

Each year, 15 Fellows are selected for the 12-month program, during which time they attend sundry MSBA events as well as morning training, while the afternoon's legal clinic will fulfill

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# MSBA Announces First Zenith Award

## By Charity Anastasio

MSBA's Law Office Management Assistance Office recently launched a new initiative, the Zenith Awards, a website contest shining a spotlight on the best websites for lawyers practicing in Maryland. MSBA will choose a new winner based on a series of themes every other month in 2017, with 7 winners! Winners will be featured on MSBA media, receive an online badge, and other exciting prizes!

And, without further ado, the first of seven Zenith Awards goes to [www.millerandzois.com](http://www.millerandzois.com) website for the firm Miller & Zois, LLC!

The competition this month assessed *Call to Action*. A good call to action is eye catching and indicates what the viewer should do next, with a clear value proposition that actually pans out. For example, a homepage or landing page may say "Download our ebook on opening a business!" and have a button to click where users get the ebook after they enter their information. "Download our ebook" is the call to action.

Shorter is better and a good call to action makes folks

want to engage the firm, to do what is asked of them.

Following the call to action the result should have For example, "find more"

For example, "find more"

on one page can become muddled. A good call to action is consistent and repeated frequently.

Miller & Zois, LLC has several calls to action on their landing page.

- A popup screen says Can We Help You? With YES in red and NO in gray. When one clicks "no" to move through to the homepage, there is an unobtrusive Live Chat box where someone can contact them through instant messaging technology.
- It has a classic "contact us" link in the top, right hand corner.
- Finally, it has a prominent fill-in field that says "Tell us about your case." The website judges thought this was a particularly compelling call to action, as people want to be heard. Potential clients want to find someone interested in hearing about their case.
- What's more, the website is mobile responsive and includes an obvious call button on the phone version.

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should go information topic it follows, not completely

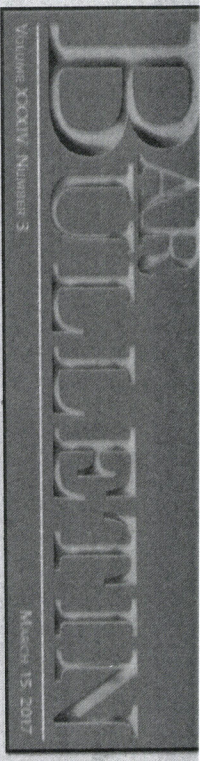
Several different

ent calls to action

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FTO assessments in those countries of interest.

*Steven J. Scott is an attorney at Sonap- at LLC in Rockville, Maryland.*

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Well done Miller & Zois, LLC! We are so impressed with your call to action.

Thank you for all the submissions! Keep them rolling in, as there will be winners every other month. Find out more information and submit a nomination by visiting [msba.org/webcomp2017.aspx](http://msba.org/webcomp2017.aspx).

Next month's theme is **Use of**

### Photographs.

Once submitted, each website will be considered for all categories until it wins one. All submissions, including winners, will be considered for the grand prize.

The next due date is **April 15, 2017.**



MARCH 2017

ings. The STRONG Patents Act introduced in the Senate in 2015 and the Innovation Act introduced in the House in 2016 both sought to remove the broadest reasonable interpretation standard in favor of the "ordinary and customary meaning" standard used by district courts. While these bills did not pass, it is possible that similar bills could be considered in 2017.

*Peter Jackman is a Director and Lori Brandes is Of Counsel in the Biotechnology Industry Group at the Washington, DC-based intellectual property law firm Sterne, Kessler, Goldstein & Fox P.L.L.C.*

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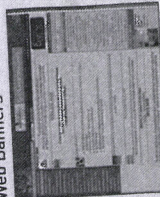


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Web Banners



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