



WHO KNEW? 2



USING THE WEB TO GET NOTICED & NATURAL SEO 3



REVIEW: PHILIPS 9600 4

December 2009

The Legal Connection

WHERE LEGAL TECHNOLOGY AND PEOPLE CONNECT

Get 'Er Done!

If you are like most business owners, you've spent the last quarter of 2009 pushing off new projects or putting off the thought of changing anything until "after the 1st of the Year". Guess what? That's Monday!

This means if you haven't already investigated and found ways to improve how you do business in 2010, likelihood is, you'll continue using inefficient or even antiquated business processes for another full year.

Even though you only have a few days, all is not lost! Here's three simple things you can do to improve how you get the work done in 2010:

1. Write stuff down. I'm not kidding. You can easily jot ideas and reminders in a notebook or paper calendar, even on a desk blotter; or you can type these random thoughts into any word processing or journaling software. The point is to get this intel out of your head and into usable form – for a to do list or delegating tasks to others.

2. Use your calendar fully. Again, doesn't matter if you're a paper or digital calendar person! Don't just mark appointments and deadlines in your calendar, but also schedule the time you need to complete the items and projects you identify from your notes. I also like to block out a few mornings each week for writing projects; and a few afternoons for phone/filing/admin type work.

3. Compile your contacts. You know you have 100's if not 1000's of business cards lying around. Gather them all into one spot (shoebox, old pocketbook, large envelope) and get them added to your electronic rolodex/contact management software. This is one of those projects that is best broken down into smaller bits. Scan or type 10 at a time. Eventually, you will have all your contacts in one spot and organized – ready to be sent your newsletter or other keep in touch marketing materials.



One change for my biz processes in 2010 is a new filing system for my paper. The system, plus labels cost less than \$40. Visit the blog to learn more: <http://blog.legaltypist.com>

Since I'd like to leave you with a laugh, this video by JibJab recapping 2009 is really, quite funny:

<http://tinyurl.com/ybslf4q>

BEFORE YOU DOWNLOAD/INSTALL

Be certain to create a System Restore point. Start, Programs, Accessories, System Tools, System Restore, Create System Restore Point ... and follow the prompts.

If what you download is corrupt or corrupts your PC, same instructions as above, but instead of Create System Restore, select Restore My Computer To An Earlier Time ... and follow the prompts. Crises averted! ;)

SMARTER TECHNOLOGY
Experience Counts





Who Knew?!

INTERESTING STUFF I SEE ON & AROUND THE WEB

IPHONE A SECURITY A NO NO*

Now that Apple's insecurity secret is out of the bag, there have been several questions about the iPhone and the data that it preserves. I'll attempt to address those questions and give some references.

What we've attempted to do is summarize (in one location) the various issues dealing with the iPhone, especially since they have become so popular. As a computer forensics company, we are very interested in the evidentiary value of electronic information, including the data on a cellular phone. As we've previously identified, the PIN on the iPhone is easily bypassed, therefore there is essentially no protection against an attack. Some have pointed out that you can configure a PIN on the iPhone so that it automatically wipes the phone after a set number of invalid attempts. So what? If you can bypass the PIN by immediately putting it into recovery mode, you haven't even made a single invalid PIN attempt. Game over.

Some have commented that bypassing the PIN is sophisticated hacker action. Really? We don't see this same flaw on a BlackBerry, Windows Mobile, Symbian or other cell phone and there are many available free tools to unlock the iPhone PIN depending on the installed firmware version.

Others have pointed out that you can remotely wipe the phone via the MobileMe service. Don't get me going about AT&T's ability to know where the iPhone is at all times. You call that privacy? The bottom line is that you have to be connected to the network for the remote wipe to work. All you have to do is remove the SIM card from the phone to take it off the network, which will prevent the remote wipe. If you believe Verizon's commercials you can just get a map for those places you can't connect.

Also, most users are not aware that the iPhone conveniently creates a screenshot and saves it as a temporary file on the phone. Wired has an article that explains the how and why and is available at <http://www.wired.com/gadgetlab/2008/09/hacker-says-sec/<https://ffx3975.senseient.com/exchweb/bin/redirect.asp?URL=http://www.wired.com/gadgetlab/2008/09/hacker-says-sec/>>. The end result is that there is a very complete "audit trail" of activity that is done on an iPhone, even if the user doesn't save any data. As an example, you can open a message that contains personally identifiable information and then immediately delete it. Guess what? All of that private data is on the phone until it is overwritten, which could be some time. As we mentioned in the article, the iPhone is an "evidence rich" device. These recoverable screenshots are one reason why. We've never seen this type of activity on any other phone.

There have been reports (such as those from CNET and InfoWorld) that the iPhone has been "lying" to Exchange servers up until the release of the 3.1 firmware. We have no personal experience with this and haven't tested it since we don't run Exchange 2007. Even

Apple says that the 3.1 firmware now properly reports encryption status to the Exchange 2007 server. This update was released so that e-mail administrators could enforce secure communication with an Exchange server by requiring that the originating phone have on-device encryption. The 3 GS has such a feature and will work with Exchange 2007. Some have mentioned that their iPhones (non 3 GS) are still syncing with an Exchange 2007 after the update. This means that the administrator has not configured Exchange to only accept secure-device connections.

Does all of this mean that the iPhone is the ONLY insecure cellular phone on the market? Obviously not, but it is at the top of our list, especially considering the hundred of phones we get each year for evidence analysis. Any smartphone with a browser is subject to the same attacks and infection as any Internet user. We know many iPhone users are saying that security is the issue and is not unique to the iPhone. Perhaps the truth hurts. Security is a major issue for any law firm, but using a device that does not enforce PIN integrity is a little crazy in my book. I wouldn't want to make that argument to a malpractice carrier.

IF A FEDERAL AGENT EVER WISHES TO SPEAK TO ME ABOUT SOMETHING

I had the luxury of sitting through hours and hours and hours of audio taped and video taped 'interviews' re: major crimes while interning at various PD offices while in law school.

The investigators NEVER invite you in telling you that you are in trouble, or are suspect, it is ALWAYS to 'clear up' something.

never ever ever ever EVER talk to the police, or the feds, or anyone in that capacity, nor let your client do so.

Let them do what they are empowered to do, and that is all. They rely on the good will of people, intimidation, and social expectations to wrestle people into hanging themselves. Don't do their jobs for them. And don't deliver your client to them. If you think that you are a match for their psychobabble, I assure you that it is likely that even YOU as an attorney are no match for them one on one.

The worst part is that often they aren't so concerned about finding out the truth or finding justice in a matter, as they are concerned with making a charge stick long enough to get a plea or go to trial. And with the feds, I promise you, with ten thousand felonies, how do you avoid them all? A large percentage of the population has committed felonies they don't even know about.

No No No No No.

Did I say No? Okay :)

*Thanks to Sharon Nelson, Esq. who can be reached at: snelson@senseient.com Phone: 703-359-0700 (www.senseient.com) or followed on twitter as: <http://twitter.com/sharonnelsonesq>

Using the Web to Get Noticed & Natural SEO

5 QUICK TIPS TO GET WEBSITE TRAFFIC

Online, one of the most significant keys to success is getting website traffic. The more visitors you have, the better. Presumably you have a niche and you know your keywords, and regularly conduct keyword research to stay on top of what's popular. Based on those assumptions here are five quick and easy tips to get website traffic fast!

Tip #1 Make sure you're actually tagging your keywords.

Do you spend a lot of time optimizing your content and then neglect to tag them on your webpage? Tags are where search engines look and if there are no tags they'll pass right by your web pages. Here's a quick brief on tags.

There are a number of tag types including,

* Title tags. Title tags are quite possibly the most important place to situate your keywords. Here's what they look like - `<title>Primary keyword phrase here. </title>`

Your title tag is where you place your primary keyword or keyword phrase. The sentence will describe your business in less than 90 characters.

* Header Tags. Header tags are next in order of importance to search engines. They're ranked in order of importance and look like this - `<h1>Primary and/or Secondary keywords here</h1>`

The "1" designates this header as the most important header on the page.

* Meta Tags. Meta tags provide the small descriptive text found underneath the title tag on the search engine results page. Like title tags these should be kept brief, informative and up to date.

* Alt Tags. Alt tags are used to provide a text description of a graphic. Each graphic on your site should have a description and an alt tag.

Tip #2 Add content to your site daily

Content is essential for traffic and a top search engine ranking. Content is what search engine spiders look for and index - without it there's nothing to index or rank. Give visitors and search engines a reason to visit and index your site. Make a commitment to provide fresh, optimized content and your traffic will soar.



There are different types of links.

- A direct link looks like a basic website address, for example, www.yourwebsite.com

- A text link occurs when the webpage address is embedded in the text. Readers simply click on the link and are redirected to a new website page.

- If the link is to an internal web page, for example an article published on a website, rather than the home page, it is called a "deep link."

Tip #3 Procure valuable and relevant incoming links

The more websites which link to your webpages the more valuable search engines perceive you to be, though not all links are created equal. Search engines give more leverage to links from sites which are popular and credible and from sites which are relevant to your website topic.

You can encourage linking to your website by:

- Adding content to your site.
- Submitting to article directories.
- Publishing press releases.

Blogging and participating in social networking forums, chat rooms and social networking sites.

Tip #4 Be Social!

Now more than ever before, it's about building a community. Social networking is a valuable traffic generating tool. Sites like Facebook and twitter can be powerful for generating links and traffic to your site – create a profile and then post comments, links to your site and ideas which generate conversation.

Get involved - many chat rooms and forums are industry specific, find those which cater to your industry and begin participating. Speak to and connect with a highly targeted audience.

Tip #5 Advertise for more exposure and traffic

Advertising, when handled strategically, can be used to promote your content and products or services.

For maximum results, create a traffic and SEO strategy. Outline your plan and your goals and then take the necessary action. Take advantage of these five traffic and search engine tips to boost the number of visitors to your website or blog.



Andrea saves time & money using web based technology to control and organize her business.

You can too. Learn how:

Working the Web Wednesdays:

- January 6 [How to Purchase Your First Domain & Why You Need One](#)
- January 13 [Using the Web To Get Noticed & Natural SEO](#)
- January 20 [Blogging 101 for Attorneys & Other Legal Professionals](#)
- January 27 [Digital Dictation 101](#)

Registration Required. Click links above to complete the on line registration process, or e-mail your contact information and class(es) you'd like to attend to: delilah@legaltypist.com.

All classes recorded. ©LegalTypist, Inc.

Upcoming Classes

All you need to connect is a telephone and 20-30 minutes starting at noon on Wednesdays.



Philips 9600 Digital Recorder

Professional quality recorder which has all customary functions of tape based recorders. About the same size + heft of analogue (tape) recorders. If you're going digital, this is the recorder you want. Olympus models are too small and I imagine if one were to fall (let alone be tossed in a bag), it would not fare well.

Large buttons and screen make the Philips 9600:

- an easy upgrade for those accustomed to a slide switch recorder for dictation purposes AND
- not difficult to learn to use for those not accustomed to dictation.

Units are about as expensive as professional line analogue units.

Free transcription software by NCH is available [here](#). ExpressScribe saves you the cost of purchasing separate transcription software and removes the cost for replacement transcription machines (if you can even find them anymore).

Contact me if you'd like me to snuffle any deals out there.

