

Canadian-Lawyers.ca  
Powered by Lawyers.com™

## Grow your practice. Gain new business.

Canadian-Lawyers.ca is an online directory of Canadian lawyers and law firms targeted to consumers and small businesses. With many options available, you can easily create the listing you want to best promote your firm and attract new clients.

# Interested in growing your practice?

LexisNexis can help with Canadian-Lawyers.ca, the online legal directory designed to help you market your services to consumers and small businesses in Canada. Canadian-Lawyers.ca is the only consumer- and small business-directed Canadian legal directory on the web backed by LexisNexis Martindale-Hubbell, publisher of legal directories since 1868.

If you want to grow your practice, Canadian-Lawyers.ca can support you by:

- Attracting new clients with over 1,500 searches for Canadian lawyers each day
- Building your firm's presence on the Internet
- Driving traffic to Canadian-Lawyers.ca through various marketing programs

**A 2007 Canadian-Lawyers.ca survey showed that 50% of respondents were looking for a lawyer for a legal matter. An additional 22% of respondents visited Canadian-Lawyers.ca to get contact or other information about a lawyer. And 81% of visitors plan to contact a lawyer within a month. Shouldn't they be contacting you?**

## Home Page

Prospective clients can easily find your law firm by browsing by area of law practised, location, firm name, or lawyer name. By using the Advanced Search, they can search by languages spoken at your firm.

In addition to being a comprehensive directory, Canadian-Lawyers.ca is a legal resource. By providing articles and information on Canadian legal topics, Canadian-Lawyers.ca encourages visitors to keep returning to the site.

The screenshot shows the Canadian-Lawyers.ca website interface. At the top, there's a navigation bar with 'Find a Lawyer', 'Understand Your Legal Issue', and 'Legal Help & Resources'. The main content area is divided into several sections:

- Lawyer Search:** A prominent search box with '3 WAYS TO SEARCH' options: 'Simple Search' (Find a Lawyer from over 1 million Lawyers and Law Firms Worldwide), 'Search by Practice Area', and 'Search by Location'. A red circle with the number '1' highlights the search box.
- Info for Lawyers:** A section for lawyers to add their firm's listing, with a red circle and the number '2'.
- THINGS TO KNOW Before YOU:** A section with a woman's image and links to 'Call a Lawyer', 'Meet with a Lawyer', 'Send a Lawyer', 'Work with a Lawyer', and 'Hire a Lawyer'. A red circle with the number '3' is next to it.
- Life-Changing Events:** A section with articles on 'Buying a Home', 'Starting a Business', 'Charged with Impaired Driving', 'Immigrating to Canada', and 'Preparing a Will'.

1. Site visitors can find lawyers by browsing by area of law, location, name, or keyword
2. Popular search categories are easy to find
3. Articles on key legal topics keep consumers coming back

# Maximize your **Profile** to maximize your presence

## Firm Profile

A Firm Profile provides an overview of your firm and the areas of law your firm practises. The more information you provide about your firm, the more your listing will stand out against competitors and provide consumers with the information they need to select your firm.

Contact information is provided up front—including a direct email link to your firm—making it easy for prospective clients to contact you. You can also list the key lawyers in your firm and highlight their credentials. If you have a web site, you have the option of hyperlinking directly to your site.

1. Firm's areas of law practised
2. Firm Profile
3. Lawyer overviews
4. Email link directly to your firm
5. Contact Information
6. Hyperlink to your existing web site

The screenshot shows the firm profile for Parker, Benson & Moore on the Canadian-Lawyers.ca website. The page is titled "Find a Lawyer" and includes a search bar and navigation links. The firm's name and location (Law Firm in Calgary, Alberta) are prominently displayed. A LexisNexis Martindale-Hubbell Peer Review Rated badge is visible. The profile includes contact information (Phone: 403-555-6720, Fax: 403-555-6730), a website link (http://www.lawyers.com/parker), and a "Send us Email" button. The firm's location is listed as 830 8th Avenue, S.W., Calgary, Alberta T2P 3X8 (Calgary Jud. Dist.). The profile also lists the firm's areas of law (General Civil and Trial Practice, Banking, Estate Planning, Real Estate, Litigation, Family Law), year established (1968), and firm size (3). A "Firm Profile" section provides a detailed overview of the firm's history and services. A "Languages" section lists English, French, and Spanish. "Office Hours" are listed for Monday through Friday. "Rate Information" includes "Free Initial Consultation". A "3" in a yellow circle highlights the "Karen Parker" member profile, which includes her birth date (May 13, 1940), education (University of Toronto, University of Alberta), and professional memberships.

## Lawyer Profile

Promote the lawyers at your firm and their areas of expertise with Lawyer Profiles. Each lawyer listed in the Firm Profile has a separate page, including contact information. The Lawyer Profile covers the lawyer's specific areas of law practised, education, and bar admissions.

1. Lawyer's areas of practice
2. Email link to lawyer
3. Contact Information

The screenshot shows the lawyer profile for Karen Parker on the Canadian-Lawyers.ca website. The page is titled "Find a Lawyer" and includes a search bar and navigation links. The firm's name and location (Law Firm in Calgary, Alberta) are prominently displayed. A LexisNexis Martindale-Hubbell Peer Review Rated badge is visible. The profile includes contact information (Phone: 403-555-6720, Fax: 403-555-6730), a website link (http://www.lawyers.com/parker), and a "Send us Email" button. The lawyer's location is listed as 830 8th Avenue, S.W., Calgary, Alberta T2P 3X8 (Calgary Jud. Dist.). The profile also lists the lawyer's areas of law (Trust Administration; Trial Litigation; Real Estate), year admitted to bar (1967, Alberta; 1968 Ontario), law school (University of Alberta), college (University of Toronto), and professional memberships (Canadian Bar Association; Law Society of Alberta; Law Society of Upper Canada). The lawyer's birth date (May 13, 1940) and website (http://www.lawyers.com/parker) are also listed. A "1" in a yellow circle highlights the lawyer's specific areas of law.

# Make your Search Results stand out

## Search Results

By searching by name, or browsing by location or area of law, site visitors will easily find the information they need. The Search Results provide a list of lawyers and law firms meeting the search criteria. Each result shows the name and location of the lawyer or law firm.

## Looking for more ways to stand out from your competition?

To make your firm stand out on the Search Results page, consider these additional options:

- A **Lawyer Home Page** or **Direct Web Site Link** will give your firm Priority Placement so that your listing appears in the top portion of the page (shown by the [View Website](#) link). Results are rotated among the priority-placed firms, ensuring every listing has equal placement. You also can include a tagline that highlights the key features of your firm
- **Geographic Cross-References** let your firm establish a presence in another city without having an office there. Provide the city names where your firm practises and your firm will appear in the Search Results when a search is done on those cities and your area of law.
- Purchase an exclusive **Premier Banner Ad**. Each banner ad will appear on the Search Results page of the area of practice and geographic area that you specify.

The screenshot shows the Canadian-Lawyers.ca search results page. At the top, there is a search bar and navigation tabs. A prominent banner ad for Parker, Benson and Moore is displayed. Below the banner, the search results are listed for Ontario (ON) Law Firms. The results include four law firms, each with a 'Select & Compare' button and a 'View Website' link. A legend on the left side of the page indicates features like 'Accepts Credit Cards', 'Offers Free Initial Consultation', and 'Peer Review Rated'. The page also includes a 'Simple Search' section with filters for City, Province, and Country, and a 'Refine All Results' section with filters for Area of Law, Bar Admissions, Peer Review Rated, and Law School Attended.

1. Guided navigation helps users refine their search easily
2. Premier Banner Ad is prominently placed on the page and is exclusive to your firm
3. Icons appear when your firm accepts credit cards, offers free initial consultations, and/or has a Peer Review Rating

# Create a **Web Site** as unique as your practice

## Web Sites

Canadian-Lawyers.ca offers several options for connecting to your existing web site or building a web site for your firm if you don't already have one. By selecting a web site option, your listing also gets Priority Placement in the Search Results.

If you already have a web site, a **Direct Web Site Link** can be created that links directly to your web site from Canadian-Lawyers.ca. Plus, it gives you the added benefit of receiving Priority Placement in the Search Results making your listing more noticeable.

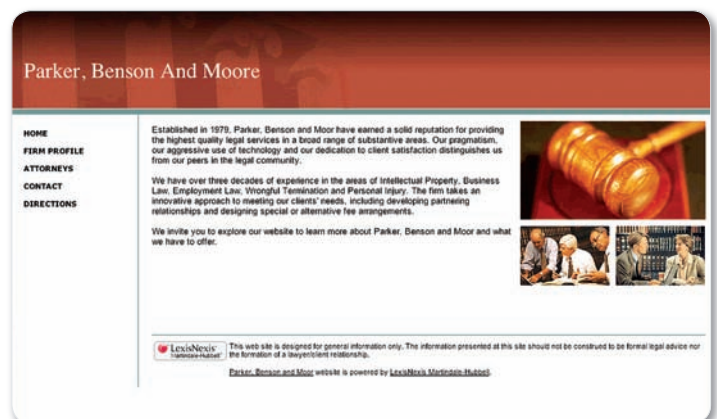
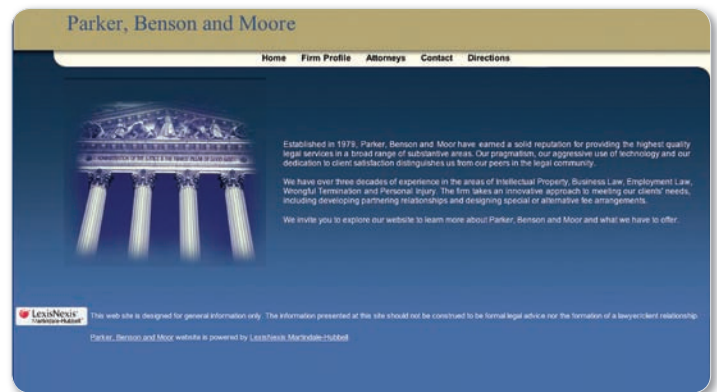
A **Lawyer Home Page (LHP)** web site can be created based on your Firm and Lawyer Profiles. An **LHP Basic** web site contains a Home Page, a Firm Profile, Lawyer Profiles, Contact Information, and Directions to your firm. Canadian-Lawyers.ca has a selection of web site templates to choose from, and the content of the site is created from your Profile pages, so you don't have to be tech-savvy.

If you are looking for more flexibility, upgrade to an **LHP Plus** web site and add another 25 pages of content and images specific to your firm. You will also have a web site address specific to your firm's name that you can use to promote your web site.

Each LHP Basic and LHP Plus web site comes with a user ID and password, so you can make changes to your web site at any time. Our Customer Support team is also available to assist you.

With our **Premium Web Sites**, you get the benefit of four hours of professional consultation. Our experts will ensure that your Premium Web Site represents your goals, with an engaging design tailored exclusively to your practice and a URL unique to your firm.

For the ultimate in web sites, consider a **Custom Web Site** from Canadian-Lawyers.ca. Our experts will advise you on the best web content, graphics, and interactive features to suit your firm's image and help you meet your specific client acquisition goals. Our team of talented designers and programmers will professionally design and maintain your site, worry-free.



### Why list on Canadian-Lawyers.ca?

- **It's an easy way to market your firm online.** Canadians use the Internet as a research tool to help them make informed decisions, and Canada is the second-most Internet-connected country in the world. By listing on Canadian-Lawyers.ca, you can get a web site if you don't currently have one or drive more traffic to your existing web site.
- **Benefit from our Search Engine marketing campaigns** aimed at building awareness and driving traffic to Canadian-Lawyers.ca. We sponsor links on major search engines for key cities and areas of practice in Canada. Purchasing terms with a search engine directly could cost you a minimum of \$1,000 a month.
- **Our web traffic continues to grow monthly** with thousands of unique visitors going to Canadian-Lawyers.ca each week, and over 1,500 searches for Canadian lawyers each day.
- **Canadian-Lawyers.ca Powered by Lawyers.com™ is backed by LexisNexis.** LexisNexis Martindale-Hubbell has been creating lawyer directories for over 130 years, including Lawyers.com, which has been in existence since 1998 and continues to grow.

### What is a Peer Review Rating and how do I get one?

Martindale-Hubbell® Peer Review Ratings™ are established by lawyers for lawyers and attest to a lawyer's legal ability and professional ethics. The legal community respects the accuracy of Ratings because it knows that its own members—the people best suited to assess their peers—are directly involved in the process. Most Peer Review Rating reviews are initiated by Martindale-Hubbell in five-year intervals after admission to the bar. A lawyer, partner, marketing director, or colleague can also request a Peer Review Rating review. Inquiries about initiating the Peer Review Ratings process may be addressed to [ratings@martindale.com](mailto:ratings@martindale.com), or visit [www.martindale.com/ratings](http://www.martindale.com/ratings) for more information.

### Contact Information

For more information, contact a Canadian-Lawyers.ca Product Consultant at **1-800-255-5174** or [sales@lexisnexis.ca](mailto:sales@lexisnexis.ca), or visit [www.lexisnexis.ca/en/lawyerscom](http://www.lexisnexis.ca/en/lawyerscom).

You can also complete the form below and fax it toll-free to **1-800-461-3275** (or **905-479-2826** in Toronto), and a Product Consultant will contact you.

## Request More Information

For more information about the value of a **Canadian-Lawyers.ca** listing, fill in the form below and fax it toll-free to **1-800-461-3275** (or **905-479-2826** in Toronto).

Name: \_\_\_\_\_ Firm/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Number of firm lawyers: \_\_\_\_\_

Are you a PCLaw™ customer?  Yes  No

PCLaw customer number: \_\_\_\_\_

Are you a Quicklaw™ customer?  Yes  No

Quicklaw customer number: \_\_\_\_\_

Do you have a web site?  Yes  No



The listings provided are samples and do not represent actual law firms.

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