LIST	OF PARTICIPANTS	2
TABI	LE OF CONTENTS	3
HIGH	HLIGHTS OF MAIN FINDINGS	10
QUA	NTITATIVE DATA ABOUT THE SAMPLE	13
1.	CHAPTER ONE: CONTENT DEVELOPMENT AND EDITORIAL EMPLOYEES	18
1.1.	Mean, Median, Minimum and Maximum Number of Writers and Editors Employed by the Firm	18
1.2.	Mean, Median, Minimum and Maximum Number of Writers and Editors Employed by the Firm, Broken Out by Number of Distinct Practice Groups in the Firm	18
1.3.	Mean, Median, Minimum and Maximum Number of Writers and Editors Employed by the Firm, Broken Out by The Number of Lawyers in the Firm	18
1.4.	Mean, Median, Minimum and Maximum Number of Proofreaders Employed by the Firm	19
1.5.	Mean, Median, Minimum and Maximum Number of Proofreaders Employed by the Firm, Broken Out by Number of Distinct Practice Groups in the Firm	19
1.6.	Mean, Median, Minimum and Maximum Number of Proofreaders Employed by the Firm, Broken Out by The Number of Lawyers in the Firm	19
1.7.	Trend in the Firm's Spending on Editorial Staff	20
1.8.	Trend in the Firm's Spending on Editorial Staff, Broken Out by Number of Distinct Practice Groups in the Firm	20
1.9.	Trend in the Firm's Spending on Editorial Staff, Broken Out by The Number of Lawyers in the Firm	20
1.10.	Percentage of Firms that Hire Freelancers to Produce Editorial Content	20
1.11.	Percentage of Firms that Hire Freelancers to Produce Editorial Content, Broken Out by Number of Distinct Practice Groups in the Firm	21
1.12.	Percentage of Firms that Hire Freelancers to Produce Editorial Content, Broken Out by The Number of Lawyers in the Firm	21
2.	CHAPTER TWO: POLICIES ON USE OF BLOGS	22
2.1.	Percentage of Firms that Publish Blogs	22
2.2.	Percentage of Firms that Publish Blogs, Broken Out by Number of Distinct Practice Groups in the Firm	22
2.3.	Percentage of Firms that Publish Blogs, Broken Out by The Number of Lawyers in the Firm	22
2.4.	Mean, Median, Minimum and Maximum Mean Number of Blogs Maintained Per Firm	23
2.5.	Mean, Median, Minimum and Maximum Mean Number of Blogs Maintained Per Firm, Broken Out by Number of Distinct Practice Groups in the Firm	23
2.6.	Mean, Median, Minimum and Maximum Mean Number of Blogs Maintained Per Firm, Broken Out by The Number of Lawyers in the Firm	23
2.7.	Percentage of Firms that Publish a Blog Specifically for Marketing Purposes	23
2.8.	Percentage of Firms that Publish a Blog Specifically for Marketing Purposes, Broken Out by Number of Distinct Practice Groups in the Firm	23
2.9.	Percentage of Firms that Publish a Blog Specifically for Marketing Purposes, Broken Out by The Number of Lawyers in the Firm	24

2.10.	Percentage of Firms that Surf and Respond to Existing Blogs for Marketing Purposes	24
2.11.	Percentage of Firms that Surf and Respond to Existing Blogs for Marketing Purposes, Broken Out by Number of Distinct Practice Groups in the Firm	24
2.12.	Percentage of Firms that Surf and Respond to Existing Blogs for Marketing Purposes, Broken Out by The Number of Lawyers in the Firm	24
2.13.	Law Firm Spending Plans to Develop Blogs as Promotional Vehicles	25
2.14.	Law Firm Spending Plans to Develop Blogs as Promotional Vehicles, Broken Out by Number of Distinct Practice Groups in the Firm	25
2.15.	Law Firm Spending Plans to Develop Blogs as Promotional Vehicles, Broken Out by The Number of Lawyers in the Firm	25
3.	CHAPTER THREE: WEBSITE STRATEGIES	26
3.1.	Percentage of Firms that Have a Website	26
3.2.	Law Firm Management Practices for Last Major Revision of the Firm's Website	26
3.3.	Law Firm Management Practices for Last Major Revision of the Firm's Website, Broken Out by Number of Distinct Practice Groups in the Firm	26
3.4.	Law Firm Management Practices for Last Major Revision of The Firm's Website, Broken Out by The Number of Lawyers in the Firm	27
3.5.	Mean, Median, Minimum and Maximum Law Firm Total Spending (In \$) for Consultants or Freelancers for the Last Major Revision of The Firm's Website	27
3.6.	Mean, Median, Minimum and Maximum Law Firm Total Spending (In \$) for Consultants or Freelancers for the Last Major Revision of The Firm's Website, Broken Out by Number of Distinct Practice Groups in the Firm	27
3.7.	Mean, Median, Minimum and Maximum Law Firm Total Spending (In \$) for Consultants or Freelancers for the Last Major Revision of The Firm's Website, Broken Out by The Number of Lawyers in the Firm	28
3.8.	Use of Webmasters	28
3.9.	Use of Webmasters, Broken Out by Number of Distinct Practice Groups in the Firm	28
3.10.	Use of Webmasters, Broken Out by The Number of Lawyers in the Firm	29
3.11.	Percentage of Firms that have Ever Conducted a Formal Usability Study of the Firm's Website	29
3.12.	Percentage of Firms that have Ever Conducted a Formal Usability Study of the Firm's Website, Broken Out by Number of Distinct Practice Groups in the Firm	29
3.13.	Percentage of Firms that have Ever Conducted a Formal Usability Study of the Firm's Website, Broken Out by The Number of Lawyers in the Firm	30
3.14.	Percentage of Firms that have Conducted a Formal Usability Study of the Firm's Website that Used Consultants to Conduct the Study	30
3.15.	Percentage of Firms that have Conducted a Formal Usability Study of the Firm's Website that Used Consultants to Conduct the Study, Broken Out by Number of Distinct Practice Groups in the Firm	30
3.16.	Percentage of Firms that have Conducted a Formal Usability Study of the Firm's Website that Used Consultants to Conduct the Study, Broken Out by The Number of Lawyers in the Firm	30
3.17.	Percentage of Law Firm Websites that Offer RSS Feeds so that End Users Can be Automatically Sent Information and News Releases from the Firm	31

3.18.	Automatically Sent Information and News Releases from the Firm, Broken Out by Number of Distinct Practice Groups in the Firm	31
3.19.	Percentage of Law Firm Websites that Offer RSS Feeds so that End Users Can be Automatically Sent Information and News Releases from the Firm, Broken Out by The Number of Lawyers in the Firm	31
3.20.	Mean, Median, Minimum and Maximum Number of Unique Visitors Per Month to the Law Firm Website	31
3.21.	Mean, Median, Minimum and Maximum Number of Unique Visitors Per Month to the Law Firm Website, Broken Out by Number of Distinct Practice Groups in the Firm	32
3.22.	Mean, Median, Minimum and Maximum Number of Unique Visitors Per Month to the Law Firm Website, Broken Out by The Number of Lawyers in the Firm	32
4.	CHAPTER FOUR: USE OF E-NEWSLETTERS	33
4.1.	Percentage of Firms that Publish E-Newsletters	33
4.2.	Percentage of Firms that Publish E-Newsletters, Broken Out by Number of Distinct Practice Groups in the Firm	33
4.3.	Percentage of Firms that Publish E-Newsletters, Broken Out by The Number of Lawyers in the Firm	33
4.4.	Mean, Median, Minimum and Maximum Mean Number of E-Newsletters Maintained Per Firm	33
4.5.	Mean, Median, Minimum and Maximum Mean Number of E-Newsletters Maintained Per Firm, Broken Out by Number of Distinct Practice Groups in the Firm	34
4.6.	Mean, Median, Minimum and Maximum Mean Number of E-Newsletters Maintained Per Firm, Broken Out by The Number of Lawyers in the Firm	34
4.7.	View of Email Newsletters as a Marketing Vehicle for the Firm	34
4.8.	View of Email Newsletters as a Marketing Vehicle for the Firm, Broken Out by Number of Distinct Practice Groups in the Firm	34
4.9.	View of Email Newsletters as a Marketing Vehicle for the Firm, Broken Out by The Number of Lawyers in the Firm	35
4.10.	Percentage of Law Firms that Use Software for E-newsletters that Enables them to Track How Many Recipients Open or Read the Newsletters	35
4.11.	Percentage of Law Firms that Use Software for E-newsletters that Enables them to Track How Many Recipients Open or Read the Newsletters, Broken Out by Number of Distinct Practice Groups in the Firm	35
4.12.	Percentage of Law Firms that Use Software for E-newsletters that Enables them to Track How Many Recipients Open or Read the Newsletters, Broken Out by The Number of Lawyers in the Firm	35
4.13.	"Open" or "Read" Rate of the Law Firm's E-Newsletters	36
4.14.	"Open" or "Read" Rate of the Law Firm's E-Newsletters, Broken Out by the Number of Distinct Practice Groups in the Firm	36
4.15.	"Open" or "Read" Rate of the Law Firm's E-Newsletters, Broken Out by the Number of Lawyers in the Firm	36
5.	CHAPTER FIVE: USE OF LISTSERV'S	37
5.1.	Percentage of Firms that Maintain Listservs or Newsgroups	37

5.2.	Percentage of Firms that Maintain Listservs or Newsgroups, Broken Out by Number of Distinct Practice Groups in the Firm	37
5.3.	Percentage of Firms that Maintain Listservs or Newsgroups, Broken Out by The Number of Lawyers in the Firm	37
5.4.	Percentage of Law Firms that Sponsor Listservs Specifically to Market the FIrm	37
5.5.	Percentage of Law Firms that Plan to Sponsor a Listserv Within the Next Two Years	38
5.6.	Percentage of Law Firms that Plan to Sponsor a Listserv Within the Next Two Years, Broken Out by Number of Distinct Practice Groups in the Firm	38
5.7.	Percentage of Law Firms that Plan to Sponsor a Listserv Within the Next Two Years, Broken Out by The Number of Lawyers in the Firm	38
5.8.	Mean, Median, Minimum and Maximum Mean Number of Listservs Maintained Per Firm, Broken Out by Number of Distinct Practice Groups in the Firm	38
5.9.	Mean, Median, Minimum and Maximum Mean Number of Listservs Maintained Per Firm, Broken Out by The Number of Lawyers in the Firm	39
6.	CHAPTER SIX: USE OF OPT-IN EMAIL	40
6.1.	Percentage of Firms that Use Opt-In Email Marketing	40
6.2.	Percentage of Firms that Use Opt-In Email Marketing, Broken Out by Number of Distinct Practice Groups in the Firm	40
6.3.	Percentage of Firms that Use Opt-In Email Marketing, Broken Out by The Number of Lawyers in the Firm	40
6.4.	Mean, Median, Minimum and Maximum Annual Spending (In \$) Per Firm for Opt-In Email	40
6.5.	Mean, Median, Minimum and Maximum Annual Spending (In \$) Per Firm for Opt-In Email, Broken Out by Number of Distinct Practice Groups in the Firm	41
6.6.	Mean, Median, Minimum and Maximum Annual Spending (In \$) Per Firm for Opt-In Email, Broken Out by The Number of Lawyers in the Firm	41
6.7.	Law Firm Spending Plans for Use of Opt-In Email for Promotional Purposes	41
6.8.	Law Firm Spending Plans for Use of Opt-In Email for Promotional Purposes, Broken Out by Number of Distinct Practice Groups in the Firm	42
6.9.	Law Firm Spending Plans for Use of Opt-In Email for Promotional Purposes, Broken Out by The Number of Lawyers in the Firm	42
7.	CHAPTER SEVEN: USE OF BANNER ADS OR WEBSITE SPONSORSHIP	43
7.1.	Percentage of Firms that Use Banner Ads or Website Sponsorship Advertising	43
7.2.	Percentage of Firms that Use Banner Ads or Website Sponsorship Advertising, Broken Out by Number of Distinct Practice Groups in the Firm	43
7.3.	Percentage of Firms that Use Banner Ads or Website Sponsorship Advertising, Broken Out by The Number of Lawyers in the Firm	43
7.4.	Mean, Median, Minimum and Maximum Spending (In \$) Per Firm for Banner Ads and Website Sponsorships	44
7.5.	Mean, Median, Minimum and Maximum Spending (In \$) Per Banner Ads and Website Sponsorships, Broken Out by Number of Distinct Practice Groups in the Firm	44
7.6.	Mean, Median, Minimum and Maximum Spending (In \$) Per Firm for Banner Ads and Website Sponsorships, Broken Out by The Number of Lawyers in the Firm	44

7.7.	Law Firm Spending Plans for Banner Ads	45
7.8.	Law Firm Spending Plans for Banner Ads, Broken Out by Number of Distinct Practice Groups in the Firm	45
7.9.	Law Firm Spending Plans for Banner Ads, Broken Out by The Number of Lawyers in the Firm	45
7.10.	Law Firm Spending Plans for Website Sponsorships	46
7.11.	Law Firm Spending Plans for Website Sponsorships, Broken Out by Number of Distinct Practice Groups in the Firm	46
7.12.	Law Firm Spending Plans for Website Sponsorships, Broken Out by The Number of Lawyers in the Firm	46
8.	CHAPTER EIGHT: PAYMENTS FOR HIGHER SEARCH ENGINE PLACEMENT	47
8.1.	Percentage of Firms that Have Made Payments to Search Engines for Higher Search Engine Placement	47
8.2.	Percentage of Firms that Have Made Payments to Search Engines for Higher Search Engine Placement, Broken Out by Number of Distinct Practice Groups in the Firm	47
8.3.	Percentage of Firms that Have Made Payments to Search Engines for Higher Search Engine Placement, Broken Out by The Number of Lawyers in the Firm	47
8.4.	Mean, Median, Minimum and Maximum Spending (In \$) Per Firm for Higher Search Engine Placement	48
8.5.	Mean, Median, Minimum and Maximum Spending (In \$) Per Firm for Higher Search Engine Placement, Broken Out by Number of Distinct Practice Groups in the Firm	48
8.6.	Mean, Median, Minimum and Maximum Spending (In \$) Per Firm for Higher Search Engine Placement, Broken Out by The Number of Lawyers in the Firm	48
8.7.	Law Firm Spending Plans for Search Engine Placement	48
8.8.	Law Firm Spending Plans for Search Engine Placement, Broken Out by Number of Distinct Practice Groups in the Firm	49
8.9.	Law Firm Spending Plans for Search Engine Placement, Broken Out by The Number of Lawyers in the Firm	49
8.10.	Percentage of Firms that have Ever Hired a Consultant to Advise on How to Appear Higher in Search Engine Rankings	49
8.11.	Percentage of Firms that have Ever Hired a Consultant to Advise on How to Appear Higher in Search Engine Rankings, Broken Out by Number of Distinct Practice Groups in the Firm	50
8.12.	Percentage of Firms that have Ever Hired a Consultant to Advise on How to Appear Higher in Search Engine Rankings, Broken Out by The Number of Lawyers in the Firm	50
8.13.	Likelihood that Within the Next Two Years the Firm Will Hire a Consultant to Advise it on How to Appear Higher in Search Engine Rankings	50
8.14.	Likelihood that Within the Next Two Years the Firm Will Hire a Consultant to Advise it on How to Appear Higher in Search Engine Rankings, Broken Out by Number of Distinct Practice Groups in the Firm	51
8.15.	Likelihood that Within the Next Two Years the Firm Will Hire a Consultant to Advise it on How to Appear Higher in Search Engine Rankings, Broken Out by The Number of Lawyers in the Firm	51

9.	CHAPTER NINE: PODCASTING AND WEBCASTING	52
9.1.	Percentage of Firms that have ever done a Podcast to Help Market the Law Firm	52
9.2.	Percentage of Firms that have ever done a Podcast to Help Market the Law Firm, Broken Out by Number of Distinct Practice Groups in the Firm	52
9.3.	Percentage of Firms that have ever done a Podcast to Help Market the Law Firm, Broken Out by The Number of Lawyers in the Firm	52
9.4.	Percentage of Firms that have ever Used Webcasts, Streaming Video or any other Form of Video on Demand to Market the Law Firm	53
9.5.	Percentage of Firms that have ever Used Webcasts, Streaming Video or any other Form of Video on Demand to Market the Law Firm, Broken Out by Number of Distinct Practice Groups in the Firm	53
9.6.	Percentage of Firms that have ever Used Webcasts, Streaming Video or any other Form of Video on Demand to Market the Law Firm, Broken Out by The Number of Lawyers in the Firm	53
9.7.	Use of Outside Services Vs. In-House Resources for those Firms that Use Webcasting, Streaming Video or Other Forms of Downloadable VIdeo	53
9.8.	Use of Outside Services Vs. In-House Resources for those Firms that Use Webcasting, Streaming Video or Other Forms of Downloadable VIdeo, Broken Out by Number of Distinct Practice Groups in the Firm	54
9.9.	Use of Outside Services Vs. In-House Resources for those Firms that Use Webcasting, Streaming Video or Other Forms of Downloadable VIdeo, Broken Out by The Number of Lawyers in the Firm	54
9.10.	Mean, Median, Minimum and Maximum Annual Spending (in \$) on Webcasting, Podcasting, Streaming Video or Other Forms of Downloadable Video	54
9.11.	Mean, Median, Minimum and Maximum Annual Spending (In \$) on Webcasting, Podcasting, Streaming Video or Other Forms of Downloadable Video, Broken Out by Number of Distinct Practice Groups in the Firm	54
9.12.	Mean, Median, Minimum and Maximum Annual Spending (In \$) on Webcasting, Podcasting, Streaming Video or Other Forms of Downloadable Video, Broken Out by The Number of Lawyers in the Firm	55
9.13.	Law Firm Plans for Podcasting Over the Next Two Years	55
9.14.	Law Firm Plans for Podcasting Over the Next Two Years, Broken Out by Number of Distinct Practice Groups in the Firm	55
9.15.	Law Firm Plans for Podcasting Over the Next Two Years, Broken Out by The Number of Lawyers in the Firm	55
9.16.	Law Firm Plans for Webcasting Over the Next Two Years	56
9.17.	Law Firm Plans for Webcasting Over the Next Two Years, Broken Out by Number of Distinct Practice Groups in the Firm	56
9.18.	Law Firm Plans for Webcasting Over the Next Two Years, Broken Out by The Number of Lawyers in the Firm	56
10.	CHAPTER TEN: USE OF ONLINE DIRECTORIES AND LAW PORTALS FOR MARKETING PURPOSES	57
10.1.	Estimation of the Marketing Value of Superpages.com	57
10.2.	Estimation of the Marketing Value of Superpages.com, Broken Out by Number of Distinct Practice Groups in the Firm	57

10.3. Estimation of the Marketing Value of Superpages.com, Broken Out by The Nur of Lawyers in the Firm	mber 57
10.4. Estimation of the Marketing Value of Lawinfo.com	58
10.5. Estimation of the Marketing Value of Lawinfo.com, Broken Out by Number of	
Distinct Practice Groups in the Firm	58
10.6. Estimation of the Marketing Value of Lawinfo.com, Broken Out by The Number	of 58
Lawyers in the Firm 10.7. Estimation of the Marketing Value of Findlaw.com	58
10.8. Estimation of the Marketing Value of Findlaw.com, Broken Out by Number of	30
Distinct Practice Groups in the Firm	59
10.9. Estimation of the Marketing Value of Findlaw.com, Broken Out by The Number Lawyers in the Firm	of 59
10.10. Estimation of the Value of Martindale.com for Marketing Purposes	59
 Estimation of the Value of Martindale.com for Marketing Purposes, Broken by Number of Distinct Practice Groups in the Firm 	Out 59
 Estimation of the Value of Martindale.com for Marketing Purposes, Broken by The Number of Lawyers in the Firm 	Out 60
10.13. Estimation of the Value of Law.com for Marketing Purposes	60
 Estimation of the Value of Law.com for Marketing Purposes, Broken Out by Number of Distinct Practice Groups in the Firm 	60
 Estimation of the Value of Law.com for Marketing Purposes, Broken Out by The Number of Lawyers in the Firm 	60
10.16. Estimation of the Value of Yellowpages.com for Marketing Purposes	61
 Estimation of the Value of Yellowpages.com for Marketing Purposes, Broke Out by Number of Distinct Practice Groups in the Firm 	en 61
 Estimation of the Value of Yellowpages.com for Marketing Purposes, Broke Out by The Number of Lawyers in the Firm 	en 61
10.19. Estimation of the Value of UsetheExperts.com for Marketing Purposes	61
 Estimation of the Value of UsetheExperts.com for Marketing Purposes, Bro Out by Number of Distinct Practice Groups in the Firm 	ken 62
 Estimation of the Value of UsetheExperts.com for Marketing Purposes, Bro Out by The Number of Lawyers in the Firm 	ken 62
 CHAPTER ELEVEN: USE OF ELECTRONIC PRESS RELEASE DISTRIBUTI SERVICES 	ON 63
11.1. Mean, Median, Minimum and Maximum Annual Spending (In \$) Per Firm on Electronic Press Release Services	63
11.2. Mean, Median, Minimum and Maximum Annual Spending (In \$) Per Firm on Electronic Press Release Services, Broken Out by Number of Distinct Practice Groups in the Firm	63
11.3. Mean, Median, Minimum and Maximum Annual Spending (In \$) Per Firm on Electronic Press Release Services, Broken Out by The Number of Lawyers in t Firm	he 63
11.4. Law Firm Spending Plans on Electronic Press Release Transmission Services	64
11.5. Law Firm Spending Plans on Electronic Press Release Transmission Services,	
Broken Out by Number of Distinct Practice Groups in the Firm	64

11.6. Law Firm Spending Plans on Electronic Press Release Transmission Services, Broken Out by The Number of Lawyers in the Firm	64
11.7. Evaluation of the Firm's Use of Web-Based Press Release Distribution Services	65
11.8. Evaluation of the Firm's Use of Web-Based Press Release Distribution Services, Broken Out by Number of Distinct Practice Groups in the Firm	65
11.9. Evaluation of the Firm's Use of Web-Based Press Release Distribution Services, Broken Out by The Number of Lawyers in the Firm	65
11.10. Mean, Median, Minimum and Maximum Size of the List of Press Contacts to Which Firms Email Press Releases	65
11.11. Mean, Median, Minimum and Maximum Size of the List of Press Contacts to Which Firms Email Press Releases, Broken Out by Number of Distinct Practice Groups in the Firm	66
11.12. Mean, Median, Minimum and Maximum Size of the List of Press Contacts to Which Firms Email Press Releases, Broken Out by The Number of Lawyers in the Firm	66
11.13. Percentage of Firms that Maintain a List of Press Contacts to which to Email Press Releases	66
11.14. Percentage of Firms that Maintain a List of Press Contacts to which to Email Press Releases, Broken Out by Number of Distinct Practice Groups in the Firm	66
11.15. Percentage of Firms that Maintain a List of Press Contacts to which to Email Press Releases, Broken Out by The Number of Lawyers in the Firm	67
11.16. Level of Centralization of Public Relations Efforts	67
11.17. Level of Centralization of Public Relations Efforts, Broken Out by Number of Distinct Practice Groups in the Firm	67
11.18. Level of Centralization of Public Relations Efforts, Broken Out by The Number of Lawyers in the Firm	68
OTHER REPORTS FROM PRIMARY RESEARCH GROUP	69