

## Legal Services Consumers & the Internet

Posted by [Gyi Tsakalakis](#) on October 18, 2011

In a recent post at SEOmoz, master inbounder, Rand Fishkin made some excellent points on how the [internet has changed how people shop for men's clothing](#).

Since Rand did such a nice job articulating the differences between interruption and inbound marketing, I thought it worth applying these concepts to some ways legal services consumers use the internet to when they think they need a lawyer.

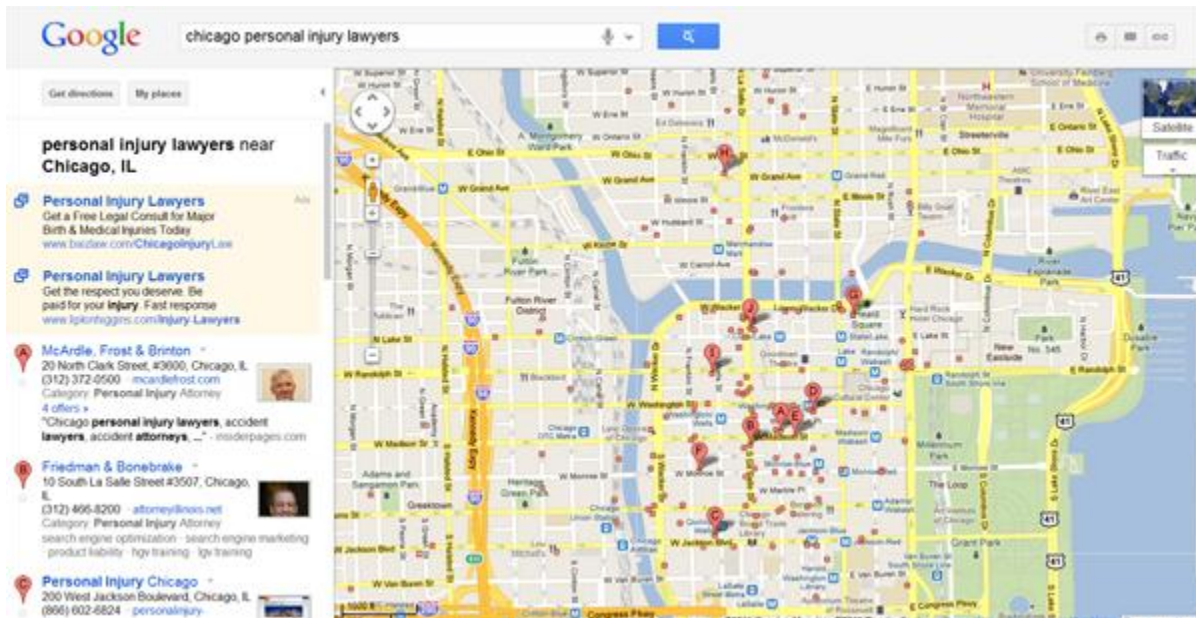
Here's a [recent television commercial of a lawyer](#) I saw here in Chicago:

So that's there's no confusion, I don't know this attorney. I don't know what the cost of this campaign was. And I have no idea what kind of return it generated.

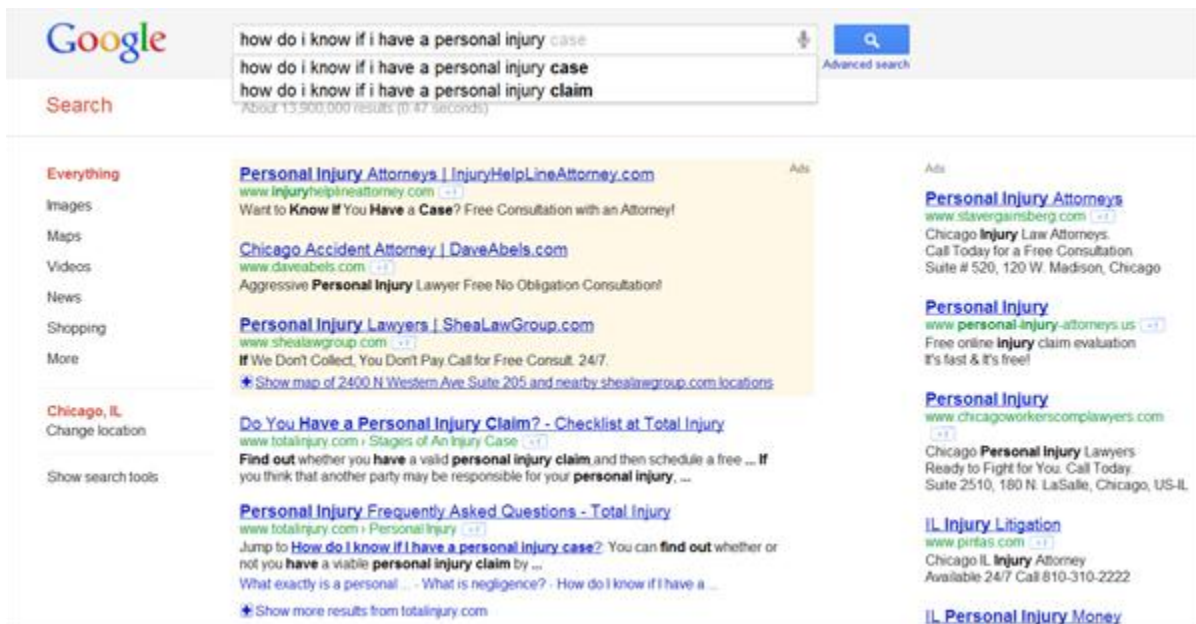
However, I do know that when their potential clients think they might be in need of a lawyer, they might do this:

The image is a screenshot of a Google search interface. The search bar contains the text "chicago personal injury lawyers". Below the search bar, there are several search suggestions: "chicago personal injury lawyers", "chicago personal injury lawyers attorneys", "top chicago personal injury lawyers", and "best personal injury lawyers chicago". To the right of the search bar is an "Advanced search" button. Below the search bar, there are several search filters: "Everything", "Images", "Maps", "Videos", "News", "Shopping", "More", "Chicago, IL", "Change location", "Any time", "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", "Custom range...", "All results", "Related searches", and "More search tools". The search results are displayed in a list format. The first result is an advertisement for "Personal Injury Lawyer - Contact Us for a Free Consultation." from www.bizlaw.com, with a link to "Over \$100mil in verdict/settlements". The second result is an advertisement for "Chicago Injury Lawyer - Call For a Free Consultation Today." from www.sgnlaw.com, with a link to "I Will Fight For Just Compensation" and a location pin for "212 W Washington St, Chicago (312) 372-4448 - Directions". The third result is an advertisement for "Responsive Injury Lawyers - Get the respect you deserve." from www.lpknhiggins.com, with a link to "Injury Lawyers" and a link to "Be paid for your injury. Fast response". The fourth result is a search result for "Clifford Law: Chicago Personal Injury Attorneys Lawyers Chicago..." from www.cliffordlaw.com, with a link to "Clifford Law Offices: top-ranked Chicago personal injury attorneys lawyers, Chicago wrongful death attorneys. One of the top Chicago law firms, 800- 899-0410. Our Attorneys - Contact Us - Record of Justice - Our Practice Areas". The fifth result is a search result for "Personal Injury Lawyers Chicago Illinois / Accident Attorneys" from www.salvialaw.com, with a link to "Personal Injury Attorneys in Chicago Are Here to Help. Salmi Schostok & Pritchard, Chicago, IL. CALL 877-249-1227 today for a free consultation." The sixth result is a search result for "Chicago Wrongful Death Attorneys. Personal Injury Law - Power..." from www.proslaw.com, with a link to "Named as the #1 Law Firm in Chicago, Power, Rogers & Smith wrongful death and personal injury law firm makes sure their clients receive committed and ..." and a location pin for "70 W Madison St # 5500, Chicago (312) 236-9381". To the right of the search results is a map showing the location of the search results in Chicago. The map is a Google Map showing a street grid with several red location pins. The pins are labeled with letters: "A", "B", "C", "D", "E", "F", "G", "H", "I", "J", "K", "L", "M", "N", "O", "P", "Q", "R", "S", "T", "U", "V", "W", "X", "Y", "Z". The map shows the area around the intersection of W Washington St and W Madison St. The map is titled "2011 GoogleMap data ©2011 Google, Sanborn". Below the map is an "Ads" section with three advertisements for "Personal Injury Lawyers". The first advertisement is from www.mblawoffices.com, with a link to "Personal Injury" and a link to "Outstanding Results - Personalized Attention. No Fees Unless You Win!". The second advertisement is from www.thehorowitzlawgroup.com, with a link to "Injury Law" and a link to "Aggressive Chicago Injury Lawyer Free Consultation Call 312-386-7002".

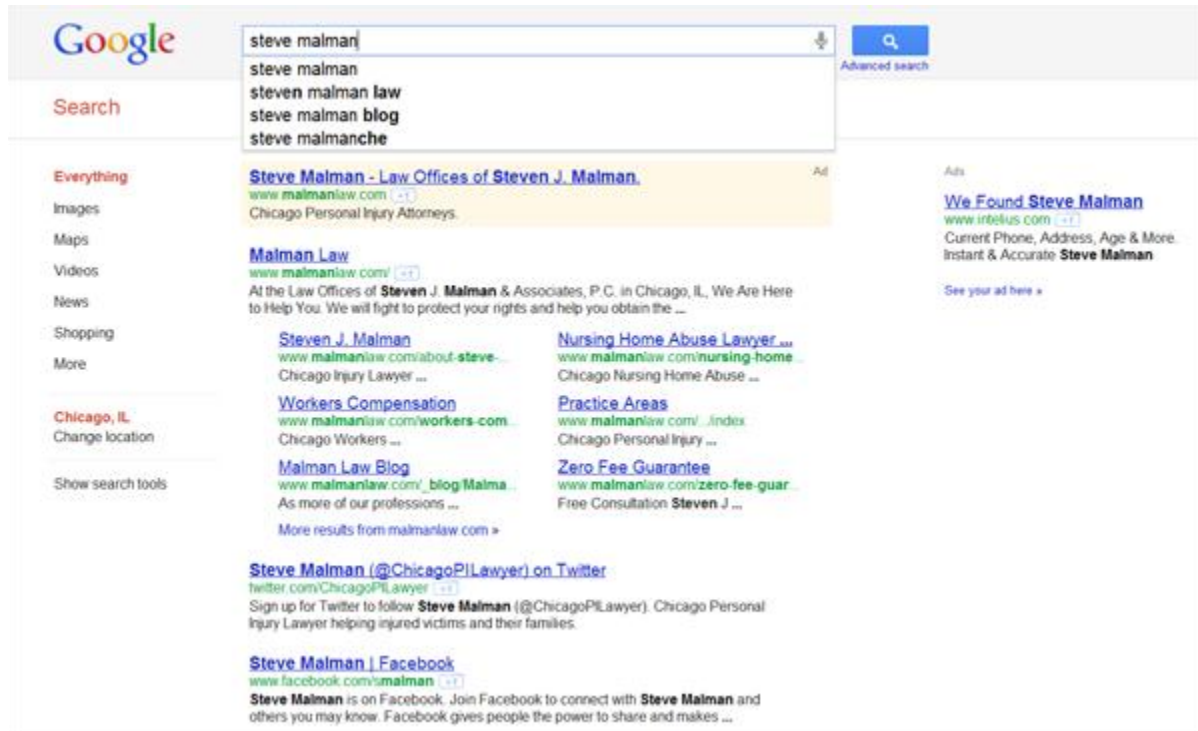
And they might see this:



And some folks might not know whether they even need a lawyer yet. So they might ask a question like this:



And some of those consumers may have been referred by friends. So those folks might do this:



And they might see this:



And this:

**Malman Steven J**  
 205 West Randolph Street #1040, Chicago, IL 60606  
 (312) 629-0099  
 malmanlaw.com  
 Directions Search nearby Save to map more

**Category:** Attorney  
**Transit:** Clark/Lake (0.2 mi NE) Blue Line, Brown Line, Green Line, Orange Line

1 review **Your rating:** ★★★★★  
 personal injury law - nursing home abuse - nursing home neglect - medical malpractice - free consultation

**Photos**  
 malmanlaw.com malmanlaw.com malmanlaw.com malmanlaw.com malmanlaw.com

**Reviews**  
 Ronald - Mar 21, 2011  
 ★★★★★  
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And they'll eventually find this:

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 Bicycle Accidents  
 Birthright Malpractice  
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 Bus Accidents  
 Carpal Tunnel  
 Child Sexual Abuse  
 Construction Accidents  
 Dog Bites/Animal Attacks  
 Injuries to Minors  
 Medical Malpractice  
 Motorcycle Accidents  
 Pedestrian Accidents  
 Personal Injury

**Disclaimer:** The Law Offices of Steven J. Malman & Associates, PC does not represent the clients whose cases, settlements, and verdicts are discussed on this blog site. Our Chicago injury law firm is reporting on current events. We are not using this blog site to offer unlicensed legal advice.

April 26, 2011  
**Chicago Wrongful Death Lawsuit Filed in Accident that Landed Amputee in Wheelchair in Lake Michigan**

A Chicago wrongful death lawsuit has been filed against James Lacy. He is the man who was pushing 61-year-old Sarah Goerne in a wheelchair outside the Columbus Yacht Club on the night of April 5 when they both fell into Lake Michigan.

Goerne and Lacy, 58, were leaving a party at the club when the two accidentally fell into the water. Rescuers pulled both of them out at Oudette marina and they were transported to the hospital. Lacy has survived the incident, but Goerne died several days later.

The Cook County Medical Examiner's office says that her cause of death was broncho-pneumonia and sepsis. The amputation of her right leg following a car crash and spinal injury were listed as secondary causes of death.

The Chicago wrongful death complaint accuses Lacy of failing to control the wheelchair and not keeping a proper lookout. The plaintiff, Martha Banta, is seeking over \$50,000.

**Cook County Wrongful Death**  
 A wrongful death claim can be filed when a person dies and someone else was legally at fault. The person "at fault" doesn't need to have intended to cause or directly cause the victim's passing. There may be more than one party who should be held liable.

Also, the victim's family may be able to claim economic damages (medical costs related to the death, funeral/interment expenses), loss of income/benefits/inheritance, and/or services; non-economic damages (survivor's pain and suffering, mental anguish, loss of companionship/consortium of the deceased, loss of protection/care/advise/guidance, nurturing/training from the deceased, and/or loss of consortium), and punitive damages.

Man Sued Over Lake Wheelchair Death, MyFoxChicago, April 18, 2011  
 Family sues wheelchair pulper in Lake Michigan death, ABC Local, April 19, 2011

**Related Web Resources:**  
 Wrongful Death Claims, http://www.wrongfuldeath.com  
 Illinois Wrongful Death Act, Illinois General Assembly

**More Blog Posts:**  
 Family Files Chicago Wrongful Death Lawsuit Against Chinese Restaurant After 7th Grader Suffers Fatal Peanut Allergy, Chicago Injury Attorney Blog, March 22, 2011  
 10th Illinois Wrongful Death Lawsuit Against LaRoy Police Over Delay in Issuing Amber Alert Goes to Federal Court, Chicago Injury Attorney Blog, August 19, 2010  
 Illinois Wrongful Death Lawsuit Filed in Teachers Drowning on the Vermilion River, Chicago Injury Attorney Blog, June 5, 2010

Posted by: Steven J. Malman | Permalink | Email This Post  
 Posted in: Wrongful Death  
 0 comments 0 likes

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 April 26, 2011 12:02 PM  
 Chicago Wrongful Death Lawsuit Filed in Accident that Landed Amputee in Wheelchair in Lake Michigan A Chicago wrongful death lawsuit has been filed against James Lacy.

April 19, 2011 8:30 PM  
 Man Files Suits, Illinois Trip and Fall Accident Lawsuit Over Broken Hip Injury From Cemetery Accident James Arthur has filed a Cook County trip and fall.

April 12, 2011 12:49 AM  
 Chicago Medical Malpractice Lawsuit Seeks Damages Over Newborn's Facial Medication Overdose Priscilla and Cameron Burnett have filed a Chicago wrongful death.

April 9, 2011 10:24 PM  
 Cook County Injury Accident: 3-Year-Old Dorrton Boy Dies in Northridge Roller Coaster Accident at Go Bananas 3-year-old Jayson Dorrton died on Saturday after he fell off.

And they may even get to this:

The screenshot displays the Avvo profile for Steven James Malman. At the top, there are navigation tabs for 'LEGAL' and 'HEALTH', and a search bar containing 'steve malman' in 'Chicago, IL'. The profile header includes a placeholder for a profile picture, the 'Avvo Rating' (10.0), a 'No Concerns' badge, and a 'Client Rating' of 5 stars based on 1 review. Below this, there are buttons for 'Email Lawyer', '+ Save', and 'Send to a friend'. The 'Overview' section features a pie chart for 'Practice Areas' showing 100% for 'Workers Compensation'. The 'Contact Information' section lists the address: 205 W. Randolph, Suite 1040, Chicago, IL 60606, and the office phone: 312-629-0099. The 'References' section shows a 'Client Rating' of 5 stars and a review: "Very good and fast" posted by SB, 9 months ago. The review text reads: "Client Review: The Malman Law team is exceptional. Knows personal injury law, very responsive to my personal workers comp case, recovered money I thought I would... more". On the right side, there are 'Sponsored Listings' for other lawyers and a 'Related Lawyer Searches' section.

Whether they're directly searching for a lawyer, trying to get answers about their legal issues, or vetting a referral that they received from a friend or family member, the [way legal services consumers find information](#) about their legal issues has been forever changed by the internet.

I don't know if interruption marketing will ever completely die. However, I am pretty confident that providing your potential clients with content that demonstrates your knowledge, skill, and experience, **when they are looking for it** is much more likely to motivate them to contact and hire you than when you interrupt their favorite television show or sports game.

And the internet provides a variety of ways for you to do that. And most of these are **much** less expensive than their interruption counterparts.