



## Dean's Message



**Mimi Coffey**

The National College of DUI Defense is going strong! In 2025 we are celebrating 30 years! The 30th NCDD summer session will be in its traditional format. All past spotlighted members will be the focal point and honored at the annual awards dinner. It's YOU, the members of NCDD, that make everything possible! This winter's NCDD seminar is on Navigating Persuasive Negotiations. It will be the first of its kind for

the NCDD. Negotiation professionals, including law professors, will be teaching us the principles necessary to secure better plea bargains. It will take place Jan. 22-24 in my hometown of Ft. Worth, Texas during the Stock Show. We look forward to the blogs and webinars which will be produced by our 12 NCDD Task Forces. Our virtual library continues to grow with instrumental documents to assist with trials, motions and briefs. Our public defender training webinar for August has over 400 signed up! The NCDD takes a lot of pride in the intense and free legal education provided to public defenders across the nation fighting in the trenches. There are so many opportunities to get involved with colleagues that will lift your spirits and teach you along the way. Maya Angelou said, "We need Joy as we need air. We need Love as we need water. We need each other as we need the earth we share." Thank you for being a member of NCDD!

## E.D.'S Corner



**Rhea Kirk**

We have had an amazing first half of 2024! The NCDD had some great programs, and we are now gearing up for the rest of the year that covers all you ever wanted to know about DUI Defense!! Our Serious Science Course, which was SOLD OUT, on August 9-14 in Arlington, TX, was a huge hit and we already have a waiting list for next year!! If you haven't attended this seminar with Course Director Andrew Mishlove, don't miss the next one!

Everyone loves the seminar in Vegas- this year, "Masters of DUI Defense," is September 19-21!! Next up, we have SFST XI Student Course in Baltimore, MD on October 17-19! It's sold out but get on the Waiting List!! In November we are adding a new course- "Breath Testing from Input to Verdict!" This course teaches you everything you wanted to know about breath tests and will be in Phoenix, AZ November 13-16. Get on the Wait List!! PLEASE don't miss our 2025 Winter Session which will be held in Ft Worth, Texas during the Stock Show and Rodeo January 22-24, 2025.

Our Task Force Webinars, sponsored by Intoxalock, are in full swing with the next one to be held on September 26 put on by our Impaired Driving Task Force. We have a free Webinar for our members each month so make sure to check out the NCDD Listserv and the NCDD Website for more details about our monthly Webinars.

### Website Update:

**Also, please make sure your profile bio and picture are up to date!** It helps so much if you have your picture on your bio page! It makes the website look so much more professional! Enjoy the FALL and we hope to see you at one of the NCDD seminars soon!!

## SAVE THE DATES!

### 2024 DWI MEANS DEFEND WITH INGENUITY SEMINAR

**Las Vegas, NV**  
 SEPTEMBER 18-21, 2024  
 REGISTER NOW!  
 WWW.NCDD.COM

### BREATH TESTING FROM INPUT TO VERDICT

**Phoenix, AZ**  
 NOVEMBER 13-16, 2024  
**Call today to be placed on the waiting list (334-264-1950)**  
 WWW.NCDD.COM

### NHTSA SFST STUDENT COURSE XI

**Baltimore, MD**  
 OCTOBER 17-19, 2024  
**Call today to be placed on the waiting list (334-264-1950)**  
 WWW.NCDD.COM

### WINTER SESSION

**Fort Worth, TX**  
 JANUARY 22-24, 2025  
**Register Now!**  
 WWW.NCDD.COM

### FREE WEBINAR SERIES (Sponsored by Intoxalock)

September 26, 2024 - Presented by the Impaired Driving Task Force  
 October 24, 2024 - Presented by Intoxalock  
 November 21, 2024 - Topic TBD  
 December 12, 2024 - Presented by the Ethics Task Force



## Case Law Update

By Flem Whited III

### SCOTUS

#### *Smith v. Arizona, 2024 WL 3074423 (U.S.)*

If a forensic-testing expert conveys an out-of-court statement in support of his opinion, and the statement supports that opinion only if true, then the statement has been offered for the truth of what it asserts, as required for the admission of the statement to be barred by the Confrontation Clause; abrogating *Williams v. Illinois*, 132 S.Ct. 2221, *People v. Williams*, 939 N.E.2d 268, *State v. Mercier*, 87 A.3d 700; *State v. Hutchison*, 482 S.W.3d 893; *State ex rel. Montgomery v. Karp*, 336 P.3d 753; *United States v. Murray*, 540 Fed.Appx. 918. Expert's testimony conveying lab work performed by absent laboratory analyst was offered for its truth.

### APPEALS

#### *Neyers v. State, 2023 WL 7402843 (Del.)*

Trial and Appellate Counsel's failure to properly articulate his legal arguments in his appellate pleadings results in waiver of the claims and affirmance of convictions.

### ARREST

#### *People v. Layton, 2024 WL 74910 (Ill.App.)*

Court holds Defendant was under arrest after being taken from the scene of a crash one mile to police station behind locked door.

#### *State v. Woodard, 2023 WL 8658882 (N.C.)*

North Carolina Supreme Court says trooper had probable cause to arrest driver where only observations of weaving, odor of alcohol and showing six cues on the HGN; In all other respects he seemed in full control of his faculties.

### BLOOD TESTS

#### *Commonwealth v. Zucchini, 229 N.E.3d 1109 (Mass.)*

Defendant's consent to the testing of blood drawn pursuant to lawful search warrant is not required for admissibility of result.

#### *State v. DeLaPaz, 2024 WL 999389 (Ga.App.)*

Testing of blood drawn for drugs exceeded the scope of the warrant which only allowed testing for alcohol.

#### *Commonwealth v. Hillard, 2024 WL 125338 (Pa.Super.) unpublished*

Medical records obtained with second warrant was not tainted by defective initial warrant; State showed the "good cause" required to show exception to the two-hour rule; Proper conversion was performed on plasma sample to convert to whole blood result.

#### *People v. Alvarez, 2023 WL 9014911 (Cal.App.)*

Exigent circumstances did not exist to justify police officer's decision to obtain sample of defendant's blood where defendant became unresponsive roughly 90 minutes after being in vehicle accident, did not become unresponsive until almost 45 minutes after officer began interacting with him at hospital; It would have taken officer between 30 and 45 minutes to get telephonic warrant, and more than 45 minutes passed between when officer encountered defendant at hospital and when phlebotomist arrived to draw defendant's blood; Good Faith exception did not apply.

#### *Commonwealth v. Damron, 2024 WL 2788472 (Ky. App.)*

Officer's request for blood sample advising Defendant only that it was their agency's policy to obtain blood but not advising of any additional penalties was not coercive.

### BREATH TEST

#### *Tarr v. People, 2024 WL 2807980 (Colo.)*

Conscious driver may revoke statutory implied consent to blood draw.

#### *State v. Repple, 2024 WL 2983786 (Fla.App.)*

Officer leaving his jurisdiction to request breath test at central facility is no longer a law enforcement officer; As such, does not comply with statutory requirement that breath test must be requested by a law enforcement officer; Breath Test excluded.

#### *State v. Forney, 2024 WL 157836 (N.C.App.)*

Testing officer should have started new observation period when gum discovered in defendant's mouth; But, error insufficient to overturn guilty verdict.

#### *Chiaravalle v. State, 2023 WL 66129751 (Fla. 4th DCA)*

Substantial compliance with 20-minute observation found where breath test operator arrived on scene to find defendant in cuffed behind his back sitting in the back seat of a patrol vehicle with officers within ear shot of the defendant.

### CAUSATION

#### *State v. Vargas, 2024 WL 712027 (N.M.App.)*

Faulty jury instruction on "causation" results in new trial.

#### *Kessel v. State, 2023 WL 8539415 (Wy.)*

Defendant denied jury instruction that would have told jury that they could consider the deceased actions in coming to a proximate cause determination.

### CDL

#### *Chappell v. Commonwealth, 2023 WL 6862003 (Pa.App.)*

Denial of driver's lifetime CDL ban as a result of two DUI convictions based on 8th Amendment argument reversed with instructions to trial court issue new order within 60 days fully addressing driver's constitutional claims.

### CONFRONTATION CLAUSE

#### *Ortega v. State, 2023 WL 8007098 (N.Y. App.)*

Autopsy report admitted by use of a substitute medical examiner violated the Defendant's right to confront and cross examination; But, conviction affirmed as Court found error harmless beyond a reasonable doubt.

### CORPUS DELICTI

#### *Anderson v. State, 2023 WL 697064 (S.C.App.)*

Observation by officer of intoxicated Defendant in front seat after crash is sufficient evidence to show corpus delicti to admit admissions.

### DISCOVERY

#### *State v. Theil, 2024 WL 111774 (Iowa App.)*

No due process violation based on State's failure to provide to the Defendant "draft diagrams" of crash from State's expert; Verdicts were not inconsistent.

#### *People v. Solomonidis, 2023 WL 9053162 (N.Y.App.)*

Appellate Court of New York affirms dismissal on speedy trial grounds based on State's failure to comply with new discovery obligations.

#### *People v. Walthour, 2023 WL 6967571 (Colo.)*

Trial Court's expedited discovery rule requiring State to produce blood test documents was not authorized; Trial Court's suppression of blood test based on violation of discovery rule reversed.

#### *People v. Vallejo, 2023 WL 8707787 (Crim.Ct.Bronx)*

Defendant's motion to deem invalid the People's certificate of

Continued...

compliance dated May 24, 2023, and supplemental certificates of compliance dated, respectively, May 30, June 6, June 9 and June 22, 2023, is GRANTED; Defendant's motion to dismiss the information on statutory speedy trial grounds is GRANTED. Vol 42, #24.

**People v. Ballard, 2023 WL 8658822 (Crim.Ct.Queens)**

State's failure to comply with discovery statute results in dismissal under speedy trial rule.

**DRE**

**State v. Rowek, 2024 WL 744893 (N.J. Super.)**

DUI Drugs conviction based on DRE testimony must be corroborated by other evidence; here no such evidence in the record; conviction reversed.

**DRUGS**

**Commonwealth v. Duncan, 2024 WL 1646117 (Pa.Super.)**

Officer's testimony that cigarette that she observed but did not seize and submit for testing was consistent with PCP should not have been admitted in Defendant's trial for impairment from combination of drugs and alcohol; Officer was not a DRE or possessed any qualifications to give such an opinion.

**People v. Walker, 2024 WL 1235430 (Ill.App.)**

Conviction for DUI-Drugs reversed where officer was not qualified to give opinion on issue of impairment by a specific drug.

**State v. Vandergalien, 2023 WL 9015113 (Wis.App.)**

Statute that includes metabolites of cocaine as a restricted controlled substance was not unconstitutional.

**Commonwealth v. Soule, 2023 WL 8899204 (Mass.App.)**

Record does not support that judge took judicial notice that suboxone was a controlled substance; thus, since there was no evidence presented other than Defendant's admission that he took suboxone, the conviction is reversed.

**DUE PROCESS**

**State v. Graham, 2023 WL 8180373 (Minn.App.)**

Vehicle stop for failing to maintain lane upheld notwithstanding Defendant's testimony that he couldn't cross the lane as he has the "lane departure" feature on his vehicle; No due process violation found where state failed to produce dash cam video of traffic stop.

**EXPERT WITNESSES**

**Harris v. State, 2024 WL 3061866 (Miss.)**

Trial Court's denial of expert witness funds for the Defendant to retain an accident reconstruction and toxicology expert affirmed on appeal; Defendant's requests were too vague and did not set forth how expert could refute state's alcohol test.

**SFTSs**

**State v. Barone, 2023 WL 7365543 (Fla.App.)**

Florida Appellate court says "As a practical matter, the idea that an officer can "compel" the FSEs is inaccurate. An officer cannot compel a driver to cooperate in performing FSEs."; But, where reasonable suspicion to detain, any refusal is admissible to show consciousness of guilt where driver is aware of adverse consequences.

**HGN**

**Commonwealth v. Lynch, 2024 WL 2982827 (Ky.App.)**

Kentucky Court holds that expert testimony regarding HGN is not required to admit the test.

**IMMIGRATION ISSUES**

**Reyes v. State, 2024 WL 674475 (Ga.)**

Statute that allows a trial court to consider whether a criminal

defendant is subject to deportation when determining whether to probate the defendant's sentence, survives rational basis review, and is not unconstitutional on its face; Trial court applied this statute within the bounds of the protections offered by the Due Process and Equal Protection Clauses of the United States Constitution.

**IMPLIED CONSENT**

**White v. Idaho Transportation Dept., 2024 WL 2807984 (Idaho)**

Common law defense of necessity was not available ground for vacating mandatory administrative suspension of motorist's driver's license following citation for DUI.

**Jarmer v. Kansas, Dept of Revenue, 546 P.3d 743 (Kan. 2024)**

Insufficient evidence to support suspension of driver's license for failed breath test where no probable cause to show driver "operated" vehicle; When officer arrived vehicle was stuck in mud and never moved.

**Marshall v. Commissioner of Motor Vehicles, 2024 WL 1544663 (Conn.)**

Connecticut Supreme Court says report of incident required to be sent but not sent to the DMV within three days can't be used in hearing absent live testimony of the officer.

**Knudsen v. California Department of Motor Vehicles, 2024 WL 145328 (Cal.App.)**

California and federal cases either expressly recognize or appear to assume that the violation of the due process right to an impartial adjudicator, be it through a showing of actual bias or through a showing that a constitutionally intolerable probability/risk of bias exists, is deemed a structural error that requires reversal without regard to the sufficiency of the evidence or the possibility of a harmless error analysis.

**People v. Young, 2024 WL 41498 (Colo.App.)**

COVID-19 pandemic constitutes an "extraordinary circumstance," under Colorado's Implied Consent law sufficient to warrant a law enforcement officer to require a defendant to submit to a blood test in lieu of a breath test.

**People v. Cates, 2023 WL 6632838 (Ill.App.)**

Court did not err in upholding rescission of administrative suspension where arresting officer's testimony was found unpersuasive since it did not correspond to real time body cam footage.

**INEFFECTIVE ASSISTANCE OF COUNSEL**

**State v. Decola, 2024 WL 725488 (Wis.App.)**

Defendant's attorney should have filed Motion to Suppress based on illegal entry by the police into his garage to arrest him rendering his plea involuntary.

**JURY TRIAL WAIVER**

**State v. Estrada, 2023 WL 7406158 (Wash.App.) unpublished**

Waiver of Jury Trial buried in a Deferred Prosecution Agreement held not a valid waiver of a jury trial when DPA goes bust; There was no Spanish to English interpreter certification that he was read his rights and waived them.

**LANGUAGE ISSUES**

**Tolentino v. State, 2024 WL 1723975 (Tex.App.)**

Trial court's decision to provide defendant with a Spanish interpreter, instead of the Nahuatl interpreter defendant had requested, rendered defendant's trial for driving while intoxicated fundamentally unfair and violated due process. Medical Records

**Gates v. State, 2023 WL 9821118 (Ga.)**

Georgia Supreme Court says medical records are protected by the State Constitution's right to privacy provision; Use of an ex parte court order no different than use of an ex parte subpoena.

Continued...

## OPERATING

### *Oliveria v. Commissioner of Motor Vehicles, 2024 WL 2150312 (Conn.Super.)*

Insufficient evidence to support that Defendant was operating his vehicle within two hours of breath test.

## PER SE OFFENSES

### *State v. Vandergalien, 2023 WL 9015113 (Wis.App.)*

Wisconsin law that has cocaine metabolites contained within the definition of a restricted controlled substance is constitutional.

### *State v. George, 2023 WL 8748008 (N.C.App.)*

Conviction for having a blood alcohol level greater than 0.080 affirmed where the only evidence was a breath alcohol level showing .15 g/210L.

## PHYSICIAN-PATIENT PRIVILEGE

### *State v. Smety, 2024 WL 901531 (Minn.App.)*

Statements made to paramedic do not come within protection of the physician-patient privilege.

## PRIOR CONVICTIONS

### *Perry v. Registry of Motor Vehicles, 2024 WL 2991337 (Mass. App.)*

Massachusetts “continuance without finding” is a conviction and may be counted for CDL disqualification.

### *People v. Harold, 2024 WL 2196200 (Colo.App.)*

The reference to the Defendant in a prior conviction as a “Caucasian male” is insufficient to support a finding that the Defendant was the person in the prior conviction.

### *Commonwealth v. Dourlain, 2024 WL 2066331 (Pa.Super.)*

Ohio’s PCVUI statute is not substantially similar to Pennsylvania’s DUI statute; Pennsylvania’s DUI statute requires evidence that the intoxicated individual exercised control over the movement of the vehicle whereas Ohio’s PCVUI statute only requires the intoxicated individual to be in the driver’s seat of the vehicle with possession of the ignition keys—behavior this Court has expressly held to be insufficient to establish DUI under Pennsylvania law.

### *State v. Stefanos, 2024 WL 166932 (Wash.App.)*

Defendant failed to make a “colorable, fact specific” showing that a prior conviction was unconstitutional; thus, the burden of showing constitutional waiver never shifted to the state.

### *State v. Letherman, 2023 WL 6985901 (Mont.)*

Prior convictions listed in a Pre-Sentence Report insufficient to prove existence of the prior conviction.

### *State v. Bixby, 2023 WL 8499481 (Neb.)*

The exact date of offense for a prior offense is not necessary to prove it occurred within 15 years of the current offense; Elements of South Dakota DUI statute were sufficiently similar to Nebraska DUI statute to allow enhancement.

### *People v. Burdette, 2024 WL 1665329 (Colo.App.)*

Waiver of statutory time limits to collaterally attack DUI convictions based on jurisdictional issue does not include a Sixth Amendment claim.

## REASONABLE SUSPICION

### *State v. Expinoza, 2023 WL 7124469 (N.M.)*

Vague nature of the description of the vehicle that was the subject of BOLO renders stop unconstitutional.

### *City of Wenatchee v. Stearns, 2023 WL 8235168 (Wash.App.)*

Insufficient evidence to support vehicle seizure based on citizen tip alleging defendant seen staggering to his vehicle and minor driving errors.

### *State v. Graham, 2023 WL 8180373 (Minn.App.)*

Vehicle stop for failing to maintain lane upheld notwithstanding Defendant’s testimony that he couldn’t cross the lane as he has the “lane departure” feature on his vehicle; No due process violation found where state failed to produce dash cam video of traffic stop.

### *Snellings v. State, 2024 WL 2857564 (Ga.App.)*

No reasonable suspicion to detain driver for suspected DUI investigation.

## REFUSAL

### *People v. Montoya, 2024 WL 1610657 (Colo.)*

Supreme Court of Colorado says evidence of refusal and or recantation admissible in the criminal trial according to the rules of evidence generally; Court decides case notwithstanding the death of the Defendant.

## RESTITUTION

### *People v. Lopez-Leon, 2024 WL 79946 (Cal.App.)*

Restitution order based on victim’s total future revenues affirmed; Court rejected Defendant’s request to only use victim’s gross or net profits.

## RETROGRADE EXTRAPOLATION

### *Hardy v. State, 2024 WL 1207849 (Tex.App.-Houston (14th D.))*

Error to allow retrograde extrapolation testimony without consideration of factors set forth in Mata v. State.

### *Bennington v. State, 2023 WL 8112892 (Tex.App.-Ft. Worth)*

Retrograde Extrapolation evidence properly admitted without various factors normally required where Defendant clearly in elimination phase.

## RIGHT TO COUNSEL

### *State v. Greenwood, 2024 WL 1750221 (Or.App.)*

Officers violated Defendant’s right to counsel where they listened to private conversations between the Defendant and his attorney.

### *Winstead v. State, 2024 WL 2010433 (Miss.App.)*

Defendant’s right to counsel violated where officers reinstated questioning a mere 12 minutes after they ceased questioning upon the request for counsel.

## SEARCH AND SEIZURE

### *State v. Lanchantin, 2024 WL 3041119 (Mont.)*

Defendant had a reasonable expectation of privacy in secluded home’s driveway that was beyond two posted “no trespassing” signs on private road; Resulting arrest was unconstitutional.

### *People v. Salas, 2023 WL 6940140 (Ill.App.)*

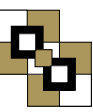
Multiple officers taking Defendant into cramped space with no way to exit and telling him that they “need to search his bags” was a seizure under the Fourth Amendment without reasonable suspicion.

### *Baxter v. State, 2023 WL 7096645 (Fla.App.)*

Officer pulling up beside parked vehicle with emergency lights activated was not a seizure; “Plain smell” sufficient for continued detention; One concurring judge would certify the question on “plain smell”; Concurring and Dissenting judge would reverse as no reasonable suspicion for continued detention based on “plain smell.”

### *Baxter v. Superior Court of Yolo County, 2023 WL 7313899 (Cal.App.)*

Officer told the Defendant that he would not tow his vehicle if he consented to allow the officers to search it rendered any consent involuntary: Officer’s good faith belief they had the authority did not factor into whether the consent was valid.



**SPEEDY TRIAL**

*State v. C.K.D., 2023 WL 8748032 (N.C.App.)*

Magistrates' failure to set reasonable bond conditions prejudiced the Defendant resulting in dismissal of case on speedy trial grounds.

**VEHICLE**

*State v. Fork, 2024 WL 1200219 (Ohio)*

Polaris fits the definition of a "utility vehicle" which is specifically exempted from the definition of motor vehicle in the aggravated vehicular assault statute; The principal purpose of the vehicle prevails over how it is being used at the time.

**LEGENDARY PASSINGS**

*In Memoriam*

*Remembering the NCDD members we lost in 2023-24*



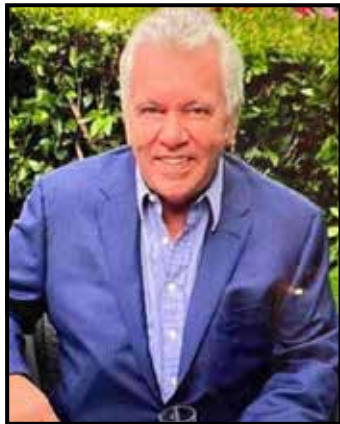
**Donald Turner**  
(1947-2023)  
John's Creek, GA



**James Beatty**  
(1948-2024)  
New Jersey



**Stephen Barnard**  
(1945-2024)  
Tucson, AZ



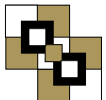
**Thomas Nash**  
(1948-2024)  
Pebble Beach, CA



**Brad Schreiber**  
(1958-2023)  
Pierre, SD



**Lawrence Taylor**  
(1942-2023)  
California





**NCDD 2024  
Summer Session  
Newport Beach, CA**



## A Word From Our Sponsor

### Understanding Evolving Trends: Essential Insights for Criminal Defense Lawyers

Potential clients have a high bar when looking for representation. They expect quick responses, engaging video content, and informative websites from law firms.

It's important for criminal defense law firms to understand consumers and how potential clients may interact with their practice. By understanding consumer trends, your law firm can reach the clients you want, more efficiently.

To shed light on these evolving trends, we surveyed 550 adults in the United States in Scorpion's 2024 Legal Search Trends Survey. Here's what we learned about consumer trends.

### Online Customer Reviews: A Must for Trust in the Legal Industry

The importance of reviews cannot be overstated, especially for criminal defense practices. Positive online reviews not only build trust and credibility, but also influence consumers' decisions

Our research found that 22% of consumers read at least ten reviews before deciding on a firm, making it important to have a review strategy.

There's hope even if you're not top-rated yet. But remember, clients want trust and reliability, so keep working to build that stellar reputation through great service and positive reviews.

Based on Scorpion's consumer research, law firms with less-than-desired star ratings can use specific tactics to remain competitive, including free consultations, improvements in scores and reviews, competitive pricing, responsive engagement with reviews, and staff or process changes.

When we asked consumers what could salvage poor review performance, nearly half mentioned free consultations.

### Potential clients rely on reviews to gauge qualities such as honesty, trustworthiness, pricing, and expertise.

Encouraging satisfied clients to leave reviews and consistently engaging with feedback can significantly enhance a firm's reputation and influence consumers' decisions. Your prospective clients want to know what others think before they make a move, especially when it comes to their legal representation, so make sure you have a strong review strategy.

*Note: As you know, in some states, attorneys may not be allowed to directly solicit reviews. It's crucial to be mindful of your state's ethics rules governing attorney advertising to ensure compliance and ethical conduct in your marketing efforts.*

### Act Fast to Capture Consumer Needs

In the legal industry, time is of the essence. Did you know one in four people are likely to move on if they don't hear back from a firm in a few hours? Those looking for services expect prompt responses. Law firms should prioritize efficient communications to ensure they do not lose potential clients to competitors.

### Our data revealed:

- 66% of legal consumers expect to be contacted within a day of making outreach, and of this subset, 40% prefer same-day communication.
- 71% of Gen Z and Millennials expect contact within a day of outreach, nearly half of whom want a call back within a few hours.

When consumers need to make quick decisions, every moment matters. Set up opportunities for your law firm to respond immediately to inquiries, by using tools like live chat or text messaging for instant communication, and be sure your team is ready to go at a moment's notice.

Consider ways to automate, such as installing an AI-powered chat solution on your website that is trained to handle basic questions.

### Compelling Websites Are Key to Winning Clients

When people need representation, online search is where the majority turn (59%) and these searches can bring them to your website.

Your website is like your digital billboard. If it's not hitting the mark, people won't stick around. Beyond all the basics of looking

professional and loading quickly, your site should educate and inform your potential clients.

Consumers value informative website content that showcases expertise and provides valuable insights. 72% of legal consumers prefer accessing educational posts on attorney websites.

### *A great website is only as good as its ability to be found.*

Combining word of mouth, traditional advertising, and digital strategies is key. Incorporating search engine optimization (SEO) ensures your firm's visibility online, enhancing your reach and attracting potential clients effectively

### Top ranking is vital for firms to be competitive.

*Four in 10* people will typically review up to *five* search results. While others may look at more, there is a significant drop-off beyond the 10th listing.

### Bring Your Firm to Life with Video Content

Establishing credibility is most effective when practices can bring relatable stories and content to life with video. The rise of platforms like TikTok highlights the universal appeal of video content. From entertainment to education, there's a video for everything. Law firms can harness this by creating both short- and long-form video content to humanize their brand, establish trust, and connect with potential clients on a personal level. Our data shows that:

- One in four prefer to hear and see the person that they may potentially hire.
- One in four also prefer FAQs to be answered via video format.
- One in two prefer watching testimonials instead of reading through them.

Incorporating video content strategically on your website can significantly enhance engagement and build trust with potential clients. Focus on key sections such as your "About Us" page, client testimonials section, attorney biographies, and frequently asked questions to create a personalized and informative experience.

Consider partnering with a marketing firm that specializes in video production and strategy, as they can help you develop professional videos and implement effective marketing strategies to drive results. Additionally, these companies often offer SEO services to improve your online visibility and attract more clients.

By mastering these legal marketing trends, including website optimization and chat functionalities, you can achieve tangible results and foster the growth of your practice.

### Final Thoughts: Mastering Legal Marketing Trends

Stay ahead of the curve by understanding and adapting to changing consumer preferences.

With an increasing reliance on online research combined with rapid decision-making, firms must prioritize building trust and credibility through positive reviews, prompt communication, and engaging website and video experiences to enhance visibility and secure more cases.

### Reasons Why Consumers Visit Law Firm Websites (Multiple responses allowed)



Learn more about marketing trends and consumer insights in *The Scorpion Pulse*.

Download a copy today from: [www.scorpion.co/pulse-NCDD](http://www.scorpion.co/pulse-NCDD)