

Marketing Bytes...

and Sites, Apps & Other Digital Properties



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Abstract

This paper offers a review of traditional and digital marketing concepts and how they can be combined to maximize the awareness of websites and other emerging technology products used to increase access to justice. After a brief explanation of the marketing mediums, a case study is presented demonstrating how to move from marketing concepts to implementing a successful combined traditional and marketing campaign.

Introduction

So you have a website, app, kiosk or other digital property that you want to market, right? Where do you begin? Anyone who studies marketing in school will learn the four, five or seven “P’s” of marketing. Let’s split the difference and look at a simplified version of the five P’s:

- Product – that which you plan to market
- Price – what you want people to pay for it
- Place – where will it be used, seen, or needed
- People – who will use it, buy it, or need it
- Promotion – how will you reach those people and what message will you be giving those people

Marketing a digital property is considerably different from marketing a fidget spinner, beverage, resort, car or other product. Most apps, websites, or other creatures of the digital realm are created to solve a very specific problem or fill a specific need. The question then becomes, where and how to reach those who need your digital property and what message should you deliver to get them to use it.

The National Center for State Courts compiles and updates a list of [courts with mobile applications](#)¹. Let’s say your court is coming out with an app called MobileTicketPay – a payment portal for traffic tickets and other police citations. We know what the product is called and what it is intended to do so that’s the **P**roduct.

When you get to **P**rice and you make a decision that downloading the app will be free. Each time someone uses the app, they will pay a \$2 fee per citation ‘convenience fee’ to fund ongoing development and maintenance costs.

Then you have the **P**lace. There are actually two aspects to this – in the case of a digital app, the place could be where you get the app – say the Google App store and Apple App Store. Place could also be construed as where the app will be used. In this case, on a computer, phone, or tablet.

When we get to **P**eople, you start thinking about who might use the app. Anyone who gets a citation in your jurisdiction could want, need, or use the app. Alternatively, they could go to court and handle things in person as before. MobileTicketPay simply adds a convenience factor, making it possible for people to take care of business without making a trip to court.

So now you have the **P**romotion to think about. Since your target audience is really limited to those individuals who got a ticket, perhaps your promotion for MobileTicketPay is simply to have an ‘ad’ for MobileTicketPay on the citations that are issued in your jurisdiction.

Let’s back up to **P**eople and **P**lace for a second. If MobileTicketPay is going to be a *statewide* app, your marketing challenge becomes a bit more daunting. Cities, towns and counties probably have a generous supply of pre-printed pads that officers use when they issue citations.

¹ <http://www.ncsc.org/Topics/Media/Court-Websites/State-Links.aspx?cat=Courts%20with%20Mobile%20Apps>

It would be unreasonable to expect that once the app is launched, everyone is going to reprint all their citations and throw away the unused ones. Still, it should be a goal to get something on the citations that tells people that they can use MobileTicketPay to resolve their citation.

Now that the **Product** has a wider scope with respect to the people and place it will be used, you need to think of all the ways you might reach people who have gotten a citation *or might get one in the future*.

Hear Ye, Hear Ye...from the Town Crier to Traditional Advertising

Beginning in the 18th Century, town criers delivered the news and major pronouncements from the government and courts. As the population's ability to read and write improved, town criers faded out of relevance. My how the advertising landscape has evolved.

Traditional methods of marketing could be put to good use for our online citation paying application. When we think of traditional methods, we think of some combination of the following:

- Brochures
- Print advertising
- Handouts, postcards, business cards
- Billboards
- Transit advertising (bus, bus stop)
- Network or cable television advertising
- Radio advertising
- Pens, pencils and other trinkets that carry an imprinted message

All of these methods are useful and as you will see in a later case study, traditional advertising makes abundant sense when you can quickly identify places where your target people congregate and seek information.

Just a decade or so ago, quality printed materials required the production of expensive plates that were mounted on a press. The press fed sheets of paper through a series of rollers that applied wet ink to paper. This method of printing is called “offset” or “sheet fed” printing. The footnote provides a good explanation from a printing company² – this is not an endorsement, it just provides a useful explanation for our purposes here.

Today, digital printing services abound and can produce large quantities of high-quality printed materials at a fraction of the cost of offset printing. Offset printing still has its place – for example, for annual reports, strategic agendas and other important documents that must be of an extremely high production quality.

Digital printing on demand services like Moo.com, Vistaprint.com and other services make it possible to produce nice looking materials for less. Ultimately, however, you need to have a good message thoughtfully designed and nicely presented. These services offer many templates to help amateurs produce quality materials, but you are wise to have a professional design your materials when they really matter. There's no substitute for expertise when it comes to crafting a

² https://theprintauthority.com/printing/offset_vs_digital_printing/

marketing message, writing copy that produces results, or creating a finished piece that accomplishes the desired objective.

When it comes to outdoor advertising, television or radio advertising, there are additional production costs to consider. Many times, the media companies will offer to assist with production of the ads and the production cost is built into the advertising proposal.

Going back to our MobileTicketPay example, if the app is useful statewide and if you want to target a statewide audience, some combination of television or radio advertising might be especially useful if you have stations that provide good statewide reach. As a general rule, the better the reach is, the higher the cost will be. That said, an efficient advertising campaign is one that has the broadest reach for the lowest relative cost.

It should be noted that frequency of message delivery matters, too. Messages are only effective when they are received and recalled. There are many theories and much dispute over what messaging frequency works, but the point is, blanketing the state with one ad will not work. Blanketing the state – or major population centers – with a consistent message, repeated several times will be more effective.

If you can recruit ambassadors to help promote your digital property, in person presentations can be very effective. For example, with MobileTicketPay, you might schedule presentations at city or town council meetings, large gatherings of influencers, etc. to inform others who can spread the message to a wider audience. If your local utilities offer bill inserts, this could be another place to promote your digital property assuming that you can reach your target audience that way. Beware, if the utility bills cover areas that are not within your service area, you risk frustrating potential users.

Bits and Bytes and Everything Nice

Delving into the electronic realm makes sense if you're marketing a digital property, right? So how do you do it and what works? Each situation needs to be evaluated through the Five P lens to zero in on where to reach your intended audience. Here let's talk about some of the major tools used in digital marketing.

The primary challenge with social media marketing (e.g., Facebook, Twitter, Reddit) or search engine marketing (e.g. Google, Bing) is that the technology is rapidly changing. The topics covered here are not an exhaustive list of the internet marketing available, but does provide an overview of the mediums and tools most often used when promoting digital properties. There is a very high likelihood that the terms and processes explained here will have been modified or officially outdated with new applications and rules before this document is published. So, when reviewing the following section, consider this information as a snapshot guide to help as you research for updates to the ever-evolving technology.

Knowing how to look at your results - Google Analytics

According to the Global Stats' [StatCounter.com](http://gs.statcounter.com)³, Google has 91 percent of the worldwide market share for internet searches. [Statista.com](https://www.statista.com)⁴ ranks Google holding about 63 percent of the United States market share. Google Analytics is used to analyze how people found a site, what they searched for, what devices they used and the discovery of much other useful data. Google Analytics also tracks usage from other search engines but by a vast majority, users search through the Google search engine.

User acquisition is the term for 'how did someone get to the site?' and is one of the factors tracked by Google Analytics. To understand your results, it is important to understand the terms associated with Acquisition from Google Analytics.

The terms associated with Acquisition are simply defined as follows:

- *Organic Search* refers to the method we use to find information doing a standard keyword search.
- *Referral* is when you get to a site by clicking on a direct web link from another site.
- *Direct* is when a user enters the site name as the URL.
- *Paid Search* includes the Google ads results from the paid campaign.
- *Social* tracks the users that come to the website via another form of social media such as Facebook, Twitter, or Reddit.

Search Engine Optimization

Search engine optimization, or SEO, is a *behind the website* technical marketing used to influence where the site comes up when certain words or phrases are used in a search.

The website developer is able to input metatags, keywords, and descriptions into content that are read by Google algorithms. These meta tags, not seen by the public, contain descriptors that will help direct the search results of Google users. In addition to the meta tags phrase descriptors, Google search uses key words found on the site, in a meaningful context, to assist with their identifying appropriate results for a search.

There are many services and marketing firms that offer to do SEO for you. You can do your own SEO, as you will see in the Arizona case study. Handling SEO in-house does have a cost in terms of staff time. Depending on the size, scale, and scope of your digital venture, it may be worth it to use an outside service if it frees your staff to focus on other marketing aspects.

SEO requires you to think of all the possible words or phrases that could possibly lead back to your website or app. If you're Coca-Cola, you will seed your site with key words and phrases called meta tags like: *cold, refreshing, fizzy, cool, drinks, the real thing, share a Coke, share a*

³ <http://gs.statcounter.com/search-engine-market-share>

⁴ <https://www.statista.com/statistics/269668/market-share-of-search-engines-in-the-united-states/>

Coke and a smile (and all the historic slogans), bottles, cans, six-packs, 12-packs, soda by the case, Diet Coke, Lime Coke, Coke Zero, Coke 0, soda with names on the labels, and so on.

For MobileTicketPay, you would start by seeding the jurisdictions served, then you would add words and phrases such as: *convenient ticket payment, pay ticket online, traffic, traffic ticket, speeding ticket, pay online, avoid going to court, ticket pay app, phone app for ticket, and so on.*

The literacy level of your users is always an unknown. Good SEO practices also use misspelled words to ensure that the search results still point back to your digital property. Here you might use ‘cort,’ ‘ap’ or ‘speding.’

Another factor that greatly influences search engine results is the quality of your site content and the frequency with which it is updated. Mobile friendliness also influences search results – in other words, can you access your site in a useable form on desktop computers, tablets and phones. Even the speed with which a site loads can influence search results. Faster is always better, right?

No doubt, you’ve stumbled upon a site we’ll call a ‘link farm’ – something that just has a slew of links to other sites but no real content of its own. These rank very low in search results. If you include many links on your digital property, it is wise to ensure that there is relevant content associated with the links and to regularly assure that they are not broken links (outdated links now resulting in 404 error code, indicating the page is not found).

Social Media Marketing

There are numerous other social media beyond the two focused in this paper. For example: Reddit, Twitter, Linked-In and many more. Google Ads and Facebook are the focus of this paper because of the large market share of Google, as described above, and also with Facebook: Internetworldstats.com reports that in 2011 Arizona Facebook users exceeded a 42.4% penetration rate with 2,823,460 Arizona Facebook users⁵.

Google AdWords Grants

Google offers the opportunity to purchase ads on their Google home and search result pages. These ads are charged by the click through rate, when a user clicks on the ad and goes to the advertised site. If you can manage your digital property through a non-profit organization, you may qualify for a Google AdWords grant. This program makes available up to \$329 per day in Google Ads up to \$10,000 per month. It only covers a ‘keyword-targeted campaigns’ as opposed to picture or video ads.

Non-Profit MegaPhone

This is an advertising agency that works exclusively with non-profits to arrange, optimize, and manage Google AdWords grants. As you will see in the Arizona case study, for a minimal

⁵ Internetworldstats.com/unitedstates.htm#AZ

investment per month, this company helped took the labor out of managing the grant and allowed the Arizona team to focus on traditional marketing and SEO.

Facebook Advertising

Years ago, marketing experts began referring to Facebook as the new ‘town square’ in that Facebook was where people were meeting up and having dialogue. With radio, television, print, and transit advertising, you pay up front. Your message goes out and you try to measure response based on what happens after your campaign launches.

You must have a Facebook account to access the opportunity to purchase advertising. Facebook offers the option to pay for your ad per click or per impression. As mentioned above, per click is when a user clicks on the ad and goes to your site. Per impression means you pay for all the views of your ad (when the ad appears on a person’s page) whether the person clicked on it or not. Facebook has allowed for multiple layers of targeting audiences, but they are now reviewing those processes.

Unlike Google ads through the grant program, there are different types of ads available through Facebook:

- **Static traffic ads**
This is the simplest form of Facebook ad, which contains text only. Clicking on the ad takes the user to your site.
- **Picture ads**
Picture ad is a picture with a line or two of text and, if someone clicks on it, it takes them to your site. There is no sound associated with these ads.
- **Video ads**
These are quick, snappy sound and video ads designed to grab attention in the first 3 to 5 seconds. [Facebook](#) advises that “Facebook-Neilson research found that up to 74% of the [advertising] value was delivered in the first 10 seconds.”⁶

A word of caution with Facebook advertising: If someone comments on your ad, you cannot remove or mask the comment. So, if you’re marketing MobileTicketPay on Facebook, you may get some cranks posting crass comments about the officer issuing the ticket, the fabled ‘ticket quotas,’ and other such remarks.

All about the Bots, Trolls, and Cookies – Common Tools for Targeting

Cookies are digital breadcrumbs that leave a trail showing where you’ve been internet-wise. They are small digital files stored by websites you visit and they can contain a range of data⁷. There is a caution that should be considered if you are going to use cookies to assist in identifying your target audience. For example, if a person visits a site to learn about orders of protection and then you have ads appear on their search pages, the abuser could potentially realize that the victim is seeking help. Choosing not to use cookies on your site does limit some

⁶ <https://www.facebook.com/business/help/1715039998507831>

⁷ <http://www.whatarecookies.com/>

digital advertising methods – mostly the methods by which we can target our message to particular users’ demographics and specific interests.

In the last 24 months, you’ve no doubt heard a lot about ‘bots’ or ‘trolls’ used to influence everything from media coverage, to elections, to celebrity social media accounts. Bots can be benign or malicious. There are many types of bots and many uses. Short for ‘robot,’ bots are digital algorithms that spread information without intervention of a human. Bots are often used by individuals to rapidly build a following – for example, to drive traffic to a website or increase social media the moment a new album is released.

Obviously, we want to get users to access your digital property, so why not use a traffic increasing bot? For one, the likes or reposts are not real so there is an obvious ethical concern in misrepresenting your user base⁸.

Bot technology can be broken down into the good bots and the bad ones. The good bots’ activities involve web crawling, website monitoring, content retrieving, and online transactions. The bad bot technology brings fake traffic, spam comments, distorting web analytics and damaging SEO⁹.

The bot technology used for creating automated Artificial Intelligence conversations is a potential resource that could be very beneficial in enhancing visitor use and thus increasing traffic. The ‘chat bot’ is a consideration for future development.

The marketing bots, where artificial users were automated to demonstrate visits and potentially raise rankings should be rejected because the search engines and social media platforms have ever more sophisticated ways of rooting them out. Google, as part of its ‘bot cleansing,’ will remove sites from their search pages¹⁰.

From Concepts to Case Study

The above offers a quick and broad overview of the traditional and digital marketing concepts utilizing the five Ps. The question now should be, how do you move from concept to implementation?

It is our hope that by reading the case study it will assist in determining where and how to reach those who need your digital property and what message should you deliver to get them to use it.

⁸ <https://www.seoclerk.com/faq/21960/Using-bot-traffic-to-falsely-increase-your-stats>

⁹ <https://voluum.com/blog/traffic-coing-bots-eating-ad-budget/>

¹⁰ <https://rapidbi.com/three-ways-bots-affect-your-seo-ranking/>

The AzCourtHelp.org Case Study

Situation Analysis

An estimated 80 percent of litigants need some level of assistance to protect their rights, proceed with a legal claim, or access legal help¹¹. Even basic information such as what court to visit for a particular issue can be confusing to the public. Once someone knows where to go, there are still challenges in accessing the information needed.



For the self-represented litigant in the metro areas, legal help can be a short distance away, yet they can struggle with traffic, finding and paying for parking, or lack of direct public transportation to access the court or legal advice they require.

For rural residents, traveling one or more hours to a city library, courthouse, or law library (if one even exists) poses an enormous hardship. Arizona is distinguished by having three of the six largest counties by geographic area in the United States – Apache, Coconino and Mohave. These three counties are largely rural with a single major population center and vast distances of open land between communities. The rest of the counties in Arizona, though not as vast as the largest three, are similar except the two major populated counties which are the Phoenix metro area where some 60 percent of the state’s population reside and the Tucson region where another 14 percent reside.

In addition to the travel and transportation factors, some other access issues include the hours of the courts or law libraries being open versus the hours that the litigants were available; the overwhelming demand on court or law library staff versus the wait time litigants have available; and, the need for additional follow up information realized only after the litigant return home.

Recognizing this demand for greater access, the Arizona Commission on Access to Justice (ACAJ) appointed a task force in 2015 to find solutions to the growing number of self-represented litigants needing basic assistance in getting the court information needed.

A stakeholder group formed the task force that included:

- Arizona Administrative Office of the Courts,
- The Arizona Foundation for Legal Services and Education (Arizona Bar Foundation)
- Coconino County Law Library,
- Coconino Superior Court,
- Arizona State Library, Archives, & Public Records,
- The Office of the Arizona Attorney General, and
- The Department of Economic Security’s Division of Child Support Services.

¹¹ Legal Services Corporation, *Documenting the Justice Gap in America: The Current Unmet Civil Legal Needs of Low-Income Americans 1* (Sept. 2009), available at http://www.lsc.gov/pdfs/documenting_the_justice_gap_in_america_2009.pdf.

The task force ultimately recommended the creation of a virtual online self-service help center allowing people anywhere in the state – or the world – to access Arizona court legal information for all of Arizona courts: forms, video tutorials, court locators, facility tours, hours, payment information, and much more.

The Product



PRODUCT

AzCourtHelp.org was launched to the public on January 2017 as the technology connection between the court user and a powerhouse of court resources. Simply referring to AzCourtHelp.org as a website does a disservice to what AzCourtHelp.org really is: It features webinars, live chat, glossaries, tutorials, and more. There are also a variety of accessibility and language access features to address special needs. In searching for a way to describe AzCourtHelp.org, we landed on ‘virtual court resource center’ as the universal description. A detailed list of features and benefits of the site is included in Appendix 1.

Background Problem Statement

Place – If we build it, will they come?

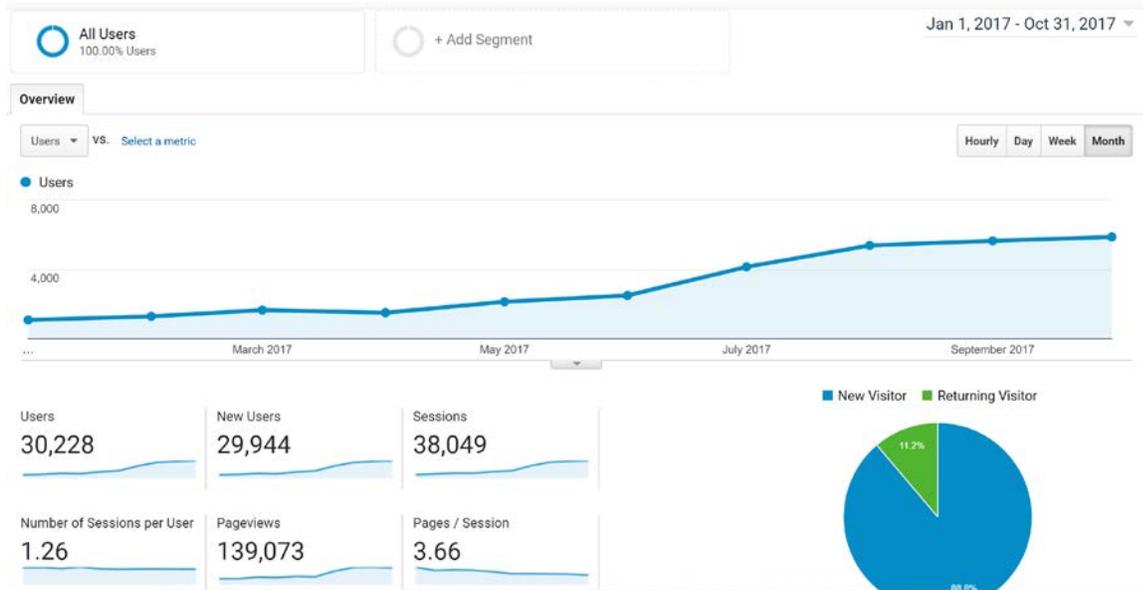
AzCourtHelp.org was built with the ‘place’ defined as accessible through computers, tablets, and smartphones. It was important that the first step was to maximize the accessibility for users, no matter what device they were using. This placement decision, was a major factor in the early success and continued reach to Arizonans.



PLACE

After nine months of the launch, the virtual court resource center was receiving numerous accolades and acknowledgements for the quality of the site and services provided. AzCourtHelp.org was recognized with the National Association of Counties Achievement Award, the NACM Top Ten Court Technology Solutions Award, the Arizona Association of Counties Court Administration & Management Summit Award, and the Arizona Association of Counties Innovation of the Year Award.

The site was growing in usage, too. In the first month of the launch, more than 1,000 users visited the site. Nine months later the unique users in October totaled over 5,800. In those first nine months, there were nearly 30,000 individuals assisted through AzCourtHelp.org. The following Google analytics chart shows the growth in users.

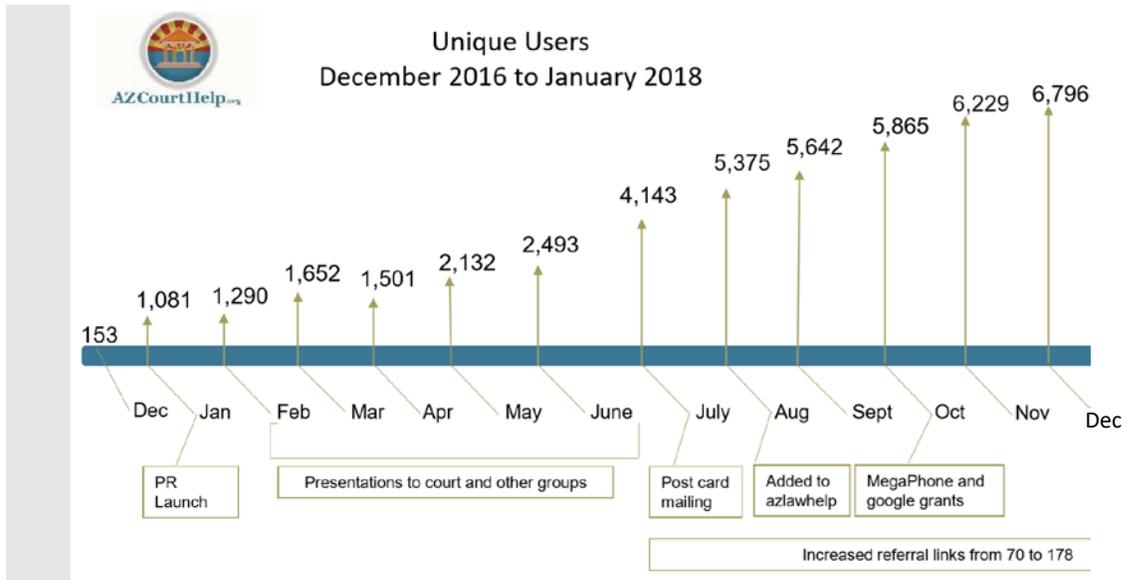


A 500% increase in less than a year was substantial, but still left too large of a gap between the court resources and the Arizona litigants needing information. The ACAJ and the Administrative Office of the Court (AOC), requested the assistance of communication professionals. The ACAJ developed a new committee on communications which took the promotion of AzCourtHelp.org as its primary goal. One of this group's first recommendations was to have the Arizona Bar Foundation, the nonprofit administering the site, apply for a Google grant which would allow for Google Ads to increase traffic. The next steps of the exploration were to ask for a proposal from a professional marketing firm and to evaluate the impact of marketing already completed for AzCourtHelp.org.

The AZ Bar Foundation obtained the Google grant and began an ad campaign. From October 2017 through December 2017, 296 new users were referred to AzCourtHelp.org through the paid search of the Google Ad Campaign.

The marketing proposal was submitted recommending three separate packages varying from \$17k to \$47k with a wide array of services including Facebook ads, short video development, email marketing, Google ads, and radio advertising.

The evaluation of the impact on usage with the marketing in place is outlined in the following chart.



December 2016 was included as the base since the site was ‘live’ in December but not announced to the public until the January 2017 launch date. The initial PR launch was a media announcement among traditional news outlets and stakeholders (e.g., the State Bar, Courts, etc.). The presentation to groups included court administrators, judges, court staff, and community groups. The postcard mailing and the presentations led to the referral links going from 70 sites to the 178 sites. AzLawHelp.org is a legal need help site also administered by the AZ Bar Foundation in coordination with the Legal Service Corporation-funded legal aid agencies in Arizona. This site has been in existence for over ten years and receives over 500,000 visitors annually. The link to AzCourtHelp.org was placed on the top of AZLawHelp.org in July which immediately led to the increase in referrals from those needing court information rather than general legal assistance. In the months that the Google ads were started (Megaphone was the agency assisting with this effort) there was also an increase but as noted above, that impact was identified as under 300 total of the new users.

It was clear that the usage had measurably increased over the twelve months, but exactly why and how to make an even larger impact needed further exploration. The AOC approved a Surge Marketing Study to analyze the impact of social marketing and that of the traditional marketing to assess where best to concentrate funds and focus to increase awareness of this valuable resource, AzCourtHelp.org. We built it, but they needed to be aware it was built before they came.



PRICE

The Surge Marketing Study

The Proposal



PROMOTION

The initial study proposal was to be over the first three months of 2018. The decision was made to expand it to one more month as staff issues arose and a full month comparison was not available in February. The study included an analysis of the direct impact on social media marketing and an analysis on the continued traditional marketing efforts to promote AzCourtHelp.org. In the following paragraphs of this section,

we will present the details of traditional marketing efforts: mailings and handouts, in-person presentations, and other traditional marketing considered. Also, digital marketing efforts are presented: Search Engine Optimization (SEO), Google ad words via the Google grant, Facebook advertising, and other digital marketing considered.

Traditional Marketing

Mailings and Handouts

The marketing pieces developed for AzCourtHelp.org were 60,000 two-sided 5.5 x 8.5” color postcards with features and information about the virtual court resource center. The postcards were produced in English and Spanish. We also produced companion posters in English and Spanish.



50,000 of English postcards
& English posters

10,000 of Spanish postcards
& Spanish posters

Total Cost \$3,665

BUDGET - BUSINESS CARDS

5,000 of business cards in first run

Total Cost \$550

10,000 of business cards in second run

Total Cost \$399 after
promotional discount

Because courts and, specifically court clerks’ offices are areas of high public contact, we targeted these areas for the initial distribution. The postcards and posters were mailed to each court in Arizona with quantities determined by the court’s case volume.

The materials were welcomed and we had several requests for more cards after the initial distribution.

Following a Justice of the Peace suggestion that a business card sized item would be extremely useful, it was agreed to add a business card featuring the web address and tagline *Arizona Courts Helping You*. One side has the tagline in English and the other side in Spanish.

In addition to distributing these materials to the courts, supplies were offered to legal aid providers, stakeholder groups, the Arizona Judicial Council members, and more.

In-Person Presentations

Marketing AzCourtHelp.org involved getting out and speaking to community and stakeholder groups. Live demonstrations of the virtual court resource center began almost immediately after launch and continued during the surge marketing proposal.



Mileage /In-kind Nominal
Total Cost Not tracked

During the later months of the proposal, the presentations were accompanied by a small supply of the collateral materials described above, along with a postcard-size order form for more. The following list of presentations include those that were given or scheduled during the Surge Marketing Study:

- Arizona State Library Association (May 4)
- Commission on Domestic Violence & the Courts (May 8)
- Maricopa Association of Governments
- County Supervisors’ Association
- United Way Regional Locations
- Legal Aid Providers
- Various Civic Organizations
- Bar Associations

Other Traditional Marketing Tools Considered

There were several other traditional marketing ideas studied, including newspaper print ads, radio, transit advertising and movie theater advertising. With an unlimited budget, all of those might be worthy marketing methods but they were cost prohibitive for AzCourtHelp.org during this marketing surge study and possibly too expensive over time. Considerations, outside of cost, on limiting these marketing mediums was the awareness that only a fraction of the people seeing or hearing such a broad public message might have a need for legal help and that fewer still would remember the web address later if such a need arose. Our approach toward traditional marketing collateral material was to focus primarily on places where people are already seeking legal help.

Digital Marketing

Search Engine Optimization (SEO)

AzCourtHelp.org seriously considered the development of metatags for the site.



Included in site maintenance
For Marketing Study \$00

Because someone might type ‘pre trial,’ ‘pretrial’ or ‘pre-trial,’ the site was optimized to treat these variants the same way and return a search result for AzCourtHelp.org. Another example of the careful consideration is the way the topic of warrants was treated in developing the meta tags. Google users will be directed to the site from any of the following searches:

- Types of warrants
- Different type of warrants
- Two types of warrants
- Warrant types
- Warrant type
- Different warrants
- What types of warrants are there
- Arrest warrants
- Types of arrest warrants

And, because people don’t always spell things correctly, deliberate misspellings were used as meta tags so ‘warrents’ is included in the optimization terms. Similarly, ‘court calendar’ and ‘court calender’ are used to direct users. These are just a few examples.

These and other SEO factors were considered as AzCourtHelp.org was built and included in the budget for the staffing/maintaining of the website on an ongoing basis. The staff, during the study period paid extra attention to the key search words, adding new content, and the speed at which the site loaded.

Google AdWords Grants

As mentioned above, the Arizona Bar Foundation applied for and was approved for a Google grant. Promotions with the Google AdWords Grants began in October 2017 but the ads were divided among the five legal help websites that the Bar Foundation manages until January 2018, the beginning of the surge marketing study. The February Google ads were divided, again, between the five legal help websites.

Each of these ads in the table below were used during the Surge Marketing Study. The red X on a few of the ads indicate that the key words did not sync with the Google drive server, but this appears to be a ‘point of time report’ as these ads also produced results.



Google grant, included as in-kind donation \$10k per month, \$40k for time of study

MegaPhone, company managing ads, \$328 per month

Total costs \$1,314

January

- ✓ [Have to Go to Court?](#)
[Get AZ Court Help](#)
[azcourthelp.org](#)
Find Information about Courts and Legal Issues in Arizona. Go to Court Prepared.

- ✗ [Arizona Court Help](#)
[Find Help with Legal Forms](#)
[www.azcourthelp.org](#)
Find State & County Forms, Form Descriptions/Criteria, & Case Information.

- ✓ [Find My Court](#)
[Look Up Arizona Courts](#)
[www.azcourthelp.org/find my court](#)
Use Our Easy-to-Find Court List to Get the Information You Need. Learn More!

- ✓ [Get Help in the Courthouse](#)
[All You Need to Know](#)
[www.azcourthelp.org/legal info](#)
Find Court Hours, Locations, & Forms. We Make Your Court Experience Easier!

- ✓ [Look Up Arizona Courts](#)
[Find My Court](#)
[www.azcourthelp.org/find my court](#)
Use Our Easy-to-Find Court List to Get the Information You Need. Learn More!

- ✓ [Have to Go to Court?](#)
[Visit AzCourtHelp.org First](#)
[azcourthelp.org](#)
Find Information about Courts and Legal Issues in Arizona. Go to Court Prepared.

- ✗ [Looking for Legal Forms?](#)
[Find the Information You Need](#)
[www.azcourthelp.org](#)
Find State & County Forms, Form Descriptions/Criteria, & Case Information.

- ✓ [Looking for Legal Forms?](#)
[Find the Information You Need](#)
[www.azcourthelp.org](#)
Find State Forms, Form Descriptions, and Case Information. Learn More!

- ✗ [Have to Go to Court?](#)
[Find All You Need to Know Here](#)
[www.azcourthelp.org/legal info](#)
Find Court Hours, Locations, & Forms. We Make Your Court Experience Easier!

February

- ✓ [Look Up Arizona Courts](#)
[Find My Court](#)
[www.azcourthelp.org/find my court](#)
Use Our Easy-to-Find Court List to Get the Information You Need. Learn More!

- ✓ [Find Court Calendars](#)
[Stay Organized](#)
[www.azcourthelp.org/court calendar](#)
Attend All Hearings Assigned to Your Case. Find Your Court Calendar Now.

- ✓ [Have to Go to Court?](#)
[Get AZ Court Help](#)
[azcourthelp.org](#)
Find Information about Courts and Legal Issues in Arizona. Go to Court Prepared.

- ✓ [Stay Organized](#)
[Find Court Calendars](#)
[www.azcourthelp.org/court calendar](#)
Attend All Hearings Assigned to Your Case. Find Your Court Calendar Now.

March

- ✓ [Find Court Calendars](#)
[Stay Organized](#)
[www.azcourthelp.org/court calendar](#)
Attend All Hearings Assigned to Your Case. Find Your Court Calendar Now.

- ✓ [Learn about Child Support](#)
[Find the Resources You Need](#)
[www.azcourthelp.org/child support](#)
Learn about the Child Support Process, Child Support Calculator, and More.

- ✓ [Find the Resources You Need](#)
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[www.azcourthelp.org/child support](#)
Learn about the Child Support Process, Child Support Calculator, and More.

- ✓ [Landlord and Tenant Help](#)
[Find Eviction Forms](#)
[www.azcourthelp.org/eviction](#)
Are You a Landlord and Tenant Needing Legal Help? Find Arizona Laws and Forms.

- ✓ [Defense for Traffic Violations](#)
[Find Legal Information](#)
[www.azcourthelp.org/traffic](#)
Read about How to Claim Responsibility For or Defend Against Traffic Violations.

- ✓ [Arizona Court Help](#)
[Find Help with Legal Forms](#)
[www.azcourthelp.org](#)
Find County Forms, Form Criteria, and Case Information. Learn More Here!

- ✓ [Legal Name Changing](#)
[How to Change Your Name](#)
[www.azcourthelp.org/name change](#)
Find Forms You Need to Legally Change Your Name. Learn More Here!

- ✓ [Custody Process Information](#)
[Find Resources to Help You](#)
[www.azcourthelp.org/custody](#)
Learn about Custody and Find Parenting Classes and Plans for You and Your Child.

- ✓ [Stay Organized](#)
[Find Court Calendars](#)
[www.azcourthelp.org/court calendar](#)
Attend All Hearings Assigned to Your Case. Find Your Court Calendar Now.

April

- ✓ [How to Change Your Name](#)
[Legal Name Changing](#)
[www.azcourthelp.org/name change](#)
Find Forms You Need to Legally Change Your Name. Learn More Here!

- ✓ [Learn about Child Support](#)
[Find the Resources You Need](#)
[www.azcourthelp.org/child support](#)
Learn about the Child Support Process, Child Support Calculator, and More.

- ✓ [Find Court Calendars](#)
[Stay Organized](#)
[www.azcourthelp.org/court calendar](#)
Attend All Hearings Assigned to Your Case. Find Your Court Calendar Now.

- ✓ [Landlord and Tenant Help](#)
[Find Eviction Forms](#)
[www.azcourthelp.org/eviction](#)
Are You a Landlord and Tenant Needing Legal Help? Find Arizona Laws and Forms.

- ✓ [Find the Resources You Need](#)
[Learn about Child Support](#)
[www.azcourthelp.org/child support](#)
Learn about the Child Support Process, Child Support Calculator, and More.

- ✓ [Defense for Traffic Violations](#)
[Find Legal Information](#)
[www.azcourthelp.org/traffic](#)
Read about How to Claim Responsibility For or Defend Against Traffic Violations.

- ✓ [Arizona Annulment Laws](#)
[Help for Annulment Process](#)
[www.azcourthelp.org/annulment](#)
Find Resources, Forms, Court Locations, and More Information on the Process.

- ✓ [Have to Go to Court?](#)
[Visit AzCourtHelp.org First](#)
[azcourthelp.org](#)
Find Information about Courts and Legal Issues in Arizona. Go to Court Prepared.

- ✓ [Legal Name Changing](#)
[How to Change Your Name](#)
[www.azcourthelp.org/name change](#)
Find Forms You Need to Legally Change Your Name. Learn More Here!

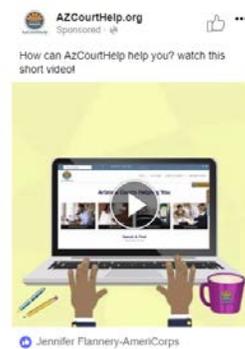
Facebook Advertising

With knowledge of Facebook's heavy penetration rate in Arizona, we knew this would be fertile ground for marketing AzCourtHelp.org. Below are screen shots of the Facebook ads used during the time frame of the Surge Marketing Study.

January Picture only Ad



January Video Ad

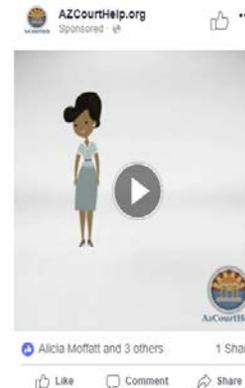


In February there were no Facebook ads run, but in March the picture and video ads were focused on a specific legal need, divorce.

March Picture Ad

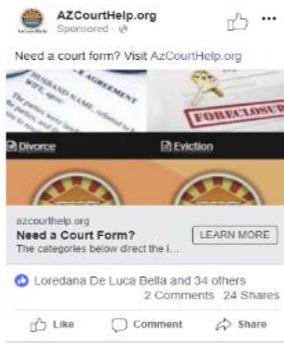


March Video Ad



The April Facebook push was targeted toward use of forms rather than a specific topic.

April Picture Ad



April Video Ad



Please note that the likes, comments, and shares on each of the ads displayed above are a point in time total at varying times of each month. They do not represent the end of the month totals.

Other Digital Marketing Tools Considered

Cookies

AzCourtHelp.org does not use cookies. Early on, a decision was made not to enable cookies. This was an essential safety measure undertaken at the very beginning.

Bots

AzCourtHelp.org does not use marketing bots that increase user totals as it can cause Google to remove the site from its search results. The use of 'chat bots,' though, are being highly considered but were not yet developed for this study.

What We Learned

Google Analytics

User acquisition is the term for ‘how did someone get to AzCourtHelp.org?’ and is one of the factors tracked by Google Analytics. The following is a table tracking the users by their acquisition source the month prior to the marketing surge study and the four months of the study.

| <i>Month</i> | <i>Organic Search</i> | <i>Referral</i> | <i>Direct</i> | <i>Google Ad</i> | <i>Social Media</i> |
|----------------------|-----------------------|--------------------|--------------------|-------------------|---------------------|
| <i>December 2017</i> | 3,644 (54%) | 1,882 (28%) | 1,043 (15%) | 205 (3%) | 16 (>1%) |
| <i>January 2018</i> | 5,582 (55%) | 2,504 (25%) | 1,518 (15%) | 447 (4%) | 139 (1%) |
| <i>February 2018</i> | 6,106 (61%) | 2,286 (23%) | 1,247 (13%) | 339 (3%) | 14 (>1%) |
| <i>March 2018</i> | 7,002 (52%) | 2,393 (18%) | 1,889 (14%) | 857 (6%) | 1,373 (10%) |
| <i>April 2018</i> | 8,335 (60%) | 2,377 (17%) | 1,645 (12%) | 1,054 (8%) | 463 (3%) |

The Results in Detail

Overall Use

| Time Frames | Users | Avg Per day users | New Users | Avg Per day new users | Sessions | Avg Per day sessions |
|-------------------------|--------------|--------------------------|------------------|------------------------------|-----------------|-----------------------------|
| Dec 1 - Dec 31, 2017 | 6,796 | 219 | 6,452 | 208 | 7,835 | 253 |
| Jan 1 - Jan 31, 2018 | 10,107 | 326 | 9,720 | 314 | 11,773 | 380 |
| Feb 1 - Feb 28, 2018 | 9,879 | 353 | 9,527 | 340 | 11,437 | 408 |
| Mar 1 - Mar 31, 2018 | 13,237 | 427 | 12,866 | 415 | 15,558 | 502 |
| April 1- April 30, 2018 | 13,685 | 456 | 13,272 | 442 | 15,875 | 529 |

Notes:

- 1) The users, new users, and sessions on the site doubled from December to the end of April;
- 2) The largest increase in new users (per day) was from December to January;
- 3) The largest increase for the months in new users was February to March, but it must be noted that March had 3 more days than February;
- 4) There were a total of 51,837 new users during this 5 month period.
- 5) In the first six months users increased by a total of 2,340; in the next six months, the users increased by 4,303; and in the four months of Surge Marketing, users increased by 6,889.

Organic Search

| Time Frames | Users | Avg Per day users | New Users | Avg Per day new users | Sessions | Avg Per day sessions |
|--------------------------|-------|-------------------|-----------|-----------------------|----------|----------------------|
| 1. Organic Search | | | | | | |
| Dec 1 - Dec 31, 2017 | 3,644 | 53.67% | 3,520 | 54.56% | 3,982 | 50.82% |
| Jan 1- Jan 31, 2018 | 5,582 | 54.78% | 5,410 | 55.66% | 6,186 | 52.54% |
| Feb 1 - Feb 28, 2018 | 6,106 | 61.11% | 5,905 | 61.98% | 6,682 | 58.42% |
| Mar 1 - Mar 31, 2018 | 7,002 | 52.90% | 6,701 | 52.08% | 7,739 | 49.74% |
| April 1 - April 30, 2018 | 8,335 | 60.91% | 8,099 | 61.02% | 9,160 | 57.70% |

Notes:

- 1) Organic search is consistently the highest source for the majority of users. Fluctuating for new users from 52% to a high in April of 61%.
- 2) The top ten words used in searches on Google are included in Appendix 2.
- 3) The largest total sub-category under organic search, consistently over months is reported not as a specific word but as “Not Provided.” This is due to Google’s inability to track words from secured sites or mobile devices.
- 4) The source search site totals are as follows: Google - 29,205; Bing - 442; Yahoo - 233; and Ask-39.

Referrals to Site

| Time Frames | Users | Avg Per day users | New Users | Avg Per day new users | Sessions | Avg Per day sessions |
|--------------------------|-------|-------------------|-----------|-----------------------|----------|----------------------|
| 2. Referrals | | | | | | |
| Dec 1 - Dec 31, 2017 | 1,882 | 27.72% | 1,727 | 26.77% | 2,401 | 30.64% |
| Jan 1 - Jan 31, 2018 | 2,504 | 24.57% | 2,293 | 23.59% | 3,139 | 26.66% |
| Feb 1 - Feb 28, 2018 | 2,286 | 22.88% | 2,102 | 22.06% | 2,876 | 25.15% |
| Mar 1 - Mar 31, 2018 | 2,393 | 18.08% | 2,202 | 17.11% | 2,957 | 19.01% |
| April 1 - April 30, 2018 | 2,377 | 17.37% | 2,161 | 16.28% | 3,003 | 18.92% |

Notes:

- 1) In the December through April time period the percentage of new users from referrals decreased the most significantly, but the actual numbers of new users from referrals increased;
- 2) Attached is a document comparing Referral numbers for each month. When just counting the total referring sites, there was a large increase. In December there were 67 and in April there were 87. But, as you will find on the 3rd spreadsheet (good referrals alphabetically), when 1) In the December through April time period the percentage of new users acquired from referrals decreased the most significantly, but the actual numbers of new users from referrals increased.

2) Included in the Appendix 3 is a comparison of referral numbers for each month. When just counting the total referring sites, there was a large increase. In December there were 67 and in April there were 87. But, when removing the questionable referrals (where sites may be bot originators or ad sites) the reliable referrals remain consistent at the mid-40s except for the short month of February. This leads to possibly exploring the potential impact of advertising on increased spam referrals to the site, which, if not dealt with could impact SEO.

3) While the good referrals remain consistently at the same numbers, that can be misleading since there are not referrals from each site each month. It is important to note that the total easily identifiable as reliable Referral site links increased by 17 from December to April. This will lead to a sustainable increasing flow of users from this increase in linking referral sites.

Direct Visits

| Time Frames | Users | Avg Per day users | New Users | Avg Per day new users | Sessions | Avg Per day sessions |
|--------------------------|-------|-------------------|-----------|-----------------------|----------|----------------------|
| 3. Direct | | | | | | |
| Dec 1 - Dec 31, 2017 | 1,043 | 15.36% | 996 | 15.44% | 1,207 | 15.41% |
| Jan 1 - Jan 31, 2018 | 1,518 | 14.90% | 1,453 | 14.95% | 1,800 | 15.29% |
| Feb 1 - Feb 28, 2018 | 1,247 | 12.48% | 1,197 | 12.56% | 1,451 | 12.69% |
| Mar 1 - Mar 31, 2018 | 1,889 | 14.27% | 1,827 | 14.20% | 2,239 | 14.39% |
| April 1 - April 30, 2018 | 1,645 | 12.02% | 1,583 | 11.93% | 2,010 | 12.66% |

Notes:

- 1) Direct acquisition increases as the brand for the website is widely known. Since AzCourtHelp.org is only a year old, the Direct percentage is notable.
- 2) Another less commonly known impact on the Direct user totals is the acquisition through secure websites (designed not to be tracked) and mobile usage. As the percentage of mobile users increases, the Direct acquisition totals will most likely increase as well unless Google enhances their ability to track this information.

Paid Search

| Time Frames | Users | Avg Per day users | New Users | Avg Per day new users | Sessions | Avg Per day sessions |
|--------------------------|-------|-------------------|-----------|-----------------------|----------|----------------------|
| 4. Paid Search | | | | | | |
| Dec 1 - Dec 31, 2017 | 205 | 3.02% | 195 | 3.02% | 227 | 2.90% |
| Jan 1 - Jan 31, 2018 | 447 | 4.39% | 427 | 4.39% | 505 | 4.29% |
| Feb 1 - Feb 28, 2018 | 339 | 3.39% | 310 | 3.25% | 409 | 3.60% |
| Mar 1 - Mar 31, 2018 | 857 | 6.47% | 837 | 6.51% | 1,042 | 6.70% |
| April 1 - April 30, 2018 | 1,054 | 7.70% | 1,014 | 7.64% | 1,210 | 7.62% |

Notes:

- 1) The Paid search is tracking the Google ads' results during this five-month period. In the month of December and February, the Google ad allotment was allocated across all of the

Foundation's five legal help websites. In January, March, and April the Google ads were solely targeting AzCourtHelp.org.

2) Google ads were text only as this is all that is available through this grant program medium. The increase in new users, still, is substantial – from 195 to 1,014.

| Time Frames | Users | Avg Per day users | New Users | Avg Per day new users | Sessions | Avg Per day sessions |
|--------------------------|-------|-------------------|-----------|-----------------------|----------|----------------------|
| 5. Social | | | | | | |
| Dec 1 - Dec 31, 2018 | 16 | 0.24% | 14 | 0.22% | 18 | 0.23% |
| Jan 1 - Jan 31, 2018 | 139 | 1.36% | 137 | 1.41% | 143 | 1.21% |
| Feb 1 - Feb 28, 2018 | 14 | 0.14% | 13 | 0.14% | 19 | 0.17% |
| Mar 1 - Mar 31, 2018 | 1,373 | 10.37% | 1,310 | 10.18% | 1,581 | 10.16% |
| April 1 - April 30, 2018 | 463 | 3.38% | 419 | 3.16% | 492 | 3.18% |

Notes:

1) While there are a few other sites included in the social media (Twitter and Reddit) their numbers were under 10 each month, so the Facebook advertising is clearly the variable in the growth.

2) In January, there was a text and photo only ad and the Social media referral went from 14 new users to 137.

3) In February, we did not post any Facebook ads, and you will see that the Social media new user acquisition reverted back to the December number when we were not posting Facebook ads.

4) March had the highest acquisition of new users when it targeted the topic of divorce and included a video - 1,310 new users.

5) In April, the Facebook ad was again a video but targeting the availability of court forms and not a specific topic, that led to a Facebook acquisition of about 1/3 of the March Divorce focus at 419 new users.

6) It should be noted that during this time frame the number of "Likes" on the AzoCourtHelp.org Facebook page increased: In Dec = 123; Jan = 136; Feb = 139; March = 406; and April = 441. This increase in "Likes" allows for news feed posts, from the sites Facebook page, to be seen on that increased number of new people's Facebook pages. While they may not have had a need to visit AzCourtHelp.org at the time, it should be considered that 318 new people found and liked the information on AzCourtHelp.org's Facebook page.

Summary Observations and Recommendations

The concentrated combination of traditional and digital marketing of AzCourtHelp.org over the four-month period had a significant impact on increasing new users on the site with more than double the total from the end of December. The use of SEO is an important component in continued marketing as the largest percent of users each month are acquired through use of the Organic Search.

The Referral acquisition increases show that the traditional marketing tools of the postcards, business cards, and posters delivered to stakeholders with common constituents worked. Plus, it

provides an ongoing marketing mechanism because these stakeholders added a direct link to AzCourtHelp.org from their entities' websites.

The Direct acquisition increases can be attributed directly to the traditional marketing, including the outreach presentations, but also the concentrated marketing effort may have, overall, added to the increased awareness of the site's URL.

The Paid acquisition users had a significant percentage increase which is directly connected to the Google ads posted. When the Google ads focused on the specific topics of divorce (March) and forms (April) the acquisition was far greater than when the ad focus was generally to the site. The Social acquisition was directly connected to the Facebook ads. It too showed a significant percentage increase when covering the topic areas rather than just an ad generally to the site. A benefit of Facebook advertising is the sustained marketing audience with the increased 'likes' to the site's Facebook page, which then allows any posts, without advertising, to be seen on the news feeds of all those new people who have liked your page. We now have a captive new audience of 318 people from the four-month test period.

Recommendations for further study/implementation are as follows:

- Compare video ads to picture/text ads on Facebook, with the same content message, to see if one has an increased click rate over the other.
- Add posts to the site Facebooks page when no ads are running to test the hypothesis that the 'likes' will add to the Social acquisition.
- Continue to monitor the Referral acquisition to determine if the sustainability of the increases continues overtime.
- Remain focused on SEO quality and review to maximize the largest percentage of acquisition through the Organic Search.
- Continue the traditional marketing efforts to increase partnership buy-in and awareness among the stakeholders who serve the target market.

Four months is too short a period to clearly indicate the magic formula. If we stop social media advertising and continue using the AdWords grant, it will be interesting to see if results diminish precipitously or gradually. The early conclusion is that layered approach is clearly effective at driving the numbers higher.

Appendix 1: A deeper explanation of AzCourtHelp.org features

The task force realized that SRLs sometimes also require more resource-intensive one-on-one services, such as speaking with a live person about court procedures or locating the courthouse for their court matter. Litigants can seek one-on-one assistance through its [‘Live Chat’](#) function, which can even accommodate non-native English speakers through a translation service. A [searchable map](#) function is embedded on the website that includes detailed information for contact information, payment methods and online payment links, parking and security information, language and disability access, hours and holiday closures. Another enhancement is the photo slideshow that allows for a virtual tour of the courthouse prior to visiting in-person.

One-on-one education is offered through the site to the public through the Coconino County Law Library ‘Legal Talks.’ These sessions are guided by volunteer attorneys, recorded and made available online.

Interactive capabilities

- Online interview created to assist the SRL to find information on the correct appellate court in Arizona.
- Legal glossaries populated in the areas of general, family, and appellate law using a hover feature that prevents the user from having multiple pages open.
- AzCourtHelp.org.org partners with the Arizona State and Law Libraries to provide volunteers to operate the online chat feature on the website.
- An embedded searchable map function that provides court-specific court process and resource information for each court (15 counties and 18 tribal reservations).
- Virtual court tours depict the exterior and interior of the building, visually explaining what accessibility resources are available and where certain areas are within the courthouse.
- Event creation and registration portal for partner agencies to publicize legal aid clinics and other upcoming events to the public.

Access to public records and other helpful information

- AzCourtHelp.org aims to reduce incorrect form filing by providing e-filing information and separating forms properly, first by subject and then by county and state. For more complex situations, such as appeals, online interviews are embedded to ensure the individual lands in the correct jurisdiction.
- AzCourtHelp.org identifies forms of payment that are accepted at each court location and hyperlinks online payment pages when available.
- The Question and Response Handbook, a guide for court personnel to respond to legal information questions from court customers rather than provide legal advice, was updated and populated into the website as a FAQ section. There are over 400 answered questions

spanning 30 topic areas. This document was translated to further ensure accuracy of online translation offered through Google.

- Video tutorials is an ongoing project for AzCourtHelp.org. Videos embedded in the site must be in both English and Spanish.
- The Browse by Topic section contains 24 different topic areas that are broken into subcategories with documents, court processes, and other pertinent information.
- ‘Legal Talks’ are posted on the home page and on an internal page.
- The ‘Case Finder’ provides court record requests for 46 federal and local jurisdictions. This is used by clerks in the appellate courts who use a software program independent of the Judicial Branch case finder program.

User Interface

- AzCourtHelp.org uses a balance of color and whitespace with image-based navigation. The color palette for the website contains six colors that are bright and engaging without being overwhelming.
- The homepage contains four key areas: ‘Self-Help Resources,’ ‘Form Finder,’ ‘Find My Court,’ and ‘FAQ and More.’ These key areas are broken into subcategories, which takes the user between three to four clicks to find the desired information.
- Redundancy is built into the site so there is more than one path to certain pages.
- AzCourtHelp.org is a living service. Linked to the site is a survey that provides the public with the ability to offer similar suggestions and for AzCourtHelp.org to be provided with information that is seen as the most relevant for its users. Google Analytics, Google Search Console Analytics, and Broken Link Software are evaluated bi-monthly to ensure that the users are assessing the resources they need and that are the most relevant. Additionally, feedback from stakeholders at numerous demonstrations have been incorporated to improve this product.

Optimization for mobile services

- Website usability experience was one of the most critical considerations of the task force. Making information platform-friendly and adjustable to every device was the primary design focus. The development team followed the latest mobile-friendly design and development industry standards
- To improve the speed of the site, Cascading Style Sheet (CSS) pages are compressed for those visiting the website with slower internet access.¹²
- Tools are used for testing, focusing, and adjusting site width responsiveness, image optimization and standard font usage.
- The map function is enhanced on mobile devices through the use of GPS. Each location has Google API codes embedded for more accurate navigation capabilities.

¹² CSS is a style sheet terminology used when describing the presentation of a document written in a language like HTML.

Accessibility

- Accessibility is of the highest priority of AzCourtHelp.org and the website has features embedded for those with visual/hearing impairments and language barriers. The site has the following components: audio screen reader; dyslexia font; colorblind contrast; font size increase; language access; and information on accessibility.
- Language accessibility is accomplished through Google Translate, Legal Translation Solutions, and Language Line Services. There are over 90 languages available through Google Translate, 51 of which are translated and read by the Screen Reader.
- Content and materials are evaluated for reading level prior to being populated on the site.
- Translate identified content upfront to further ensure accuracy.

The “Cool” factor

- There is a component on the website call the ‘Screen Reader’ feature. This feature offers several different aspects to users: an audio reader, a dyslexia font, high contrast settings, and font size selector.
- When the “play” button is pushed an audio piece is activated a digital text reader will speak the text and the captions embedded in the photos. This is a perfect solution for users with visual or reading difficulties.
- Next on the ‘Screen Reader’ is a feature that alters the text on the page to the dyslexia font. This font alters each letter to make them more unique and increases the spacing between letters, making it easier for someone with dyslexia to read properly.
- People with colorblindness have difficulty viewing and reading websites that do not offer a high contrast between images or components. This feature allows the user to select from three different contrast renderings for three different forms of colorblindness.
- Lastly, for those with partial blindness or severe nearsightedness there is a feature to increase the font size on the screen up to 10 times its normal size.

Summary

Never before have Arizonans’ had the opportunity to access technology that provides all their legal information and resource needs on a 24/7 basis. It’s exciting to know Arizona SRLs around the globe can now have at their fingertips Arizona-specific court process and procedure information on a dynamic and evolving website. AzCourtHelp.org changes the way our courts communicate with our court customers by offering this technological efficiency and engaging court and legal assistance website.

Appendix 2: Top Ten Words Used by Google Searches

| Queries | Impressions |
|-------------------------------|--------------------|
| bullhead city municipal court | 207 |
| casa grande justice court | 173 |
| undesignated felony | 132 |
| mohave county court forms | 113 |
| limited jurisdiction | 108 |
| appellate jurisdiction | 97 |
| annulment forms | 93 |
| divorce forms arizona | 85 |
| annulment forms arizona | 84 |
| marriage annulment forms | 74 |

Appendix 3: Comparison of Referrals Each Month

Total Referrals by Month

| Dec 2017 | Jan 2018 | Feb 2018 | Mar 2018 | Apr 2018 |
|----------|----------|----------|----------|----------|
| 67 | 70 | 70 | 72 | 87 |

Top Ten Referrals by Month

| Dec-17 | | Jan-18 | | Feb-18 | | Mar-18 | | Apr-18 | |
|----------------------------|-----|----------------------------|-----|----------------------------|-----|----------------------------|-------|----------------------------|-------|
| azlawhelp.org | 732 | azlawhelp.org | 966 | azlawhelp.org | 893 | azlawhelp.org | 1,026 | azlawhelp.org | 1,051 |
| azcourts.gov | 364 | azcourts.gov | 532 | azcourts.gov | 442 | azcourts.gov | 455 | azcourts.gov | 493 |
| courts.yavapai.us | 145 | courts.yavapai.us | 221 | courts.yavapai.us | 212 | courts.yavapai.us | 209 | courts.yavapai.us | 165 |
| sc.pima.gov | 76 | sc.pima.gov | 73 | chandleraz.gov | 97 | sc.pima.gov | 89 | sc.pima.gov | 88 |
| jp.pima.gov | 60 | jp.pima.gov | 66 | sc.pima.gov | 87 | chandleraz.gov | 72 | jp.pima.gov | 64 |
| chandleraz.gov | 58 | chandleraz.gov | 62 | superiorcourt.maricopa.gov | 70 | jp.pima.gov | 52 | chandleraz.gov | 60 |
| superiorcourt.maricopa.gov | 45 | co.apache.az.us | 59 | jp.pima.gov | 55 | co.apache.az.us | 51 | navajocountyaz.gov | 57 |
| navajocountyaz.gov | 43 | superiorcourt.maricopa.gov | 55 | navajocountyaz.gov | 43 | superiorcourt.maricopa.gov | 50 | superiorcourt.maricopa.gov | 54 |
| co.apache.az.us | 42 | navajocountyaz.gov | 49 | co.apache.az.us | 41 | maranaaz.gov | 39 | co.apache.az.us | 52 |
| flagstaff.az.gov | 40 | coconino.az.gov | 42 | maranaaz.gov | 41 | flagstaff.az.gov | 34 | maranaaz.gov | 44 |