

## WHAT TACTICS HAS YOUR FIRM USED OVER THE PAST 24 MONTHS?

The number of firms using Search Engine Optimization tripled to 60% compared to two years ago. There has been much talk about the value derived from national legal directories. We included questions about Martindale and Chambers for the first time this year.

**Some things never change.** Three of the five most common tactics firms employ are personal business development-- seminars, memberships and client entertainment.

