

What is Lawyers-Online.co.za?



The youngest division of SA Online is called **Lawyers-Online.co.za** and was launched onto the Internet in January 2012 by **Jean-Pierre Murray-Kline**, an Internet Marketing Strategist and Owner of SA Online. Jean-Pierre's objective was to build virtual legal real-estate and during the development phase partner with Law Firms to fund the process while servicing Client requests. The concept was simple: build a web foundation to monopolize the Internet for searches of legal services in South Africa and promise a first response from a Law Firm within 60 minutes or less.

A 5 year plan was designed and then rolled out. Lawyers-Online.co.za has grown to the point where it is arguable generating more legal related requests for the Lawyers and Attorneys than any independent Law Firm in South Africa via the Internet.

FACTS:

The network has a count of **Unique Visitors** of 129 000. There is an immense difference between website 'Hits' and Unique Visitors. A 'Hit' is simply a single page view, not a visitor. Most people will click through 3 or more pages on a website, and perhaps even return to the same site twice or more – all creating Hits. Therefore when someone reports a web Hit statistic you can already divide that data by at least 4 to show a more realistic impression of traffic. For this reason we only assess our network on direct server unique visitors' statistics and can say with confidence that our network is receiving over 2100 NEW human visitors every month!

More interestingly, we have not added to the above record those websites we have developed and then migrated to new domains to improve S.E.O, thus not including nothing less than 25% of our recordable stats from old sites.

The division has a **Network of Websites** which currently stands at 47 key rich domains, 17 content sites with a total of 1535 web pages, all well optimized for search engines under the guidance of Jean-Pierre Murray-Kline who has the knack of being able to advise web designers just how to add content and maintain sites to ensure sustainable growth using a self-developed S.E.O. strategy and internal directory pages covering the network and boosting its own websites. It is fact that any Law Firm would struggle to ever compete against the Lawyers-Online network. Fortunately, Lawyers-Online.co.za is not a Law Firm and is designed specifically to refer all its leads.

The total amount of **legal related referrals and leads** issued to date have been an amazing number. In its first year Lawyers-Online.co.za referred 1197 Clients. That is almost 100 new Clients a month – in its first year! In the second year, the number expanded dramatically to 3995. That is 320 + new clients a month. Please remember, these referrals are validated leads, not just random requests passed on. Each lead is assessed before being referred and therefore not every request is sent. To date, Lawyers-Online.co.za has generated 11 448 referred leads for the Firms it has been working with. This is an amazing achievement from a small Web Agency that actually has nothing to do with Law.

To give an example of billable income opportunity, and to use the scenario of only 25% of the leads converting to billable clients, with only four billable hours charged per client, the income would be R11 448 000.00.

The better the services and response time of our Law Firms, the greater the lead to sale percentage would be. There is a unique way to deal with web based Clients.

There is an ability to increase this number of leads substantially. Lawyers-Online.co.za needs to partner with a long term venture partner which will allow it to develop the network base onto a targeted tool of webpages and growing its footprint on the internet.

Unique ideas. The network and concept of Lawyers-Online.co.za is not complex at all. It has simply been built and rolled out well and developed at a fraction of the costs it would have if another web agency had tried to duplicate the network. Because the network has benefited from low development costs and shared resources of SA Online, an estimate of only R2 100 000.00 is the approximate investment cost spent to date, and that is roughly a third of the price if the network was built by another web design company using an independent strategist.

The network has already implemented some unique features including Online Chat and communicating via whatsapp message. As the field of Law starts to move forward with technology, the partner or partners of Lawyers-Online.co.za will have the advantage on the internet which is the best platform for finding new Clients.

Lawyers-Online.co.za has further opportunity to grow on social media as well as increasing its PPC campaign.

**Interested in joining the network and becoming a firm to receive leads?
See Application Form.**



LIVE CHAT

[Click here](#) to chat to an available consultant between 08h00-13h00+14h00-17h00 SA Local time.



072 847 6416
SMS or Whatsapp
- SA Only



LIKE US! And always stay in contact with Lawyers-Online.co.za and clued up on legal matters in South Africa.



Contact us
NOW!!!
We respond in
60 minutes or less

We have on file.

- Database of 5 years of client contacts.
- 5 years of traffic summary, from hosted server, entire network.
- 48 months of lead examples.
- 24 months of 3rd party main site tracking.
- 12 months of google analytics full network.

Audience Overview (Jan 1, 2016 - Jan 29, 2016)

Reporting Period: Friday 01 April 2016 - Saturday 30 April 2016
 First Visit: Saturday 30 April 2016
 Last Visit: Friday 29 April 2016

Visitors Via Site Entry Alert
 Default (All Other Visitors) (Paid: No)

Visitors: 816, Users: 672, Pages: 1,227
 Avg Session Duration: 00:00:50, Bounce Rate: 67.03%

Pages / Session: 1.50, % New Session: 82.23%

Top 10 Countries: South Africa (61%), France (7%), Eritrea (2%), Ghana (2%), United Kingdom (2%), Portugal (2%), United States (2%), Tunisia (1%), Saudi Arabia (1%), Hong Kong (1%)

Top 10 Operating Systems: Windows 7 (63.38%), Windows 8.1 (20.24%), Android (11.5%), Windows XP (4.29%), Mac OS X (3.27%), Windows Vista (3.27%), BlackBerry (2.30%), Windows 8 (1.15%)

Top 10 Browsers: Chrome 49.0 (53.38%), Chrome 48.0 (7.65%), Windows 10 (7.65%), Firefox 45.0 (7.65%), Windows 10 (7.65%), Opera 49.0 (7.65%), Safari 537.36 (7.65%), E 60 (7.65%), E 60 (7.65%), E 60 (7.65%)

April Summary: Bar chart showing visitor counts per day in April.

Site Entry Alerts Summary: Name: Visits: 18, Default (All Other Visitors): 102, Google Free: 102, Google Adwords: 102

Time Of Day: Bar chart showing visitor counts by hour.

Table: Client list with columns: PRE-EST TIME, DATE, CLIENT, COB, PHONEX, EMAIL ADDRESS, PROVINCE, TYPE OF SERVICE, CLIENT REF.

Map: Map of South Africa with a blue dot indicating a location.

Table: Summary table with columns: Acquisition, % New Visitors, New Visitors, Return Rate, Pages / Session, Avg Session Duration, Ref. Conversion, Goal Conversion, % of Goal.

Site Entry Alerts Summary: Name: Visits: 18, Default (All Other Visitors): 102, Google Free: 102, Google Adwords: 102

Time Of Day: Bar chart showing visitor counts by hour.

Table: Client list with columns: PRE-EST TIME, DATE, CLIENT, COB, PHONEX, EMAIL ADDRESS, PROVINCE, TYPE OF SERVICE, CLIENT REF.

Table: Summary table with columns: Acquisition, % New Visitors, New Visitors, Return Rate, Pages / Session, Avg Session Duration, Ref. Conversion, Goal Conversion, % of Goal.

Lawyers Online logo and contact information.

Dear Jean-Pierre

Please find attached updated lead report and c1 Mon, 30 Jan 2017 16:50:51 +0200

Full name: kim g... der
 Cellphone number: 08 518... WhatsApp Chat with +27... 9 0249.txt
 Landline number: 01 584...
 Email Address: ...
 Nearest City: johannesb...
 Nearest Suburb: midrand...
 Service Required: need assist on matter urg child wels

01/12/2015, 17:02 - +27 81 749 0249-Good day my name is lindie nene! Am looking for a lawyer. Parents are in a hospital negligence case, my son was admitted at Helen Joseph hospital on discharge on the 9/06/2015, she had short breath and pain in her chest when she was coughing till and she attended PE clinic at the same hospital and they continued giving her this pill, 30th of October she became ill the problem was she had bronitis I took her to the clinic for antibiotics, Flu syrup and pain killers, and wensday 13th of November 2015 I took her to her clinic for a visit I didn't wait for results cause my son was so well they called me on Thursday stop my son that pill I did Friday my son was bleeding I took her to Helen Joseph they took emergency and the doctors asked me why did they give her warfarin pill I told them I don't know passed away on the 8 of November.

01/12/2015, 17:04 - +27 81 749... my email address is Tind... 766636

Chat Transcript From: Lawyers-Online www.lawyers-onli

To: info@lawyers-online.co.za

Name: bongani

Please wait. A representative will be with you shortly.
 One moment please.
 We apologize for the delay. A representative will be with you shortly.
 LAWYERSONLINE says
 Hello Bongani. How can I help you?
 LAWYERSONLINE says
 Please send me your full name, email address, telephone number and when LAWYERSONLINE says
 Also add a brief overview of your legal matter.
 bongani says
 bongani sishange, bon... ail.com, 0626140308, kathehr...
 im resending it again please I really need help
 LAWYERSONLINE says
 No problem. I will process it as soon as it comes through.
 bongani says
 is the number 0721 1167
 LAWYERSONLINE says

SA ONLINE (Sole Proprietorship (Jean-Pierre Klein) | www.sa-online-services.co.za)
 SA Online, Administration and Legal. Regional Cape Town (Chosen domicilium citandi et executandi). 172-174 Main Road, Claremont, 7708, Cape Town, South Africa. SA Online, Regional Johannesburg 12a, 4th Avenue, Melville, 2092, Johannesburg, South Africa. | VAT # 448 023 8304



List of some of our current / past Law Firms.

A Lalbahadur & Ass
 Adendorff Attorneys
 AG Attorneys
 Andre De Klerk Attorneys
 Anneke Meyer Attorneys
 Anton Buirski
 Arthur Channon Attorneys
 Arthur Moore Inc
 B & T Attorneys
 Barend Burgers Attorneys
 Barnard Inc
 Bradley Aliphon & Associates
 Cherry-Singh Inc.
 Cloete Attorneys
 Craig Van Der Merwe Attorneys
 Curr Vivier Inc
 D & K Attorneys
 Dabideen Attorneys
 Dada & Associates
 De Jager McKinon Inc
 Delport & Associates
 Dlamini Michael Inc
 Du Toit Attorneys
 Erasmus-Scheepers Attorneys
 Fairbridges Attorneys
 Farhana Azeez & Associates
 FJMO Attorneys
 G van Zyl Attorneys
 Goodway & Buck Attorneys
 Goredema Attorneys
 Hajra Patel Incorporated
 Hugh Raichlin Attorneys
 Jacques Van Wyk Attorneys
 Johan Kotze Attorneys
 Jordaan & Wolberg Attorneys
 Joshua Attorneys
 Joubert Schoeman Attorneys
 June Marks Attorneys
 K Maharaj Attorneys
 Kaveer Soni Attorneys
 KB Gangen & Co Attorneys
 Kim Armfield & Associates
 KT Potelwa Inc
 Lambert & Associate Attorneys
 Lamprecht Attorneys
 Lautenberg Morris Attorneys
 M A Cooper Attorneys
 Madeleyn Inc
 Marie Bean Labour Consultancy
 McCabe Attorneys
 Mduduzi Buthelezi & Associates
 Meijer Attorneys
 Meintjes-Smit Inc
 Michael Matthews & Associates
 Miroshni Naidoo & Associates
 Miten Naran & Associates
 Moeketsi Attorneys & Conveyancers
 Mokgalabone Attorneys
 Mokoduo Inc
 MSM Legal Consulting Services
 Muhamed Bulbulia Attorneys
 Myers Attorneys
 Naidu Richen Attorneys
 Neil Stuart Jury Attorneys
 Nirasha Garib & Associates
 Noa Kinstler Attorney & Conveyancer
 P J Faurie Inc
 Penny Griffiths Attorneys
 Perumal Attorneys & Associates
 Phuti Manemela Attorneys
 Pierre Maritz Attorneys
 Pravina Govender Attorneys
 Preshnee Govender George Attorneys
 Rademeyer Attorneys
 Rawlinson Attorneys
 Raymond McCreath Inc
 Reon Marais Attorneys
 Rhiannon Thomas & Associates
 Riley Inc
 Roger Price
 Rontgen & Rontgen Inc
 Ryan W Viljoen Attorneys
 Samantha Naidoo & Company
 Sandars Wilson Attorneys
 Schnettler's Inc
 Schoeman Attorneys, Conveyancers & Notary Public
 Schoeman Law Inc t/a schoeman Tshaka
 Seelan Pillay & Associates
 Simrithi Sharma & Associates
 SP Attorneys
 Spruyt Incorporated
 ST Farrell Attorneys
 T S du Toit Attorneys
 Tasneem Moosa Inc
 Theasen Pillay & Associates
 Thomson Wilks Inc
 Tricker Inc
 Van Der Berg & Associates
 Van Der Ross & Motala Inc
 Van Dyk Theron Inc
 Van Staden & Booysen Inc
 Wagner Du Toit Attorneys
 Weyers & Lombard Inc



Examples of types of Requests referred.

- Administration Order – Rietfontein, Pretoria
- Adoption – Wilgeheuwel, Johannesburg
- Advice on a claim against a hospital and doctor – Durbanville, Cape Town
- Advice on consumer law and debt payback agreement contracts – Mitchell's Plain, Cape Town
- Advice on trusts – Kenilworth, Cape Town
- ANC – Garsfontein, Pretoria
- ANC contract – Johannesburg CBD
- Antenuptial contract with accrual – Gardens, Cape Town
- Application for primary care – Milnerton, Cape Town
- Bail Application - Durbanville, Cape Town
- Banking Law - Bryanston, Johannesburg
- Bankruptcy - Durban
- Child Custody – Kilner Park, Pretoria
- Child Custody & Visitation – Northern Suburbs, Cape Town
- Child Maintenance Advice – Phoenix, Durban
- Claim rental income from my ex-husband – Sunninghill, Johannesburg
- Clearing name from ITC – Soshanguve, Pretoria
- Cohabitation agreement – Morningside, Durban
- Commercial debt lawyer – Honeydew, Johannesburg
- Company has started unfair dismissal today. Given choice today of resign or a hearing for poor dismissal will be called – Bryanston, Johannesburg
- Contest a customary marriage – Kempton Park, Johannesburg
- Contract pre-registration of domestic partnership – Menlo Park, Pretoria
- Court Eviction Application – Goodwood, Cape Town
- Criminal Law – Ottery, Cape Town
- Customary divorce services – Soweto, Johannesburg
- Debt Collection, Bedford, Johannesburg
- Debt Recovery – Melville, Johannesburg
- Deceased Estates – Lamontville, Durban
- Divorce – Pretoria North
- Divorce Lawyer – Midrand, Johannesburg
- Document Authentication – Muizenberg, Cape Town
- Domestic Violence – Sunnyside, Pretoria
- Eviction Order – Bellville, Cape Town
- Help with Insurance Claim – Centurion, Pretoria
- High Court Lawyer – Sandton, Johannesburg
- I currently have primary residence of my daughter and I would like to revoke all visitation rights from my ex-wife as she is a drug addict and plays no part in my daughter's life – Northcliff, Johannesburg
- I need a lawyer to assist me. I am currently in a joint bond and I want to sell my share of the joint bond but the other party refuses to do so. What can I do to get out of the joint bond – Randburg, Johannesburg
- I need legal representation. I paid a mechanic who was supposed to fix my car and and left the job half way through without finishing it. I want my money back from him – Claremont, Cape Town
- I need to rescind a judgment – Randburg, Johannesburg
- I took my car for a service at a reputable dealership. They called me back to inform me that my car was involved in an accident and is a write off. After discussions they decide to hand the case over to their insurance and now with their lawyer who has approached me with an offering. I'm not happy with the offering and feel i need representation – Maitland, Cape Town
- I want help regarding suing the hospital who was negligent. My sister was involved in a car accident and was never attended to which resulted in her death – Scottburgh, Durban
- I would like to know how to patent a product – Sandton, Johannesburg
- Information on quit claim deed – Sandton, Johannesburg
- Injury on duty – Kensington, Johannesburg
- Labour Lawyer – Randburg, Johannesburg
- Legal Representation in a civil matter – Wentworth, Durban
- Litigation (defamation case) – Merebank, Durban
- Looking for a lawyer to explain my father's will to me – Centurion, Pretoria
- Marriage Contract – Auckland Park, Johannesburg
- Medical Negligence - Chatsworth, Durban
- Medical Negligence – Germiston, Johannesburg
- MVA Advice – Fourways, Johannesburg
- Property Dispute – Boksburg, Johannesburg
- Property Transfer – Eerste River, Cape Town
- Sequestration – Richard's Bay, Durban
- Setting up a new property development business in SA with a Nigerian firm as the investors – Parkview, Johannesburg
- Taking legal action against former tenant for unpaid rent (14months) plus property damages – Kenilworth, Cape Town
- Terminated contract of domestic worker due to dishonesty and now CCMA demands a meeting – Alberton, Johannesburg
- Third Party Motor Vehicle Claim - Montagu Gardens, Cape Town
- To assist executor with estate – Umbilo, Durban
- Trademark & Patent Advice – Gelnvista, Johannesburg
- Trademark Attorney – Hout Bay, Cape Town
- Unfair dismissal – Sunnyside, Pretoria
- Urgent Divorce – Alberton, Johannesburg
- Visitation Rights – Springs, Johannesburg
- We are selling our house in Amanzimtoti. It looks like a dispute arised under the voetstoots clause. We need a lawyer to help us with this – Amanzimtoti, Durban
- Will and last testament to be drawn up – Merebank, Durban



Application Form. (Page 1 of 3)

Terms:

1. Not all *Law Firm / Client*'s are automatically accepted to our network – acceptance will be at the discretion of *Lawyers-online.co.za / SA Online*.
2. *Lawyers-online.co.za / SA Online* reserves the right to change the subscription fees in the various regions or subscription if marketing costs increase due to search trend and competition. In this instance, 1 month notice is given to the *Law Firm / Client*, and the increase will be decided on in consultation with the related *Law Firm / Client*. Fee reviews will happen every 3 months. Percentage increases will range between 0 and 7 % per review.
3. Subscription fees are billed one month in advance and payment funds need to reflect by the 26th of the month (prior). Pre-payment and timely payment allows *Lawyers-online.co.za / SA Online* to prepare. Late payment jeopardizes the networks ability to perform.
4. 1 months deposit is required for Area Exclusivity Subscriptions and 3 months deposit for Network Exclusivity Subscription.
5. 1 month's cancellation notice is required for Area Exclusivity Subscriptions and 3 months cancellation for Network Exclusivity Subscription.
6. The *Law Firm / Client* must ensure that first responses to referred leads are made within one (1) working hour from time of referral. S.A. Local Business hours.
7. *Law Firm / Client* are required to include *Lawyers-Online.co.za* in their first e-mail response to any referred lead/s so that *Lawyers-online.co.za / SA Online* can confirm response.
8. Once a lead has been referred to a *Law Firm / Client*, *Lawyers-Online.co.za / SA Online* mandate is complete, it is the *Law Firm / Client* responsibility to convert the lead to a billable Client of their own, and service the needs of the person who submitted the request. *Law Firm / Client* indemnifies *Lawyers-Online.co.za / SA Online* of any matters related to the referred person or entity in the lead.
9. Once a subscription fee has been paid it is not refundable unless *Lawyers-online.co.za* fails to distribute the guaranteed leads. Refunds will be processed within fifteen (15) working days after banking details have been provided. If *Lawyers-online.co.za / SA Online* fails to refer guaranteed leads, it will refund a total of R250 + vat per missed lead below target. *Lawyers-online.co.za / SA Online* will be allowed 15 day extension to resolve missed lead targets before a refund can be demanded.
10. For the months of December and January, 50% referral leads apply due to office closure. Over the same months, only 50% of the subscription fee will be billed.
11. Should a subscribed *Law Firm / Client* fail to adhere to the terms of this contract, *Lawyers-online.co.za / SA Online* has the right to declare a breach of agreement by the *Law Firm / Client* and claim a cancellation fee.
12. The *Law Firm / Client* needs to be able to process all types of leads in the subscription areas.
13. *Lawyers-online.co.za / SA Online* will only accept EFT payments.

ACCEPTANCE OF TERMS & FEES:

Upon signature by *Law Firm / Client*, this agreement becomes a **legally binding contract** between the Client and SA Online inclusive of Page 1 and 3 of document titled "Application Form" and bearing the same signature on all three pages. The *Law Firm / Client* confirms to have read and understood all pages and is duly authorized and accepts all terms and all costs. No changes can be made post acceptance unless approved by SA Online. Please return via E-mail: to info@lawyers-online.co.za or fax # 086 604 8450. SA Online will issue a **tax clearance certificate**, **bank verification** letter and on request a **BEE status** letter with the **Client invoice**.

Write Full name of

Add Law Firm Name

Write Location signed

Write Date & Time

Add Signature for Law Firm / Client

(Lawyers-Online.co.za is a website owned by SA Online) Lawyers-Online.co.za is a division of SA Online.

SA ONLINE (Sole Proprietorship) | www.sa-online-services.co.za

SA Online, Head office for administration & Legal & Chosen domicilium citandi et executandi: 172-174 Main Road, Claremont, 7708, Cape Town, South Africa. | VAT # 448 023 8304 | Regional office: Office Suite FF09, The Court in Melville at 76th Fourth Avenue, Melville Johannesburg.



Application Form. (Page 2 of 3)

Confirm your Law Firm / Client information

Company name: _____

Physical address: _____

Operational regions: _____

Years in operation: _____

Staff complement: _____

Operation languages: _____

Primary e-mail address: _____

Primary Phone number: _____

Secondary Phone number: _____

Fax number: _____

Type of Subscription (*"Standard Subscription" / "Area Exclusivity Subscription" / "Network Exclusivity Subscription"*): _____

Areas/ regions if applicable: _____

Start Month: _____

Please elect a person within your firm for Lawyers-Online.co.za to record as its correspondent.

Name: _____

Cell number (for SMS notification purposes): _____

E-mail address (for distribution purposes): _____

Below are some references to types of legal services or search phrases the network can include but is not limited to. Subscribers can circle 5 preferences in leads. Lawyers-online.co.za / SA Online will endeavour to refer some preference leads but all subscribed firms must process all leads referred.

Child Custody

Commercial

Constitutional

Conveyancing

Criminal

Divorce

Entertainment

Environmental

Estates

Family

Firearms

High Court

Immigration

Insolvency

Insurance claims

Labour

Liquor Licence

Litigation

Magistrates Court

Matrimonial

Medical negligence

Motor vehicle accident

Notary

Patents

Personal lawyer

Personal injury

Property

Sequestration

Taxation

Trusts

Wills

Wish to add a service? _____



[Application Form. \(Page 3 of 3\)](#)

OPTION 1: “Standard Subscription”

This type of subscription is ideal for a Law Firm that offers a **wide variety of services**. There is no exclusivity on areas or types of leads and the subscribed firm in the area all receive equal lead referrals. This subscription works on a month to month basis. A Firm can purchase as many subscriptions in the area as they like and that are available. Total of 6 leads guaranteed per subscription.

Subscription Areas	Price per Month	Max Subscriptions.
• Johannesburg	R3 500.00	20
• Pretoria	R3 500.00	8
• Cape Town	R3 500.00	10
• Durban	R3 000.00	4

OPTION 2: “Area Exclusivity Subscription”

This type of subscription is ideal for a Law Firm that offers a **wide variety of services** but also wishes to focus leads on certain services. There are only 4 subscriptions in this category, and the law firm who is signed for the area receives all leads. This subscription requires a 2 month cancellation notice, and requires a 12 month contract.

Subscription Areas	Price per Month	Total leads / month.
• Johannesburg	R69 500	120
• Pretoria	R27 500	48
• Cape Town	R34 500	60
• Durban	R11 500	24

OPTION 3: “Network Exclusivity Subscription”

This type of subscription is ideal for a Law Firm that offers a **wide variety of services** but also wishes to focus leads on certain services at the same time enjoy branding across the entire network and hold lead referral rights for all area. There is only 1 subscription in this category, and the law firm who is signed for the area receives all leads. This subscription requires a 3 month cancellation notice, and requires a 72 months contract. In addition, a monthly consult with the related law firm is included so that the network and customize its marketing to target preferred leads.

Subscription Areas	Price per Month	Total leads / year.
• JHB/PTA/DBN/CPT	R125 000	3000