

# Lawyers Compare

MONTHLY NEWSLETTER

January 2010

## Company News

The website is currently undergoing a reskin to make it sleeker, sexier and more user-friendly. It will be finished on 1<sup>st</sup> March so log on then to see the improved version.

In line with the site reskin we will provide every practice that has a paid listing an individual username and password. This will enable each practice to log in and edit their details on the site.

A new initiative we're launching this month is the offer of a unique 0844 telephone number for every practice that has a paid listing on the site. Calls to this number are redirected to your practice number and are charged at a local rate. This number can be added to your listing and enables you to monitor the number of calls you receive through the site and see your ROI with LawyersCompare.com.

Our advertising campaign launched with great success this year. Our ad on Google has been viewed in excess of 2.8 million times and over 7 million views on Facebook. Using Facebooks customisable target feature we were able to attach social actions to our advert so that all those actively seeking a lawyer or solicitor had the Lawyers Compare logo and a link to the site displayed.

Conveyancing-Lawyers.com also launched this month. The site is in it's infancy but if you practice conveyancing please contact us via the details below to see how you can be part of the site.

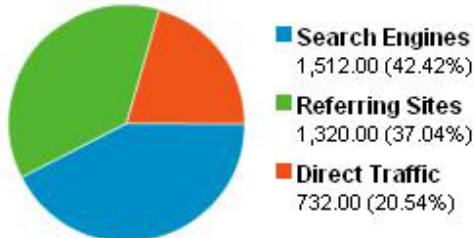
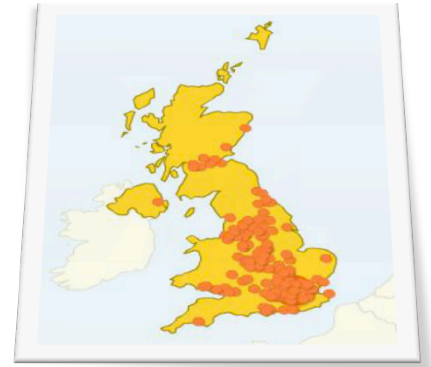


**Featured Practice**  
Moffat & Co Solicitors

Stan Moffat has over 25 years of personal injury claims experience. Stan has acted for thousands of clients over this period of time, with one aim remaining the same: to provide the best service possible. [www.moffatandco.co.uk](http://www.moffatandco.co.uk)

# Traffic Report

LawyersCompare.Com had a great January with an increased number of hits and unique visitors. We discovered that the majority of our new users were generated from two sources: the first being our advertising campaigns focused on social networking sites such as Facebook, the second from our Pay Per Click campaigns partnered with Google, Bing (MSN) and Yahoo.



The Stats: LawyersCompare site received in excess of 27,000 unique visitors and 60,000 page views in January.



## Meet the Team: Tony Denman



Tony was born and raised in the USA, but has strong links to the UK. He joined the LC.Com Online Marketing Team as a Senior Consultant during its inception. As a dedicated Marketing Professional with a wealth of experience in the online space Tony is a pivotal team member and a proud father of 5 year old Buster.

As a budding actor Tony has starred in a range of films from Fargo to new and up and coming releases such as Transylmania and Tabu. Stay tuned to this spot for regular updates!

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