



## TECHGEAR

The Casio EX-FC100 (\$400) is a point-and-shoot camera with a twist: It can shoot video at 1,000 frames per second, allowing for ultra-slow-motion playback. It also will take 30 pictures per second in burst mode, automatically selecting the best image based on image sharpness and whether the subject is smiling and has open eyes.



## WEBLINKS



**ROBERT ABTAHI**, founder of **YoungTexasLawyer.com**, is a former Big Four tax attorney-turned-Dallas assistant city attorney. He is committed to the proactive use of the law to implement solutions to quality of life problems for Dallas residents.

### DrudgeReport.com

The Drudge Report is my browser's homepage, and I check the site frequently throughout the day. The stories here range from world issues to celebrity gossip and often go unreported in the mainstream media.

### Law.com

This is my go-to site for legal news. I am a news junkie at heart and Law.com fills my need to stay current on the legal industry.

### SlickDeals.net

This is a great site for fighting the recessionary blues. It has the most frequently updated deals found on the Web and more than 800 online coupons. Don't make an online purchase without going here first.

### DallasBasketball.com

Mike Fisher is the founder of this site and a former Dallas Cowboys beat writer. He regularly breaks DFW sports stories before anyone else, and you'll often see a story here days before it appears on ESPN.

### Hulu.com

Founded by NBC Universal and News Corp, Hulu is a free and completely legal site that allows you to watch TV shows and movies over the Web. It's great when you miss a show or need to kill time in the airport.

# On Your Law Firm Website, Content is King

BY VIRGINIA BISEK

**Y**ou built your law firm website a few years ago because, quite frankly, it was the thing to do. Everybody was doing it. The overriding business sentiment was, "If we build it, they will come." Since then, your content has grown and changed without logic or formula. The lack of a clear process for content updates has created a website that your audience doesn't understand and can no longer navigate.

So, you built it, but now what? Nobody shows up or stays long. If you're lucky, some visitors may pick up the phone and call rather than wade through the mess. But this isn't the goal of a website. You don't want calls asking you for directions to content. You want people to call *after* they've had a chance to look you over and *after* they trust that your services are valuable to them, on their own time and in their own space.

## WHAT IS CONTENT?

Content is everything your users see: informational and instructional copy, PDFs, navigation and design elements, internal and external links, pictures, etc.

## NO SECRET FORMULA

So, you'd like to create a better user experience for your audience through better content. There is no secret formula, but there are a couple of important steps to take first:

- Make a commitment to the Web. It's an important medium. An overhaul of your website content is not going to result in an immediate rush of visitors to your door, but it will certainly help your image, build brand awareness, and, in the long run, provide a bigger return on your investment.
- Get everyone on board — your staff, your colleagues, and the people who sign the checks. Convince everyone that your firm's brand will get better only by developing a content management process that allows you to create a viable, exciting, and valuable website that promotes your information, services, and products.

## THE SCIENCE OF PROCESS

By adopting set processes and sticking to them, you'll realize success by creating order out of chaos. An organized website results in a better user experience, and the most important step you can take to a more organized site is to create a *content inventory*.

## WHAT IS CONTENT INVENTORY?

A content inventory lists all of the content on your website. To get where you want to go, it helps to know what content you have. You do this by going



**VIRGINIA BISEK** works on many websites as writer/editor, content manager, and information architect. Contact her at [www.virginiabisek.com](http://www.virginiabisek.com).



through your website, page by page, and assigning each piece of content a unique ID (such as a number). You can use a spreadsheet application like Microsoft Excel, and you can use a Web application like Basecamp to share and collaborate on the content inventory with your team. Here are the basics of a content inventory:

- Page name and URL
- Unique ID
- Description of page
- Owner of the content
- Page status (indicates whether the content should be kept as is, revised, or deleted — with date)
- When the page must be reviewed next (with date).

You may certainly add information that charts your organization's needs along the way.

Usually, the person on your web team that maintains your content should develop and manage the content inventory. This content manager must commit to the inventory process and have support from the firm, as attention to detail is necessary for this task. In addition, the content inventory will need updating when a page status changes or new information is received. You could outsource that function as part of a content overhaul. Once the content inventory is done, your internal staff can resume content management tasks.

### WHAT'S IN IT FOR ME?

That's exactly what people ask each time they visit your website, so it's a good idea to ask yourself that question from the start. By developing a cohesive content inventory, you can:

- verify that your website is doing what you think it's doing,
- present logical and strategic data to your constituents,
- mitigate subjective reviews and discussions that go nowhere,
- develop clear navigational paths to all of your website content, and

- embrace clarity, best practices, new ideas, and cool features.

One of the biggest advantages of a content inventory is that you can develop web-friendly copy across many different departments or categories, at the same time, with clear direction and focus. You'll have a complete picture of what

you are offering so you can decide whether content should be updated or deleted from your site. You'll also get a sense of what content is missing.

If you want to create "sticky" content that will keep your visitors sticking around, you need to start with a content inventory. Remember, content is king. ✪

### COMPLETE TEXAS BAR JOURNAL ARCHIVE NOW ONLINE

Thanks to an alliance with William S. Hein and Co., State Bar members have free access to a complete archive of the *Texas Bar Journal*. Go to [www.texasbar.com/tbj](http://www.texasbar.com/tbj) and click on the Hein Online logo to browse searchable PDFs of each issue of the magazine dating to 1938.



## TEXAS CORPORATION SUPPLIES YOUR RELIABLE SOURCE SINCE 1978!

Your Clients Deserve a Quality Corporate/LLC Kit  
Order yours by 1pm ships Today!

*Silver Eagle Corporate Kit*



**20% TEXAS BAR JOURNAL DISCOUNT FOR NEW ACCOUNTS MUST REQUEST UPON ORDERING.**



[www.tcs-libertylegal.com](http://www.tcs-libertylegal.com)  
[sales@tcs-libertylegal.com](mailto:sales@tcs-libertylegal.com)

800-392-3720  
Fax: 800-441-7134