

*Along with the SCBA Education Committee presents:*

# Manage Your Online Presence to Grow Your Practice

When should you focus on your professional online presence?

What should your law firm website and web presence look like so you are sending the correct message?

Discover how to grow your online professional reputation the right way and learn how to comply with the stringent rules governing attorney's online presence. This educational and entertaining course will help you transform your online presence so you are effectively connecting with peers, attracting new clients, and avoiding pit falls that can cost you time, money, and your practice.

- Learn what to include in a firm website, and how to properly represent your firm on local search directories.
- Discover what makes an effective law firm website strategy from blogging to social media.
- Review the rules that Google has in place avoiding costly mistakes and learn some general guidelines regarding your online presence.



## Jabez LeBret

Jabez LeBret is co-author of the most current book for online management of your law firm presence – *How to Turn Clicks Into Clients*. He has delivered over 800 presentations over the last 9 years worldwide from Saudi Arabia to Bogota Colombia to Argentina and almost all 50 US states. He has spoke to organizations including Microsoft, Nordstrom, Deloitte, Boeing, and GE to name a few. As a financial analyst for 5 years, managing a \$33 million budget, he understands the importance of spending your marketing budget wisely. Currently at his agency he specialize in Local SEO, Social Media Conversion, Traffic Strategy and client learning & development for law firms.

*People who register and attend will receive a copy of "How to Turn Clicks Into Clients" a \$50 Value!*

Date: Tuesday, February 7, 2012  
 Time: 11:45 am check in; 12:00 - 1:30 pm Presentation  
 Place: SCBA Office, 37 Old Courthouse Sq., Ste. 100, Santa Rosa CA 95404  
 Cost: \$40--SCBA Members; \$50--Public  
 Student Fee \$20 –Must Register by 1-25-12 and also show proof of enrollment to receive discount  
 MCLE Credit: 1.5 Unit General MCLE Credit

*Please feel free to bring a brown bag lunch as only water and light snacks will be provided.*



Please sign me up for *Manage your Online Presence to Grown Your Practice on Tuesday, February 7, 2012*

Name: \_\_\_\_\_ Firm: \_\_\_\_\_ Phone: \_\_\_\_\_

Check Enclosed: \_\_\_\_\_ Visa/MC Number: \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Exp: \_\_\_\_\_ CVV: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**PHONE:** call 707-542-1190 x18 (credit card payments) • **FAX:** this form to: 707-542-1195 (credit card payments) • **MAIL:** this form to: Sonoma County Bar Association, 37 Old Courthouse Sq., Ste. 100, Santa Rosa, CA 95404 (check or credit card) • **WEB:** go to [www.sonomacountybar.org](http://www.sonomacountybar.org) and click the class on the MCLE Link; follow instructions • **QR Code:** Scan the QR Code on this page with your mobile device to register. Requires a reader app to be installed on your mobile device.