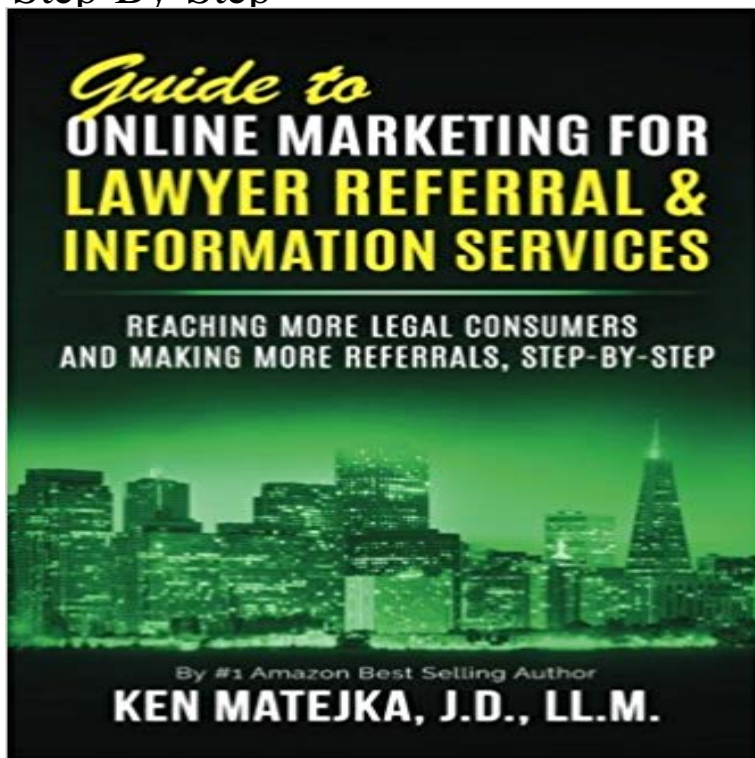


# Guide to Online Marketing for Lawyer Referral & Information Services: Reaching More Legal Consumers and Making More Referrals, Step-By-Step



LRIS online visibility means more referrals. With the proliferation of rival online services, and the near-universal adoption of the smartphone as the consumers contact device of choice, lawyer referral programs must adapt to compete successfully against more visible directories and for-profit legal service providers. In this follow-up work to his #1 bestseller, *The Lawyers Ultimate Guide to Online Leads*, Matejka explores the online marketplace for lawyer referral services. He addresses the immediate challenges LRISs face and the opportunities they have before them in this rapidly changing digital age.

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