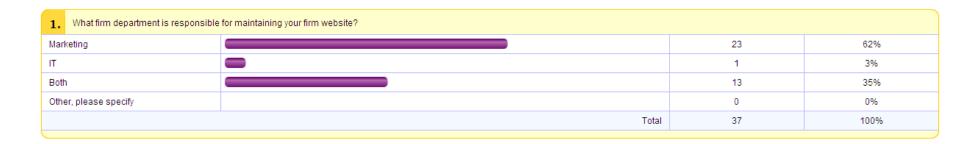
Joe Teixeira, Director of Web Intelligence MoreVisibility

Kristyn J. Sornat, Marketing Technology Specialist Much Shelist

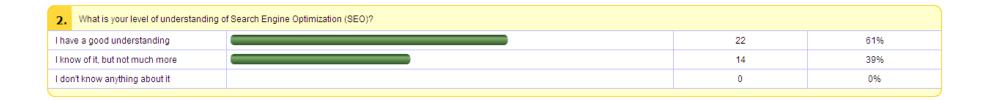
Mary M. Tomaro, Web & Interactive Marketing Manager, Business Development & Communications Jones Day

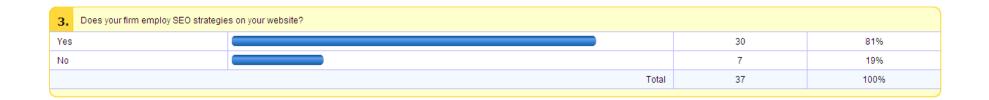
Keith N. Wewe, Director of Client Service and Growth Content Pilot LLC

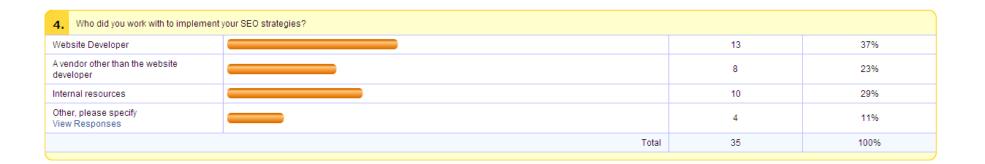
The Survey Results













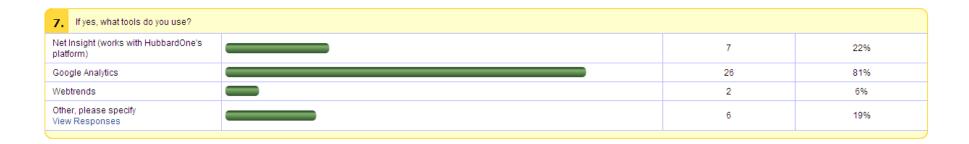
What aspects of SEO would you like to know more about?

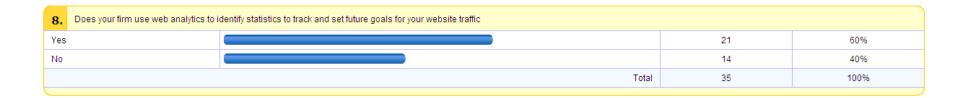
View 15 Responses

- Using social media sites to drive traffic to our website.
- How much time is really needed for it to be effective.
- Does the proliferation of mobile device affect SEO strategy in any way?
- I would like to have a better understanding of SEO in general
- Analytic tools, hear about other firm's strategies
- Best practices
- I'd like to know more about how to manage links placed on the website so that they are always kept current and correct. As well, how to motivate your company to participate in more social networking to bring business to your site and to decide on the right tool to build into our site that prompts users to inquire and, thereby increasing conversion.
- Importance of links as part of SEO strategy
- What works & what doesn't
- What is fair pricing for the service and how is it arrived at?
- Relation to knowledge management as we are planning for both next year.
- Everything!
- Inbound linking
- Competing with highly ranked firms.
- Coming up first on Google searches

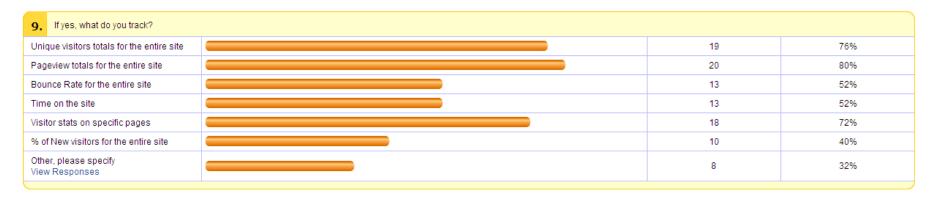






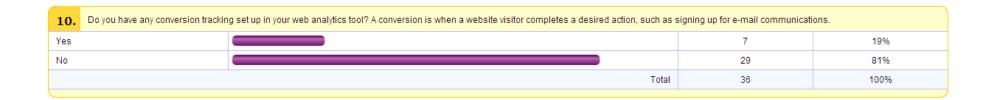






- Internal vs. external
- Not sure
- Referring pages
- Top keywords, top referral sources
- Tracking in the formal sense has not taken place yet but I am tracking it myself quarterly
- The Marketing Department does this... I don't know what they track
- Not sure
- User paths







- Newsletter registration
- We count visits to a "contact" page or email sent as a conversion
- Various conversion rates (event sign up, whitepaper download, list subscription)
- Newsletters



12. What is your job title?

View 35 Responses

- CRM/e-Marketing Manager
- **Network Applications Analyst**
- **Communications Coordinator**
- Marketing Technology Manager
- Website administrator
- Marketing and Business Development Director
- Director, Knowledge Management
- **Technical Support**
- Director of Marketing & Business Development
- Marketing Technology Analyst
- **Internet Marketing Manager**
- IT Director
- **Grand Poobah**

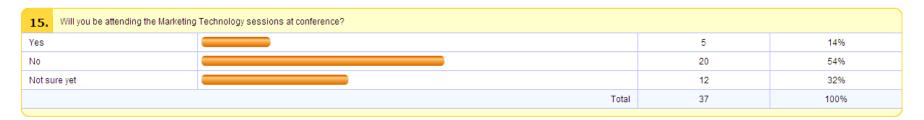
- IT Director
- Manager, Marketing Technology & Information
- Marketing Technology Manager
- IT Director
- IT Director
- CIO
- **Director of Marketing Technology**
- CIO
- Administrator
- **Director of Client Services**
- Software Team Manager
- PR Manager



13. What is your involvement with yor firm's website?				
Programmer		8	24%	
Graphid Design		4	12%	
Content Writing/Developemnt		10	29%	
Content Management through a content management system		21	62%	
Search Engine Optimization		13	38%	
Web Analytics Tracking		14	41%	
Other, please specify View Responses		13	38%	

14. What is the size of your firm?				
Small: less than 50 attorneys		7	19%	
Medium: 50 - 149 attorneys		7	19%	
Large: 150 - 349 attorneys		7	19%	
Very Large: 350 - 699 attorneys		6	16%	
Mega: more than 700 attorneys		10	27%	
	Total	37	100%	







RESPONSES

• I am very interested in this area and would appreciate any whie papers or other information I can use to help improve our website and SEO.