

SUPER SEARCH ENGINE STRATEGIES FOR THE LEGAL PROFESSIONAL

Attendees will learn how the Internet is changing the way they need to research in order to competently represent their clients – and to avoid ethical or malpractice issues!

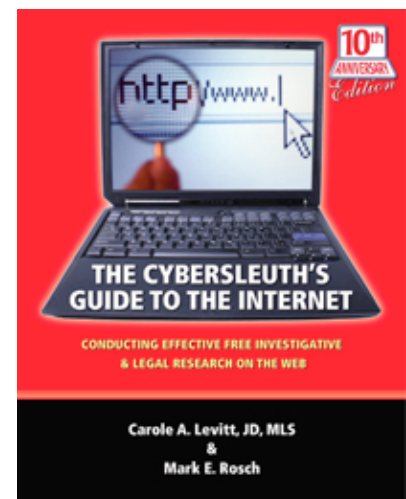
Do lawyers have a duty to Google? In a recent decision, the court was incredulous that plaintiff failed to "google" the missing defendant as part of his due diligence process and upheld the defendant's claim of insufficient service of process. Effective Internet searching may now need to become part of every lawyer's due diligence routine. At this seminar, attendees will learn the best research strategies (including advanced search features at Google and other search engines) that will assist them in meeting their investigative research obligations. And the best part...almost all of it is FREE!

"The standard of care imposing liability on lawyers for legal malpractice is changing owing to the increasing use of computers. Internet accessibility is about to profoundly change our research obligations...vast amounts of information are readily available to everyone, including courts and clients...." *ABA GP Solo Newsletter*

Agenda

Super Search Engine Strategies: Mastering Google and Beyond

- Is There a Duty to Google?
- Googling For Background Information
- Identify and Use the Best Search Engines
- Search Engine Secrets and Shortcuts Revealed
- Develop Super Search Strategies
- Key into Google's "Advanced Search" Menu to Create More Sophisticated Searches
- Tips on Using Search Engines for Investigative Research
- Fundamental Distinctions Between the "Visible" and "Invisible" Web
- Locate Information from the "Invisible" Web
- Uncover Ways to Find Deleted Web Pages
- Find Current News & Older Information back to the 1940s
- Keep on Top of Your Research Using Free Alerts to
- Tools to Search "Smarter not Harder"



Program materials

COURSE MATERIALS:

Attendees will receive a copy of Carole Levitt and Mark Rosch's 400 page book, "The Cybersleuth's Guide to the Internet," 10th edition, 2009 – a \$59.95 VALUE!