



Websites: The New Reliable for Attorney Marketing

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Getting Cases over the Web

If you are an attorney, you know that the process of *finding* a case can often be more of a chore than winning one. Especially in personal injury law, competition for clients is exceptionally fierce. Any marketing advantage a lawyer can win (or purchase) can make the critical difference in obtaining first dibs on a case. As a result, many lawyers spend tens of thousands of dollars each year on advertising in print, radio and television. Some of this advertising is effective and worth it. And some of it is clearly not.

Now, imagine a world where you have so many potential cases coming in that you are referring out more cases than you accept for your own practice. And imagine doing this without paying advertising companies a dime. Where is this fantasy land?

It's online, and through your own website. Although the web has been around for a while now, it's definitely not too late to create an affordable and effective website that can supplement your current marketing efforts. In time, and by consistently following a few simple strategies, you may soon find that your website can carry the entire marketing arm of your firm, and allow you to reach into areas you didn't even know existed.

About Today's Search Engines

When searching online for information, most Americans obtain their information through one of three major search engines, in this order: Google, Yahoo and MSN. Together, these three engines control more than 96 per cent of total search engine portal traffic. What the public will find online is largely determined by these engines, and whether the public will find your firm online depends on how well you can promote your presence through the engines.

Each search engine maintains an index of web pages it locates on the Internet. This index is reviewed, updated, and changed on a daily basis. Almost any page can be indexed, provided it meets the "quality" guidelines established by the engines. But if you are trying to compete on the web, simply being indexed won't be of much help. The goal of a small law firm is to get good placement, not for who they are, but for what they do. Placing # 1 for Jim's Law Firm may impress your friends and peers, but chances are you won't reach the people who need your services. If your practice involves **medical malpractice** or **personal injury**, you want to rank well for words related to those matters.



How Search Engines Rank Your Pages

So how do search engines make the all-important determination about what sites get top billing for important keywords, and what sites are banished to page 972 of the search returns? That formula is the most tightly held secret a search engine can possess. Obviously, search engines do not want anyone figuring out how to rank well on their pure search returns. Search engines make their money on paid advertising – like Google Adwords – and anyone who knows how to manipulate the engines to place in the "pure" returns (which have much higher click thru rates than paid advertising) is a threat to search engine revenue.

To prevent this, search engines change the weight and factors that they use to measure a page's relevance at monthly, weekly and (increasingly) daily intervals. This keeps search engine returns more diverse – and more importantly, prevents people from knowing the formula for circumventing paid advertising altogether. They also have teams of human editors reviewing pages for indications of "spamming" – such as hidden text, gateway pages and other techniques that search engines dislike. For the search engines, the goal is to ensure that pages listed on page 1 returns are the most relevant and informative pages the web has to offer. Anyone else who wants that exposure must pay for it.

With that said, there are some basic factors that all of the engines will always measure in terms of ranking their pages. Those factors include:

Visitors: Sites that obtain the most visitors for a subject rank better than those that don't. Search engine spiders measure the bandwidth of a site's daily traffic. From this data, it generates estimates about how many visitors are going to your site. Those with more visits get the higher rankings. In this sense, it's true that the rich get richer.

Reciprocal Linking: Sites that have other sites pointing to them rank better than those that don't. Search engines view each reference to your site in their indices as an endorsement of your site. The more endorsements you have, the better your site will rank. Naturally, endorsements from bigger and more popular sites count more toward your reciprocal linking than endorsements from smaller sites. So if your site is listed on CNN, and also listed on your son's website, the link on CNN will contribute more to your reciprocal linking than your son's site will.

Google calls this reciprocal linking factor **PageRank Score**. Using a scale of 0 to 10, Google assigns PageRank score based on what other sites are pointing to your site. Sites with a high Page Rank (4 or better) gain many visibility advantages over other sites.

To get a graphical image of how the search engines see your site in relation to other sites, you can go to www.touchgraph.com. Select the **Google Browser** option, and then type in www.vamedmal.com and click the **Graph It!** Button. After a minute or two, you'll see the interconnectivity between www.vamedmal.com and a variety of other sites that are referenced on www.vamedmal.com, or that reference www.vamedmal.com on theirs.



Using www.vamedmal.com and other well known sites generates results. Smaller and less optimized sites with low reciprocal linking don't even register on Touch Graph. But if your site does register, this gives you a birds-eye view of your site's place on the web. If your site doesn't register, keep reading!

Content Updates: Adding new and relevant content to your site on a consistent basis is an important way to keep the search engines interested in your firm. Think of it this way: If you want to see the latest news and information about a topic, product or service, you probably want information that was published last week, not last year. Today's leading search engines feel the same way, and sites that meet the timely expectations of Google, MSN and Yahoo succeed far better than sites that ignore them. On search engines, the sites that you find on the first three pages of a keyword search are almost always sites that add new information and topics at regular intervals.

Small law firms with developing sites can get good returns on the search engines, too. To do it, they need a versatile content management system that allows them to edit existing pages and add new pages about topics and services that serve to educate and inform visitors.

SEO

"SEO" means **search engine optimization**. It is a method of studying trends and preferences of the major search engines – primarily Google, Yahoo and MSN; – and the factors they use in evaluating and ranking a web page. These engines tend to favor pages that are written a certain way, and use measurements such as **keyword density, keyword frequency, word count, incoming links** and other factors to determine how closely the page matches an end user's query on a keyword.

While nobody (except the search engines) knows the precise formula for SEO, one fact we do know is that adding fresh and relevant content to your site on a regular basis is always viewed favorably by the search engines. Being a good steward of your site is vital to its success, and writing original content that relates your own professional experiences with the law adds to something unique to the Internet. Anything new and useful is embraced and promoted by the engines.

Directories

For attorneys, most of us have started our Internet adventures with a listing in the many legal directories – Findlaw, Westlaw, Personal Injury Lawyer, to name a few. These directories are great, but there's one problem. EVERYONE is on them. On Findlaw, for instance, typing in the zip code 22302 gets you five pages of returns. If you pay a lot more, you can buy space on the first page... along with a dozen others.

While the directories get great placement on search engines, that doesn't mean you are. By relying solely on a directory, you are also sharing space with your direct competitors. Directories typically charge as much as the Yellow Pages, and the actual traffic you receive from directory click-thrus is a paltry return on investment. Investing



(far less) money in an organic solution for your online presence makes much more fiscal sense.

What to Add

Stuck on what to add to your site? Start with your own accomplishments. Have you had articles published in journals or magazines? Have you taught an MCLE pertaining to your specialty? Once you've exhausted your own merits and achievements, take a look at the latest news. Remember, you are a lawyer, which means you can talk about anything.

For instance, one attorney colleague in Ohio who handles workers compensation claims chose to report on a \$215 million mismanagement of funds through the Ohio Workers Compensation Fund (a scandal dubbed 'Coingate' by Ohio media). This attorney happens to accept workers compensation cases, so choosing a timely topic that gives him opportunities to add the word "workers compensation" creates and strengthens the association between this legal area and the attorney.

Blogs

Perhaps the most significant web site advancement in the past two or three years is the Blog. Built on the old standard of billboards, which were popular in the earliest years of the Internet, Blogs allow site owners to add content – ranging from commentary, questions, tips and information to their site.

While the search engine community's reaction to Blogs is still fuzzy, it's clear that the reaction is also favorable. Particularly if you do searches on newsworthy and timely topics, returns on Google, MSN and Yahoo are replete with Blog postings. Using your Blog to diligently add your observations about the Vioxx trials, for example, may get you listed on page one for Google, if even for just a day or two. That presence may be enough to attract several legitimate claims that you can pursue.

Pay-per-click Search Engines: Paying for Visits to your Site

Whenever you get results back from a search engine query, you'll usually see that the top sites listed have the words "sponsored link" or something similar next to them. This means, of course, that these sites are paying to be listed where they are. How much does it cost? That all depends on the keywords they have purchased from the pay-per-click (PPC) search engine.

PPC search engine services auction off keywords to the highest bidder. While the bidding for every word starts at one penny, the price on competitive keywords quickly inflates to dollars. Once you have locked in a bid position for the keyword, your site appears in the top entries of queries for that keyword – not only on the engine where you made the purchase, but on their partner sites as well. Each time someone clicks on your link, your bid price is deducted from your deposit account. Participation usually requires an initial deposit of \$50 or \$100 (or more, depending on the price of the keyword you purchased), and your ranking is good either until your deposit runs



out or another site outbids you. The PPC service will alert you when either these events occur, giving you an opportunity to make another deposit or re-bid to gain your position back.

Pay-per-click services are a good way to put a cap on what you want to spend to increase your web site exposure. Once you find a pertinent keyword at a reasonable price, you can invest \$500 or \$1000 toward that word and see how it does. Determining your return on investment then becomes a simple matter. For most attorneys, generating even one promising case out of a \$500 investment is money well spent.

With most PPCs, however, there is one problem: getting a reasonable price. Many of the most competitive keywords out there have already been claimed and have very inflated values. Foster Consulting recently did a poll of a leading PPC, Overture, on practice area keywords that included “personal injury”, “medical malpractice” and “defective products.” The current top bid price for these words and several others on Overture was \$5 or more, with some words costing as much as \$20 per click! At that rate, generating 50 visits to your site would cost \$1000. For many firms, those odds just aren’t practical.

Exclusive links: paying *much more* for visits to your site

You’ve seen the ads on legal sites that offer links to personal injury and medical malpractice attorneys. You click on the link, and you’re taken to a page with all 50 states and a heading that says: “Find an Attorney in Your State.” You click on a state, and the page either goes to a law firm’s web site or pulls up a flashy full page ad that sums up the credentials of the firm.

If \$20-per-click sounds steep to you, then this option will be even more prohibitive. Services that host these ads charge top dollar for the visibility they generate for subscribers. Rates will vary across states and practice areas. In Virginia, for example, a personal injury firm that subscribes to one of these ads pays in the neighborhood of \$30,000 per year for an exclusive state-wide personal injury link. Firms can also purchase a regional link (multi-state, about \$75,000) and a national link (\$100,000 +). This is almost always many times more than a firm pays to have its web site professionally designed and optimized.

In some cases, exclusive link advertising for some practice areas, such as workers compensation, can be purchased at relative bargains. But this is because the demographics in these particular practice areas aren’t typically looking for legal help on the Web, and advertising as an exclusive “worker’s compensation” attorney in Virginia doesn’t generate much business. The high dollar words, like personal injury and medical malpractice, are the areas that pay off...if you can get them.

Another point to note is that exclusive links are indeed **exclusive**. Even firms that have exorbitant funds to put towards marketing their web presence are usually out of luck here. The incumbent firm gets the first right of refusal in the re-subscription process. According to the advertising agencies that host and create exclusive links for law firms,



a majority of firms involved in this strategy re-subscribe year after year, locking out new bidders altogether from the rewards of exclusive links.

Content Optimization: the old reliable

By far the most cost-efficient SEO strategy is content optimization. By designing a page's content around popular **keywords and phrases** and placing those keywords in strategic areas (both on the visual page and in the code that creates the web page image), a website scores better against search engine evaluation criteria and ranks higher in results. In this strategy, there is no bidding and no enormous subscription fees. You compete based on the quality of your page content, not how much money you have.

So who can help you with content optimization? You should start with a call to your web site designers and find out what they know about the subject. If they seem to know very little or simply don't offer this service to their customers, it may be time to dump them and find a web designer that does. In the highly charged and competitive field of law firm web sites, content optimization is too important a factor to neglect.

Once you locate a web site designer that understands the advantages of content optimization and can advise you accordingly, you can usually negotiate a variety of ways to produce competitive content for your web site. Foster Consulting offers content optimization services (including analysis, research, writing and editing services) at the rate of 3 to 4 billable hours per web page. After the page is optimized, approved by the client and submitted, Foster Consulting also provides reporting and tracking services to ensure that your page continues to remain competitive.

While it doesn't provide the instantaneous exposure pay-per-clicks and exclusive links can, over time content optimization will achieve top 30 rankings for your firm on the major search engines. Achieving these rankings across a wide range of keywords is a sure path to web success for any law firm, big or small.

The Future of Search

There is nothing very difficult or mysterious about search engines; however, one cannot emphasize the word "trends" enough when discussing them. As popular as they have become, search engines are still very much in their formative years. They are all in constant pursuit of the right formula to provide the most relevant results to searchers. Some of those pursuits are downright spooky. Google, for instance, is aggressively seeking ways to "personalize" individual searches so that if, for example, I typed in "surfboards" and you typed in "surfboards", we'd get completely different results based on our differing preferences in color and style, physical attributes, location, socio-economic status, education, age and other personal factors. There are many obstacles (not the least of which being invasion of privacy!) to this strategy, but this is the path that the minds at Google, Yahoo, and MSN are doggedly pursuing with Search, long-term.



Google Protecting Integrity, Ad Revenue

Through Blacklisting, Google Shows it Can Protect Integrity of Search Returns (and Advertising Revenue)

If you follow the latest news about the Internet, you may have heard or read about the sad fate of www.traffic-power.com, as well as the dozens of companies that counted on the Las Vegas, NV company to safely guide their websites through the often mysterious and always competitive world of search engine placement.

In response to complaints from customers and repeated signs of practices of which Google strongly disapproves, Traffic-Power and all of its web customers were recently blacklisted by Google. For the companies impacted, this means that their search engine presence is now officially zip. Rebuilding a competitive web presence may take years, years that companies which have come to rely on the Internet for a large chunk of sales don't have.

Traffic-Power isn't the first company to get the commercial death sentence from Google, and it won't be the last. For years now, Google and the major search engines have been mastering ways to combat "short cut" strategies - spamming, keyword stuffing, doorway pages, cloaking and other questionable methods - used to quickly gain Page 1 rankings on return queries for high value keywords. Search engines (the profitable ones, anyway) employ whole armies of eggheads to sit in beanbag chairs night and day sniffing out the perpetrators. Why? The answer you'll get from Google, MSN and Yahoo invariably reads something like this -

"Internet users who use our engines are seeking the most accurate returns for the search words they enter. We have an obligation to the Internet public to maintain the highest possible levels of integrity and accuracy on our search returns. Companies and entities that attempt to manipulate our engines for their own financial gain are misleading, and a growing nuisance to our audience. Therefore, if and when we identify such companies, we will remove them from our index."

It's true that search companies have an interest in maintaining integrity and accuracy on their returns. This is how Google went from a late night student project to the undisputed ruler of the search engine world in less than five years - good and reliable returns through an appealing and easy-to-use interface. But as noble as this premise of quality assurance for the good of the public may sound, there is a more self-serving reason that better explains why search engines target "cheaters" for elimination. MONEY.

99 per cent of Google's income is derived from sponsored listings and Pay-Per-Click advertising. Google Adwords and Google Adsense, the two main vehicles Google uses in its pay-per-click services, have proliferated not only on Google pages, but on commercial web sites throughout the Internet.



PPC ads don't have anywhere close to the click-thru rate of "pure" returns. For instance, in Google Adwords, a 2 per cent click-thru rate is considered a successful campaign. Pure returns on page 1 are on average four times more likely to be clicked than sponsored ads. And listings at the # 1 spot of pure returns can often enjoy a click-thru rate of between 30 and 40 per cent.

Obviously, if you can figure out a way to shoot to the top of search engines, you don't have to pay Google for advertising, and you can get a higher click-thru rate on pure return listings. This can mean huge savings and massive earning potential for companies engaged in highly competitive trades, products and services.

Among personal injury plaintiff lawyers, keywords related to high dollar injuries and afflictions - i.e., brain injury, truck accidents, and pharmaceuticals - that can translate to big money verdicts go for \$10, \$20 and \$50 a click. Lured by companies that can promise a way around these hefty fees - and the higher click-thru rates of "pure" returns - many lawyers have turned to web marketers well versed in these "backdoor" methods. As the case of Traffic-Power has so amply demonstrated, that's a big, big mistake.

So is there a "right" way to get listed well on search engines, without attracting any negative attention and incurring the blacklisting wrath of the eggheads? Yes. Building links and adding your own content to your sites.



About Google Index Updates

From time to time, Google performs a major update on its search index to extract and jettison sites that it deems SPAM or which contribute nothing to the annals of human expression and knowledge. When Google claims that there are 8 billion pages in its index, they want to ensure that all 8 billion have value to someone (other than the publishers of the pages). Google uses updates to identify suspect pages and banish them from Google land.

Google doesn't tell anyone about these pending updates, of course. No announcements or press conferences are held, no broadcast messages go out to site owners across the world. No warnings or alerts are provided. One day, an update just happens, and many site owners are left with a site that isn't what it used to be.

Google's most recent update - dubbed Jagger in the search engine consulting community - took place in October. Since then, many attorneys who've enjoyed top positions for their favorite keywords in recent months may be wondering where their site went. Other attorneys, didn't feel a thing, and in fact, may even have a better presence in Google's all-important index.

While many web site developers may promise an easy path to the top pages on Google, MSN, Yahoo and other important search engines, those in the know realize that (short of paying thousands a month in advertising costs) consistent placement on the engines takes time and effort. Make sure that your web developer can show you these important marketing steps.

Important Questions to Ask About Your Site:

1. "How recent is your content?" - Is the information on your site current and update, and can it help someone who is seeking the most current information? I.e., does the owner of the site take proper care of this site and ensure its continued relevance to the public?
2. "What other sites link to yours?" - Are there other sites that can vouch for the value of the information on your site? Do other sites link to your site to reference information? If so, this contributes to your PageRank score, a critical factor in Google's index.
3. "How old is your site?" - How long have you owned your domain name? On today's Internet, the number of spam sites greatly outnumbers legitimate sites. If you've owned your domain name for a year or more, then that gives your site credibility. The longer you own it, the better your placement.



Top 300 Highest Paying Keywords on Google Adsense

What are the highest paying Google keywords on Adsense? The answer is here and it seems to be dominated by lawyers . Followed by loans and insurance. (Values are in Canadian Dollars)

1. \$78.30 chicago personal injury lawyer
2. \$73.01 chicago personal injury attorney
3. \$69.17 lasik new york city
4. \$64.27 new york personal injury lawyer
5. \$64.17 new jersey car insurance
6. \$63.10 new york personal injury attorney
7. \$61.64 chicago personal injury lawyers
8. \$61.17 mesothelioma lawyers
9. \$60.74 atlanta personal injury lawyer
10. \$60.29 new york personal injury lawyers
11. \$59.00 lasik dallas
12. \$58.68 new york personal injury lawyers
13. \$58.38 miami personal injury attorney
14. \$58.25 what is mesothelioma
15. \$58.08 best equity loan
16. \$57.95 lasik new york
17. \$56.88 whole life insurance quote
18. \$56.75 new york car insurance
19. \$56.55 the lasik vision institute
20. \$56.40 what is mesothelioma
21. \$55.98 mesothelioma attorneys
22. \$55.39 peritoneal mesothelioma
23. \$54.81 new york personal injury attorney
24. \$53.74 lasik nyc
25. \$53.46 whole life insurance quotes
26. \$53.42 car insurance in new jersey
27. \$53.12 las vegas personal injury lawyer
28. \$53.12 term life insurance quotes
29. \$52.57 mesothelioma treatments
30. \$52.41 equity loan rate
31. \$51.78 equity loan
32. \$51.50 new york personal injury lawyer
33. \$51.29 equity loan rates
34. \$51.15 fixed rate equity loan
35. \$50.54 causes of mesothelioma
36. \$50.16 asbestos lawyers
37. \$49.88 manhattan lasik
38. \$49.38 whole life insurance quotes
39. \$49.12 miami personal injury lawyer
40. \$48.79 auto insurance in new jersey
41. \$48.64 lasik nj
42. \$48.52 beverly hills plastic surgery
43. \$48.52 new jersey auto insurance
44. \$48.39 apply for mortgage
45. \$47.36 laser eye surgery new york
46. \$47.35 [refinancing mortgage]
47. \$46.90 tampa personal injury attorney



48. \$46.61 cheap car insurance
49. \$45.93 mesothelioma symptoms
50. \$45.61 safe auto insurance
51. \$45.51 hair removal new york city
52. \$45.33 los angeles botox
53. \$45.07 new lasik
54. \$44.86 fixed equity loan
55. \$44.51 san diego personal injury attorney
56. \$44.19 125 equity loans
57. \$43.58 mesothelioma cases
58. \$43.57 car insurance in new york
59. \$42.97 equity refinance
60. \$42.70 asbestos and mesothelioma
61. \$42.52 auto insurance quote
62. \$42.06 homeowners insurance quotes
63. \$41.99 lasik san diego
64. \$41.86 mesothelioma is
65. \$41.63 lasik new jersey
66. \$41.05 mesothelioma
67. \$40.47 [cosmetic surgery los angeles]
68. \$40.04 personal injury attorney atlanta
69. \$39.67 car insurance california
70. \$39.66 oregon personal injury lawyer
71. \$39.43 auto insurance
72. \$39.35 albany personal injury lawyer
73. \$39.21 fixed equity loans
74. \$39.11 personal injury lawyers
75. \$38.84 ameriquest mortgage
76. \$38.31 auto insurance quotes
77. \$38.19 mortgage refinance
78. \$38.17 lump sum settlement
79. \$37.43 cause of mesothelioma
80. \$36.46 mesothelioma activists
81. \$36.31 mesothelioma diagnosis
82. \$36.12 mesothelioma diagnosis
83. \$36.10 lasik connecticut
84. \$36.04 pictures of mesothelioma
85. \$35.95 personal injury lawyer los angeles
86. \$35.83 insurance auto florida
87. \$35.80 equity loan interest rates
88. \$35.67 equity mortgage
89. \$35.46 equity line loan
90. \$35.41 lucerne hotel new york
91. \$35.19 san francisco dui
92. \$35.01 personal injury lawyer
93. \$34.99 pennsylvania personal injury lawyer
94. \$34.59 laser eye surgery seattle
95. \$33.97 refi mortgage
96. \$33.94 mesothelioma texas
97. \$33.78 mesothelioma treatment
98. \$33.61 personal injury lawyers in
99. \$33.56 lasik san antonio
100. \$33.51 mesothelioma treatment



101.	\$33.51	mesothelioma treatment
102.	\$33.46	boat insurance
103.	\$33.19	mesothelioma research
104.	\$33.18	malignant mesothelioma
105.	\$33.15	asbestos attorneys
106.	\$32.90	lucerne hotel new york
107.	\$32.66	symptoms of mesothelioma
108.	\$32.62	malignant pleural mesothelioma
109.	\$32.32	lasik orlando
110.	\$32.31	los angeles messenger
111.	\$32.28	sarcomatoid mesothelioma
112.	\$31.98	15 year mortgage rates
113.	\$31.86	detroit mortgage
114.	\$31.74	mortgage refinance rate
115.	\$31.67	new york accident
116.	\$31.62	125 equity loan
117.	\$31.48	laser eye surgery san francisco
118.	\$31.42	personal injury attorney
119.	\$31.38	whole life insurance
120.	\$31.21	the lasik center
121.	\$31.14	massachusetts personal injury lawyer
122.	\$31.07	personal injury attorney los angeles
123.	\$30.83	ny lasik
124.	\$30.66	equity lender
125.	\$30.52	lasik denver
126.	\$30.49	american equity mortgage
127.	\$30.34	oregon personal injury attorney
128.	\$30.24	philadelphia personal injury lawyer
129.	\$30.17	personal injury attorneys
130.	\$29.86	pleural mesothelioma
131.	\$29.00	champion mortgage
132.	\$28.76	massachusetts personal injury lawyers
133.	\$28.74	florida personal injury attorney
134.	\$28.67	asbestos claim
135.	\$28.67	sell mortgage
136.	\$28.65	mortgage loans
137.	\$28.36	[mortgage financing]
138.	\$28.34	syracuse new york real estate
139.	\$28.31	los angeles attorneys
140.	\$28.17	los angeles lawyer
141.	\$28.10	new york moving companies
142.	\$27.91	individual health insurance new york
143.	\$27.82	allstate new jersey insurance
144.	\$27.81	san diego personal injury lawyer
145.	\$27.78	equity mortgage calculator
146.	\$27.74	san francisco insurance
147.	\$27.55	tampa personal injury lawyer
148.	\$27.42	lasik financing
149.	\$27.38	new york city personal injury lawyer
150.	\$27.06	term insurance
151.	\$26.90	liposuction new york
152.	\$26.76	insurance companies new jersey
153.	\$26.73	lasik kansas



154.	\$26.71 insurance companies in new jersey
155.	\$26.56 new york city personal injury lawyer
156.	\$26.39 lasik hair removal
157.	\$26.32 [w hotel san francisco]
158.	\$26.30 lasik surgery milwaukee
159.	\$26.28 lasik vision
160.	\$26.22 michigan personal injury lawyer
161.	\$26.21 equity loan information
162.	\$26.06 california personal injury attorneys
163.	\$26.01 equity mortgage rates
164.	\$25.91 equity lenders
165.	\$25.78 new york auto insurance
166.	\$25.78 new york auto insurance
167.	\$25.78 new york auto insurance
168.	\$25.63 2nd mortgage loans
169.	\$25.53 mortgage loan
170.	\$25.51 lasik surgery chicago
171.	\$25.44 mortgage application
172.	\$25.40 california personal injury lawyers
173.	\$25.39 california personal injury attorney
174.	\$25.21 no equity loans
175.	\$25.18 no equity loan
176.	\$25.11 insurance
177.	\$25.02 auto insurance in new york
178.	\$24.94 california personal injury lawyer
179.	\$24.77 asbestos survey
180.	\$24.77 florida personal injury lawyer
181.	\$24.77 lasik kansas city
182.	\$24.73 refinancing a mortgage
183.	\$24.72 new york city personal injury lawyer
184.	\$24.72 new york city personal injury lawyer
185.	\$24.56 mortgage companies
186.	\$24.50 lasik oregon
187.	\$24.49 lasik boston
188.	\$24.33 new york state car insurance
189.	\$24.32 san jose lasik
190.	\$24.23 asbestos lung cancer
191.	\$24.05 [countrywide mortgage]
192.	\$24.02 low mortgage rate
193.	\$23.96 lasik cincinnati
194.	\$23.92 lasik san francisco
195.	\$23.86 lasik plus
196.	\$23.70 allstate insurance
197.	\$23.69 lasik atlanta
198.	\$23.64 bay area lasik
199.	\$23.63 asbestos lung
200.	\$23.51 renter's insurance new york
201.	\$23.47 abatement technologies
202.	\$23.37 mesothelioma law
203.	\$23.26 lasik los angeles
204.	\$23.25 cheap lasik
205.	\$23.23 mesothelioma california
206.	\$23.19 equity loan calculator



207.	\$23.12	mesothelioma victims
208.	\$23.05	california asbestos
209.	\$23.04	equity mortgage company
210.	\$22.93	gmac mortgage
211.	\$22.89	life insurance
212.	\$22.88	no closing cost mortgage
213.	\$22.85	mesothelioma lawyer texas
214.	\$22.85	mesothelioma lawyer texas
215.	\$22.81	dallas personal injury lawyer
216.	\$22.74	houston personal injury lawyer
217.	\$22.73	personal injury attorneys los angeles
218.	\$22.66	invisalign
219.	\$22.56	mortgage rate quote
220.	\$22.55	asbestos claims
221.	\$22.53	lasik eye surgery canada
222.	\$22.52	mesothelioma law firm
223.	\$22.35	chicago lasik
224.	\$22.34	texas homeowners insurance
225.	\$22.27	california mortgage rates
226.	\$22.26	[homeowner's insurance]
227.	\$22.15	lasik center
228.	\$22.02	asbestos lawsuit
229.	\$21.97	pericardial mesothelioma
230.	\$21.94	mortgage notes
231.	\$21.93	boston personal injury attorney
232.	\$21.86	lasik california
233.	\$21.80	low cost health insurance new york
234.	\$21.72	asbestos cancer
235.	\$21.71	affordable health insurance new york
236.	\$21.71	lasik eye surgery
237.	\$21.67	lasik eye
238.	\$21.64	lasik prices
239.	\$21.56	lasik eye surgery
240.	\$21.56	lasik eye surgery
241.	\$21.52	all laser lasik
242.	\$21.48	lasik pricing
243.	\$21.48	lasik surgery
244.	\$21.48	mesothelioma settlement
245.	\$21.39	lasik treatment
246.	\$21.35	mesothelioma settlement
247.	\$21.30	[house insurance]
248.	\$21.28	lasik doctor
249.	\$21.27	mesothelioma memorial scholarship
250.	\$21.27	utah personal injury attorney
251.	\$21.20	los angeles asbestos
252.	\$21.17	dallas personal injury attorney
253.	\$21.10	laser eye surgery
254.	\$20.95	homeowners insurance new jersey
255.	\$20.91	insurance company in new jersey
256.	\$20.87	commercial vehicle insurance
257.	\$20.85	eye surgery los angeles
258.	\$20.85	eye surgery los angeles
259.	\$20.76	allstate new jersey



260.	\$20.72 lasik surgery
261.	\$20.72 lasik surgery
262.	\$20.69 lasik surgery houston
263.	\$20.65 lasik indianapolis
264.	\$20.62 lasik doctors
265.	\$20.61 san francisco party bus
266.	\$20.59 safeco
267.	\$20.54 utah mortgage
268.	\$20.52 homeowners insurance new york
269.	\$20.46 [mortgage lenders]
270.	\$20.32 mortgage rate comparison
271.	\$20.28 mortgage note
272.	\$20.27 lasik eye surgery washington
273.	\$20.22 new jersey life insurance
274.	\$20.19 mortgage in new jersey
275.	\$20.17 wavefront lasik
276.	\$20.16 new jersey personal injury attorneys
277.	\$20.15 lasik eye surgeons
278.	\$20.14 trip insurance
279.	\$20.08 fort worth personal injury lawyer
280.	\$19.97 boston personal injury lawyer
281.	\$19.95 metropolitan hotel in new york city
282.	\$19.91 connecticut mortgage rates
283.	\$19.90 asbestos lawsuits
284.	\$19.88 lasik tampa
285.	\$19.85 idaho mortgage
286.	\$19.80 texas asbestos
287.	\$19.74 los angeles movers
288.	\$19.63 lasik milwaukee
289.	\$19.63 new jersey insurance
290.	\$19.61 lasik phoenix
291.	\$19.55 cost lasik
292.	\$19.51 laser lasik
293.	\$19.51 san diego asbestos
294.	\$19.41 va mortgage rate
295.	\$19.38 www mesothelioma
296.	\$19.36 investment property loan
297.	\$19.32 wavefront surgery
298.	\$19.28 new york automobile insurance
299.	\$19.23 lasik sacramento
300.	\$19.23 renters insurance new york city