

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.

We use cookies and similar tools that are necessary to enable you to make purchases, to enhance your shopping experience, and provide our services, as detailed in our Cookie Notice . We also use these cookies to understand how customers use our services (for example, by measuring site visits) so we can make improvements. If you agree, we'll also use cookies to complement your shopping experience, as described in our Cookie Notice . This includes using third party cookies for the purpose of displaying and measuring interest-based ads. Click "Customise Cookies" to decline these cookies, make more detailed choices, or learn more. Sorry, there was a problem saving your cookie preferences. Try Google Workspace Individual, a secure suite of productivity tools available for one user, so you can spend less time on everyday tasks.Â Google Workspace Individual makes it easy to connect and engage with people wherever they are, so you can spend less time on everyday tasks and more time with customers. Get started. Try it free for 14 days. Get things done with ease. Unlock premium video calling. Longer group calls, recording, and other premium Google Meet features. Invest in your business communications with longer group calls, crisp and clear audio, joining by phone, and call recording. Youâ€™ll also get meeting extras like breakout rooms, polls, and hand-raising. This productivity tool allows you to make notes and organize items on your lists, by setting due dates. Youâ€™ll be able to categorize items by labeling them with tags, color coding and cross linking them. Dynalist also letâ€™s you collaborate with your team members, add shared files, and share permissions on editing notes.Â Alfred is another productivity tool for Mac. It helps you speed up your work through shortcuts so you can find and open all your files faster, make quick calculations, control your music, and more. You can turn to the Alfred workflows to reduce repetitive tasks; just download some of the already available workflows and integrate them in your work. Here are 41 Google search tips to keep in mind or refer back to for when you need to find exactly what youâ€™re looking for. Use quotes around the query to get exact match results. Google will always try to return the most relevant results, but itâ€™s sometimes too smart for its own good.Â 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.Â 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 for Lawyers: Essen has been added to your Cart. Add a gift receipt for easy returns. Buy usedÂ The chapters relating to Google's vaunted search facilities might make some lawyers rethink their research budget (especially in smaller and solo firms): the search content alone justifies the book's price. But there's so much more. Google's product set ("apps") is vast and (for the most part) free. And wow, these authors really delve into most of the apps that directly support the legal profession, from document and practice management, to research and messaging.