

ALI-ABA /ABA Law Practice Management Section  
Live Telephone Seminar/Live Audio Webcast Cosponsored with the  
ABA Law Practice Management Section

**Google for Lawyers:  
Essential Search Tips and Productivity Tools**

Wednesday, February 2, 2011

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**PROGRAM**

**Eastern** 1:00 pm - 2:00 pm | **Central** 12:00 pm – 1:00 pm | **Mountain** 11:00 am – 12:00 pm  
| **Pacific & Arizona** 10:00 am – 11:00 am | **Alaska** 9:00 am – 10:00 am  
| **Hawaii** 8:00 am - 9:00 am

- Introductory remarks
- Competing with large firms' research and technology budgets with Google's free and low-cost office applications and services
- Free office applications such as Gmail, Google Docs, and Google Calendar
- Free services such as Google Voice, Google Translate, and more
- Researching case law, law reviews, and other journal articles free with Google Scholar
- Google's "hidden" and advanced search tips and services
- Questions and Answers
- Conclusion



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**FACULTY**

**Mark Robertson (Moderator)** is the co-author of *Winning Alternatives to the Billable Hour, Third Edition* (ABA 2008).

**Carole Levitt** is a nationally recognized author and speaker on Internet legal research. She has over twenty years of extensive experience in the legal field as a law librarian, Legal Research and Writing professor (Pepperdine University School of Law), California attorney and Internet trainer. She is a skilled online searcher, focusing on legal, public record, investigative and business research. Additionally, she is co-author of *Lawyer's Guide to Fact Finding on the Internet* (ABA 2006) and *Find Info Like a Pro: Mining the Internet's Publicly Available Resources for Investigative Research, Vol. 1* (ABA 2010), as well as 11 editions of *The Cybersleuth's Guide to the Internet* (IFL Press 1999-2011).

As President and founder of Internet For Lawyers, she provides customized Internet legal research training to legal professionals (with continuing legal education credit). Ms. Levitt has made Internet legal research presentations for industry groups, law firms, bar associations and library associations throughout the United States.

Ms. Levitt is the Chair of the California State Bar's Law Practice Management & Technology Section and also serves on the Executive Board of the Los Angeles County Bar Law Practice Management Section. Additionally, she served as the Vice-President of the 400-member Southern California Association of Law Libraries.

**Mark Rosch** is Vice President of Marketing for Internet For Lawyers and the developer and manager of the Internet For Lawyers web site. He is the Editor of IFL's newsletter, and writes and speaks about legal technology for firms and also on how to use the Internet for research and for marketing. Additionally, he is co-author of *The Lawyer's Guide to Fact Finding on the Internet*, (ABA 2004.) Mr. Rosch serves on the ABA LPM Section Education Board.

Mr. Rosch provides Electronic Marketing Consulting services to solo practitioners and law firms of all sizes that seek to create an online marketing effort or increase the effectiveness of their current efforts. Mr. Rosch has also helped law firms and legal consultants optimize their web sites to improve their search engine rankings. (continued)

During his 20 years of marketing experience, Mark Rosch has developed, implemented and supervised the publicity, promotions and marketing campaigns for numerous and varied clients, from LLRX.com, the prestigious legal web site, to new media developers.

Searching for the right results among the billions of pages on the Web? You don't need just a search engine; you also need some know-how. A great place to learn dozens of additional tips for using Google is Google itself. For example, Google's "Basic search help" and "Tips & Tricks" pages have loads of tricks and shortcuts you can use.

8. Simplify Google URLs. One thing I've come to dislike about Google, however, is that the links on its results page are all Google URLs that redirect you to the original page. Here are 41 Google search tips to keep in mind or refer back to for when you need to find exactly what you're looking for. Use quotes around the query to get exact match results. Google will always try to return the most relevant results, but it's sometimes too smart for its own good. Use + to denote one essential word (disables synonyms). Google will often act like a thesaurus when you search, substituting words for synonyms slightly, trying to find better results. In some cases, this is a great feature; in others, it can get in the way of finding the best results. Searching site:process.st productivity will return all productivity-related pages from only the process.st domain, for example. Use -pinterest.com in Google Images to get better quality results. Google is famous for its free and low-cost business tools, including Apps, Maps and Search. But if those are the only Google tools in your business, you're missing some of their best productivity-enhancing applications. Google for Retail can help business owners upload their current inventory, manage their products, become a trusted Google store, use Google AdSense and more. Log in and start selling globally!

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