

2013

Top Ten Law School Home Pages of 2012

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TOP 10 LAW SCHOOL HOME PAGES OF 2012

Roger V. Skalbeck & Matt Zimmerman[†]

In 2012, the variety of devices available to access websites expanded greatly, especially in the area of portable technology. During 2012, we saw the introduction of the iPhone 5, the iPad Mini, the Google Nexus 7, as well as two sizes of Amazon's Kindle Fire HD. Each of these devices has different screen resolutions, but all have an important thing in common: they provide access to Internet content through a web browser. For people accessing law school web sites, it should not matter how or where you access the content. People simply want websites to work. It is a daunting challenge to provide complex content with rich features to an expanding number of platforms and devices.

For the fourth consecutive year,¹ we try to identify law school home pages that are well-executed and adopt best practices. We evaluated all ABA-accredited home pages based on objective criteria. The attempt is to find the best-designed, best-performing sites. We continue to refine the methodology to account for changes and evaluate them consistently. For the 2012 study, twenty-six separate elements are evaluated across three categories (Design Patterns and Metadata, Accessibility and Validation, and Marketing and Communications). We added four new elements,² combined two,³ and

[†] Roger Skalbeck is Associate Law Librarian for Electronic Resources & Services, Georgetown Law Library. Matt Zimmerman is Web Application Developer, Georgetown Law Library. Copyright © Roger V. Skalbeck and Matt Zimmerman.

¹ Roger V. Skalbeck, *Top 10 Law School Home Pages of 2011*, 2 J.L.: PERIODICAL LABORATORY OF LEG. SCHOLARSHIP (1 J. LEGAL METRICS) 25-52 (2012), Jason Eiseman & Roger V. Skalbeck, *Top 10 Law School Home Pages of 2010*, 2011 GREEN BAG ALMANAC & READER 339 (2011); Roger V. Skalbeck, *Top 10 Law School Home Pages of 2009*, 2010 GREEN BAG ALMANAC & READER 289 (2010).

² Elements: Responsive Design; W3C i18N; W3C Mobile OK; and Enhanced Social.

³ Elements: Microformats and Dublin Core (combined into Semantic Markup).

dropped one⁴ from prior studies.

The design diversity of the top ten sites should show that the methodology is not skewed towards a specific visual aesthetic. Creating a site that conforms to best practices requires care. Under criteria we evaluate, most elements do not require sophisticated tools or expensive procedures.

RESPONSIVE WEB DESIGN

This year, we added one element where sophistication is necessary but effort seems rewarding: Responsive Web Design. This brings to mind a statement overheard on Twitter: “It’s not ROCK-ET science, but it is COMPUTER science.”⁵

With the rise of mobile computing, a wide variety of devices are used to view the web. This means that web designers must consider how their sites will appear on many screen sizes, from the biggest of widescreens to the smallest of smartphones.

In 2010, Ethan Marcotte addressed this challenge by calling for a new model for page layout and image display. Rather than creating separate sites optimized for distinct platforms, Marcotte called for responsive web design. That is, web design to create sites that respond to their environments, dynamically changing layout and the size and quality of images based on the size of the viewer’s screen. Marcotte outlined a technique for achieving this functionality based on CSS3 media queries.⁶

Since Marcotte coined the term, responsive web design has become a hot topic. It was named one of the top web design trends of 2012 by .net Magazine, and Mashable has declared 2013 “the year of responsive web design.”⁷ Skeptics argue that the extra effort and

⁴ Element: alt Attribute.

⁵ John P. Mayer, Twitter (@johnpmayer) (Feb. 13, 2012 9:44 AM), twitter.com/johnpmayer/status/297354762909798401.

⁶ Ethan Marcotte, *Responsive Web Design*, A LIST APART (May 25, 2010), alistapart.com/article/responsive-web-design.

⁷ Craig Grannell, *15 Top Web Design & Development Trends for 2012*, NET MAGAZINE (Jan. 9, 2012), www.netmagazine.com/features/15-top-web-design-and-development-trends-2012; Pete Cashmore, *Why 2013 Is the Year of Responsive Web Design*, MASHABLE (Dec. 11, 2012), mashable.com/2012/12/11/responsive-web-design/.

code required to bring a responsive site up to snuff may not be worth it, but Marcotte's vision is undeniably appealing, and its influence is growing.⁸

Our survey discovered 14 law school websites that incorporate responsive design principles. Each of these sites receives three bonus points. We identified these sites with the use of extensive browser resizing as well as using the "View Responsive Layouts" option in the Web Developer browser add-on.

- American University [www.wcl.american.edu]
- Chapman University School of Law [www.chapman.edu/law]
- City University of New York [www.law.cuny.edu]
- George Mason University [www.law.gmu.edu]
- Gonzaga University [www.law.gonzaga.edu]
- Oklahoma City University [law.okcu.edu]
- Pace University [www.law.pace.edu]
- Southern Methodist University [www.law.smu.edu]
- University of Arkansas, Fayetteville [law.uark.edu]
- University of Kansas [www.law.ku.edu]
- University of Nebraska [law.unl.edu]
- University of New Hampshire School of Law [law.unh.edu]
- University of Pennsylvania [www.law.upenn.edu]
- University of Tennessee [www.law.utk.edu]

SEMANTIC MARKUP CHANGES

For the 2012 report, we combined two elements previously counted separately: Microformats and Dublin Core markup. These are two examples of ways to mark up your website code with semantic meaning, such as adding details for events, contact information, or location coordinates. Announced in 2011, Schema.org is one more way sites are choosing to markup their content. Because each of these methods can achieve the same goal of semantic content enhancement, it did not make sense to count each markup model

⁸ Tom Kadlec, *Responsive Responsive Design*, 24 WAYS TO IMPRESS YOUR FRIENDS (Dec. 5, 2012), 24ways.org/2012/responsive-responsive-design/; Tom Ewer, *Is Responsive Design Still Not Worth It?*, MANAGEWP BLOG (Oct. 8, 2012), managewp.com/is-responsive-design-still-not-worth-it.

separately, so all are combined into a single element worth a maximum of three points.

Because Dublin Core markup can break website validation rules,⁹ it does not make sense to advocate for its use while potentially penalizing sites for the problems it causes with site validation. That said, a choice to use the Dublin Core metadata standard represents a conscious effort to add semantic markup to web content, so it is still recognized in our study

Of course, HTML headings such as <h1> and <h2> can have significant semantic context for websites, and we continue to evaluate that element by looking at home page outline structure.

SOCIAL MEDIA INTEGRATION

In this year's study, just two dozen schools chose not to link to social media networks on the home page. All the rest did, and schools choose a wide variety of networks to reference on their home pages. When a school links to *any* social network, the same number of points are awarded. Not surprisingly, Facebook and Twitter are the most-referenced networks. Here is a look at the number of schools who link to these and several other social network destinations.

- Facebook: 164
- Twitter: 144
- Flickr: 40
- Google Plus: 12
- Vimeo: 10
- Foursquare: 5
- Goodreads: 2
- Pinterest: 2
- Delicious.com: 1
- Instagram: 0

Expanding a look into social media presence on law school home pages, this year we add an element to look for schools directly integrating this content. Examples include live twitter posts, Facebook Connect integration, and other methods of trying to integrate social media content directly into a law school home page. We chose to give schools +1 points for integrating social media content with a coincidental nod to Google Plus.

⁹ Mathias Roth, *HTML5 and Microformats*, WORDPRESS BLOG-LOUNGE WEB-SERVICES (Sept. 10, 2012), blog-lounge.org/html5-microformats-schema/.

ACCENT ON ACCESSIBILITY

Once again, we highlight those elements that contribute the most to a site's accessibility. With Cascading Style Sheets, they can have many accessibility benefits, such as helping separate content from presentation, and avoiding "tag misuse" – the practice of misusing a structural element for its expected stylistic effects.¹⁰ One test dropped from the report is specific evaluation of 508 compliance that looks for the alt attribute for non-text page elements.¹¹ Though this has been a valuable test, the evaluation tool used to assess this performed too slowly and inadequately for reliable results.¹² The Accessibility elements assessed for 2012 are:

- [h] Cascading Style Sheet (CSS)
- [i] Wave Errors: Output of a test using the Wave Accessibility Evaluation tool: five.wave.webaim.org/.
- [j] Strict use of HTML headings to organize page content.

Eighteen schools achieve a perfect score for the use of these three elements:

- American University [www.wcl.american.edu]
- Arizona State University [www.law.asu.edu]
- Duke University [www.law.duke.edu]
- Florida International School of Law [law.fiu.edu]
- Northern Illinois University [law.niu.edu/law]
- Southern Illinois University-Carbondale [www.law.siu.edu]
- University of California-Hastings [www.uchastings.edu]
- University of Illinois [www.law.illinois.edu]
- University of Mississippi [law.olemiss.edu]
- University of Nebraska [law.unl.edu]
- University of New Mexico [lawschool.unm.edu]
- University of Notre Dame [law.nd.edu]
- University of Texas at Austin [www.utexas.edu/law]

¹⁰ *Accessibility Features of CSS, W3C* (Aug. 4 1999), www.w3.org/TR/CSS-access.

¹¹ alt Attribute: 508 Standards, Section 1194.22, (a)-A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).

¹² This is the HiSoftware Cynthia Says Portal Section 508 Accessibility Report, www.cynthiasays.com/ (last visited Mar. 28, 2013).

- Wake Forest University [law.wfu.edu]
- Washington And Lee University [law.wlu.edu]
- William And Mary School of Law [law.wm.edu]
- William Mitchell College of Law [www.wmitchell.edu]
- Yale University [www.law.yale.edu]

CORRECTIONS FROM 2011 REPORT

In the Top 10 Law School Home Pages of 2011, two errors were discovered. Thankfully, there are no known instances of over-reporting or inflated statistics that detract from any school's scores.

Thomas M. Cooley Law School [www.cooley.edu]
[e] Microformats – 3 pts.
Revised score: 94 | Revised rank: 2

University of North Carolina [www.law.unc.edu]
[a] Search Form – 9 pts.
Revised score: 77.5 | Revised rank: 64

Each year, we try diligently to report all data accurately, which can be tricky for more than 5,000 data points. All materials reviewed are kept on file for verification. When errors are discovered, apologies will be issued on the spot, and corrections will be published the following year in print.

RANKING PROCESS

This survey includes all United States law schools accredited by the American Bar Association. The site evaluation process includes a combination of human assessment and automated analysis. To improve data validity, we evaluated the source code for every site using computer-based pattern matching to detect elements such as links to social media, use of HTML tables, and anything with predictable text patterns. The authors verified the data, with help from a research assistant. As is the case each year, the goal remains similar to advice sometimes given to bar examiners: “Look for points.” With every site checked, we have tried to look for valid points.

We completed all evaluation in October and November 2012. We captured all screen shots in the survey on November 6, 2012.

TOP TEN LAW SCHOOL HOME PAGES OF 2012

Some sites have changed since then, which is an unfortunate but inevitable byproduct of assessing dynamic content on a fixed date.

The scale for the 2012 list again includes 100 possible points for the raw score. In addition, up to nine bonus points are available, and deductions of up to two points are possible.

EVALUATION CRITERIA

Category	Element	Score	Bonus
Design Patterns & Metadata [22 points]	[a] Search Box	8	
	[b] Content Carousel	4	
	[c] RSS Autodiscovery	4	
	[d] Embedded Media	3	
	[e] Semantic Markup	3	
	[f] HTML5		+3
	[g] Responsive Design		+3
Accessibility & Validation [36 points]	[h] CSS*	8	
	[i] Wave Errors*	8	+1
	[j] Headings*	8	
	[k] Valid Markup*	5	+1
	[l] YSlow Score*	4	
	[m] W3C Mobile OK*	2	
	[n] W3C i18N	1	
	[o] <i>		-0.5
	[p] <center>		-0.5
	[q] 		-0.5
	[r] <u>		-0.5
Marketing & Communications [42 points]	[s] Meaningful Page Title	10	
	[t] Address	8	
	[u] Phone	8	
	[v] Social Media Links	6	
	[w] Thumbnail Images	4	
	[x] Favicon	3	
	[y] News Headlines	3	
	[z] Enhanced Social		+1

* Partial credit available.

DESIGN PATTERNS & METADATA: 22 POINTS POSSIBLE

Search Form [a] 8 pts.

Users can initiate a search using a form on the home page. Home pages with a link to a separate search page get no points.

Content Carousel [b] 4 pts.

This refers to the display of meaningful content a user can browse using on-screen controls in a carousel-like fashion in fixed space on a website. A site feature that simply loads a random image or displays a rotating slide show with no controls or links to other content receives no credit.

RSS Autodiscovery [c] 4 pts.

RSS is an easy way to notify users of new content. A single line of code alerts computers to available RSS feeds. Points are awarded if automatic discovery is enabled with an “application/rss+xml” reference in the page header.

Embedded Media [d] 3 pts.

Embedded media, whether audio or video, can be played directly from the home page, in the browser. A page overlay (often called a lightbox) receives points, but a link to a separate page does not.

Semantic Markup [e] 3 pts.

Any of several semantic markup techniques are present on a page. We tested for: Microformats (www.microformats.org), Schema.org, and Dublin Core.

HTML5 [f] +3 bonus pts.

For any home page created with the HTML5 doctype, three bonus points are awarded, in order to reward sites adopting this developing markup language.

Responsive Design [g] +3 bonus pts.

If a site was created with responsive design principles, it receives three bonus points. We used multiple techniques to identify sites using responsive design features.

ACCESSIBILITY & VALIDATION:
36 POINTS POSSIBLE

Cascading Style Sheet (CSS) [h] 8 pts.

Use of Cascading Style Sheets (CSS) is a common best practice in web design, in that it allows you to separate content marked up in HTML from design elements like colors and typography. Page layout is also best handled through CSS rather than HTML tables. Home pages that include limited use of HTML tables for layout receive half the point total, which is meant to recognize designs that at least partially leverage CSS for the benefits it provides in page layout.

Wave Errors [i] 8 pts. +1 bonus pt.

For this element, we evaluated each site for a series of accessibility features using the Wave Accessibility Evaluation tool: five.wave.webaim.org/. Sites are scored on a scale, based on incidence of errors, with a perfect score receiving one bonus point.

0–5 errors: 8 pts.; 6–10 errors: 6pts.;
11–15 errors: 4 pts.; 16–20 errors: 2 pts.; 20+ errors: 0 pts.

Headings [j] 8 pts.

Header tags such as `<h1>` and `<h2>` are used to create hierarchical relationships for home page content. Proper headings are important for good search engine optimization and accessibility. A 2012 study shows that for people using screen reader software, navigation by headings has increased from 50.8% to 60.8% since October 2009.¹³ Also, headings add significant semantic context to web

¹³ *Screen Reader User Survey #4 Results*, WEBAIM: WEB ACCESSIBILITY IN MIND, webaim.org/projects/screenreadersurvey4/ (last visited Mar. 28, 2013).

pages by signaling document structure.¹⁴ Partial use of headings gets half credit here.

Valid Markup [k] 5 pts. +1 bonus points for W3C validation

Using valid markup can be important for many reasons. Validating a site can be used to prevent errors, future-proof a site, and more. We checked every home page with the World Wide Web Consortium Validation Service.¹⁵ Sites are scored on a scale, based on incidence of errors. A site receives one bonus point when passing W3C validation.

0–10 errors: 5pts.; 11–20 errors: 4pts.; 21–30 errors: 3pts.;
31–40 errors: 2pt.; 41–80 errors: 1 pt.; 80+ errors: 0 pts.

ySlow Score [l] 4 pts.

Provided on the Yahoo! Developer Network, ySlow is a service that “analyzes web pages and suggests ways to improve their performance based on a set of rules for high performance web pages.”¹⁶ For this element, we used the browser add-on with a pre-set collection of 17 rules for Small Sites or Blogs, which are assigned a score between 0 and 100. Based on this score, a maximum of four points are awarded to each law school home page.

95–100: 4 pts.; 91–94: 3 pts.;
86–90: 2 pts.; 80–85: 1 pt.; 0–79: 0 pts.

W3C Mobile OK [m] 2 pts.

The World Wide Web Consortium provides a validation service intended to assess whether sites are designed to be friendly to mobile devices.¹⁷ This runs a series of tests from the W3C mobileOK Basic Tests 1.0.¹⁸ Based on errors reported, points are awarded using the

¹⁴ *Creating Semantic Structure*, WEBAIM: WEB ACCESSIBILITY IN MIND, webaim.org/techniques/semanticstructure/ (last visited Mar. 28, 2013).

¹⁵ *Markup Validation Service*, W3C, validator.w3.org/ (last visited Mar. 28, 2013).

¹⁶ *ySlow*, YAHOO! DEVELOPER NETWORK, developer.yahoo.com/yslow/ (last visited Mar. 28, 2013).

¹⁷ *W3C mobileOK Checker*, W3C, validator.w3.org/mobile/ (last visited Mar. 28, 2013).

¹⁸ *W3C mobileOK Basic Tests 1.0*, W3C (Dec. 8, 2008), www.w3.org/TR/mobileOK-basic10-tests/.

following scale, with one exception. A very limited number of sites could not be evaluated with this tool, so they were assigned a single point, which is the rounded average of values across all sites checked.

0-9: 2 points; 10-15: 1 point; 16+: 0 points

W3C i18N [n] 1 pts.

The World Wide Web Consortium Internationalization Checker “performs various tests on a Web Page to determine its level of internationalisation-friendliness.”¹⁹ Based on these tests, sites are awarded a single point when they pass the test. A very limited number of sites returned no value in this test, so they were assigned a single point, which is the rounded average of values across all sites checked.

Point deductions for coding conventions

We analyzed each site’s source code programmatically to detect five different coding practices, two of which (and <i>) are combined into a single element. A half point is deducted for each site using each coding convention, irrespective of how often they are used.

- / <i> [o] ½ pt. deduction
- <center> [p] ½ pt. deduction
- [q] ½ pt. deduction
- <u> [r] ½ pt. deduction

**MARKETING & COMMUNICATIONS:
42 POINTS POSSIBLE**

Meaningful Page Title [s] 10 pts.

The home page has a meaningful page title. Usability expert Jakob Nielsen cites page titles with low search engine visibility as one of his top ten design mistakes.²⁰ Nielsen also notes that page titles are usually used as the clickable headline on search engine results pages, and also the default entries when users bookmark pages.

¹⁹ W3C Internationalization Checker, W3C, validator.w3.org/i18n-checker/ (last visited Mar. 28, 2013).

²⁰ Jakob Nielsen, *Top 10 Mistakes in Web Design*, NIELSON NORMAN GROUP (Jan 1, 2011), www.nngroup.com/articles/top-10-mistakes-web-design/.

Address [t] 8 pts.

A physical address is included in the text of the home page.

Phone [u] 8 pts.

A phone number is included in the text of the home page.

Social Media Links [v] 6 pts.

Points awarded for any items linked directly to a social media site, including Facebook, Twitter, Flickr, YouTube, iTunes, Four-Square, Pinterest, and even Goodreads.

Thumbnail Images [w] 4 pts.

Thumbnail images, reflecting the subject of a linked story or event, can provide quick visual cues of the linked item's content. Pages with thumbnails associated with news stories or similar content links are awarded points. If thumbnail images are associated only with a content carousel, no points are awarded, to avoid double counting.

Favicon [x] 3 pts.

A favorites icon, also known as a favicon, is a small graphic associated with a website. The favicon often appears in the browser location bar, in bookmarks and favorite files, or on browser tabs. The favicon can be an important and valuable branding graphic.

News Headlines [y] 3 pts.

The home page features headlines about news or events related to the law school.

Enhanced Social Media Integration [z] +1 bonus

Social media content is integrated into the home page directly. This can include recent posts to Twitter, integration with Facebook Connect, Google+, or other integration models. Use of a bookmark sharing widget such as AddThis.com or AddToAny is not awarded points, absent other content or functionality integration.

TOP TEN LAW SCHOOL HOME PAGES OF 2012

#1 (tie) Thomas M. Cooley Law School

[www.cooley.edu]

Design Patterns & Metadata: 22 | Accessibility & Validation: 34 | Marketing & Communications: 42 | Bonus: 3

Total: 101 points

Elements: [a][b][c][d][e][h][i][j][k][l] ³/₄ [m] ¹/₂ [n][s][t][u][v][w][x][y] Bonus: [f]



News

Cooley Law School's National Public Interest Law Competition...
Cooley Law School's National Public Interest Law Competition...
Cooley Law School's National Public Interest Law Competition...

Admissions

Apply for admission to the Thomas M. Cooley Law School...
Apply for admission to the Thomas M. Cooley Law School...
Apply for admission to the Thomas M. Cooley Law School...

Events

Apply for admission to the Thomas M. Cooley Law School...
Apply for admission to the Thomas M. Cooley Law School...
Apply for admission to the Thomas M. Cooley Law School...

LOCATIONS THAT WORK FOR YOU

Cooley Law School's National Public Interest Law Competition...
Cooley Law School's National Public Interest Law Competition...
Cooley Law School's National Public Interest Law Competition...



Ranked in 2012, the Thomas M. Cooley Law School is a private, nonprofit law school located in the heart of the Midwest in Grand Rapids, Michigan. The school is a member of the American Bar Association and the Association of American Law Schools.

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#1 (tie) University of Pennsylvania Law School

[www.law.upenn.edu]

Design Patterns & Metadata: 19 | Accessibility & Validation: 33 | Marketing & Communications: 42 | Bonus: 7

Total: 101

Elements: [a][b][c][d][e][h][i][j][k][l] ½ [m] ½ [n][s][t][u][v][w][x][y] Bonus: [f][g][z]



Note: The “infinite scroll” feature of the University of Pennsylvania Law School homepage complicated the screen capture process. The image shown here is a modified version of the original.

TOP TEN LAW SCHOOL HOME PAGES OF 2012

#3 (tie) Univ. of Arkansas School of Law

[law.uark.edu]

Design Patterns & Metadata: 18 | Accessibility & Validation: 34 | Marketing & Communications: 42 | Bonus: 6

Total: 100

Elements: [a][b][c][d][e][h][i][j][k][l 1/2][m][n][s][t][u][v][w][x][y] Bonus: [f][g]

The screenshot shows the homepage of the University of Arkansas School of Law. At the top, there is a banner with the school's name and a search bar. Below the banner is a navigation menu with links for Home, Academics, Faculty & Staff, Library, Clinic, Alumni & Giving, Careers, and News. The main content area is divided into several sections:

- Contact Us**: A section with a contact form and a phone number.
- Faculty Directory**: A link to view the faculty members.
- About the School of Law**: A section providing information about the school's history and mission.
- Prospective Students**: A section for students interested in applying.
- Featured News**: A section with several news items, including "Law Dean Emeritus Elected to College of Labor and Employment Lawyers" and "Law School Receives \$100,000 in Awards".
- Featured Video**: A section with a video player and a description of the video content.
- School of Law Special Events**: A section listing upcoming events, such as "November 9: Law Forum Symposium" and "November 18: Lunch and Learn for 2012 and 2013 Incoming 1Ls".
- School of Law Calendar**: A section listing various events and dates, including "BOA Model Court Final Fore" and "International Law Society Panel of Professionals Meeting".
- Message from the Dean**: A section with a letter from the dean and a photo of the dean.
- Administrative Information**: A section with links to various administrative pages, such as "Office of the Registrar" and "Office of the Dean".
- What's in the News**: A section with links to news articles and press releases.
- Calendar of Events**: A section with a calendar of upcoming events.

The footer of the page contains the school's name, logo, and social media links for Facebook, Twitter, and YouTube. There is also a "gift" button and a "Home" link.

#3 (tie) University of Houston Law Center

[www.law.uh.edu]

Design Patterns & Metadata: 22 | Accessibility & Validation: 33 | Marketing & Communications: 42 | Bonus: 3

Total: 100

Elements: [a][b][c][d][e][h][i][j][k][l ½][m ½][n][s][t][u][v][w][x][y] Bonus: [f]



TOP TEN LAW SCHOOL HOME PAGES OF 2012

#5 (tie) Florida Coastal School of Law

[www.fctl.edu]

Design Patterns & Metadata: 19 | Accessibility & Validation: 34 | Marketing & Communications: 42 | Bonus: 3

Total: 98

Elements: [a][b][c][d][e][h][i] ¾[j][[k][l][m][n][s][t][u][v][w][x][y] Bonus: [f]

COASTAL LAW

Home | About Us | Admissions | Academic Programs | Faculty | Student Life | Contact Us

Discover Jacksonville

Prospective Students

- Apply Now
- About Coastal Law
- Request More Information
- Tuition & Fees
- "Coastal Experience" Video
- J.D./M.B.A. Program
- Experiential Learning
- LL.M. Program
- Summer in Practice
- Give Tour
- Online Feedback
- FAQ

News & Noteworthy


Faculty Highlights - October 2012

- **Lucille Ponte**

Prof. Ponte's proposal titled, "Mad Men Posing as Ordinary Consumers: The Essential Role of Self-Regulation and Industry Ethics in Decreasing Consumer's Online Consumer Ratings and Reviews," has been selected for the Fourth Annual Special Issues and Symposium for the Review of Intellectual Property Law at The John Marshall Law School in Chicago. Prof. Ponte will also make a presentation of her paper at the law school's symposium on *IP Rights, Ownership and Identity in Social Media* on April 6, 2013.

[Click through to read the full highlights.](#)

From the Blogs: networking opportunities

Students are encouraged to attend the annual Networking  which takes place Nov. 1 at 5:15 p.m. The meeting will focus on "Choosing your target market and preparing your elevator speech". It is also free to join the Law Student Division of the Young Lawyers Division, which works to facilitate a smooth transition between law school and practicing law - follow the link for more information.

Subscribe to The Coastal Network via [email](#) or [RSS Reader](#).

1 2 3 4 5 ... 2012 2013

UPCOMING EVENTS

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Enter search terms:

SOCIAL HUB
CLICK TO CONNECT

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Jacksonville, FL 32225
904.243.2299

TRADITION + PLUS

#5 (tie) University of Illinois College of Law

[www.law.illinois.edu]

Design Patterns & Metadata: 16 | Accessibility & Validation: 35 | Marketing &
Communications: 42 | Bonus: 5

Total: 98

Elements: [a][b][c][h][i][j][k][l ¼][m][n][s][t][u][v][w][x][y] Bonus: [f][i][k]



TOP TEN LAW SCHOOL HOME PAGES OF 2012

#5 (tie) University of Mississippi School of Law

[www.olemiss.edu/depts/law_school]

Design Patterns & Metadata: 18 | Accessibility & Validation: 34 | Marketing & Communications: 42 | Bonus: 4

Total: 98

Elements: [a][b][c][d][e][h][i][j][[k.8][l][m ½][n][s][t][u][v][w][x][y] Bonus: [f][i]



#8 Arizona State University Sandra Day O'Connor College of Law

[www.law.asu.edu]

Design Patterns & Metadata: 19 | Accessibility & Validation: 32 | Marketing & Communications: 42 | Bonus: 4

Total: 97

Elements: [a][b][c][e][h][i][j][k][m ½][n][s][t][u][v][w][x][y] Bonus: [f][i]

The screenshot shows the ASU Sandra Day O'Connor College of Law website. At the top, there's a navigation bar with links for admissions, centers & programs, faculty, career services, alumni & friends, and support asu law. Below this is a large banner for the "navajo nation law CLE conference" on Friday, November 30, 2012, from 8:30 a.m. to 5:15 p.m. at the Great Hall, Armstrong Hall.

The main content area is divided into three columns:

- news:**
 - Free search engines returns both search links at College of Law
 - Special Lecture to explore challenges of diversity in multicultural society
 - Link to receive "Spirit of Excellence" award
 - ASU law classes added to Arizona Supreme Court
 - Three from College of Law chosen for Bar Hall of Fame
 - Private high school students visit the College of Law
 - College of Law to hold conference on indigenous rights under Wetland Mortgage Settlement
 - Justice O'Connor presides CMCs at high school students
 - Rose contributes to co-edited book dedicated to prominent legal historian Paul Evans
- events:**
 - Panel: Nov. 30 7:00-8:30 pm: ELP Symposium - George Eskridge
 - Luncheon Speaker - Thomas T. Soley, General, 500 Series, Sciences DC
 - Proceedings from 35 Years of Practice Strategy for Native Corporations in the Department of the Interior
 - Panel: Nov. 30 7:45-9:00 am: Morris Lecture - Lonnie Williams, Jr.
 - 8:30 a.m. - 5:15 p.m. 2012 Navajo National Law CLE Conference
- spotlight:**
 - College announces CLE program
 - The College of Law is proud to announce its Online Law CLE (Continuing Legal Education) program. Offering the following selection of self-paced CLE courses to attorneys throughout Arizona and throughout the country, this program offers a new, convenient way to meet their CLE requirements and provide them with professional growth.
 - 42 credits are used to fulfill requirements.
 - Self-paced courses for a list of over 100 topics and topics to be added.
 - Matching opportunity for scholars/scholarship
 - The College of Law will soon have a new matching opportunity for scholars/scholarship. The program will be open to all law students. For more information, contact Patricia Sue Green's Director of Enrollment. Email: psuegreen@asu.edu or call 480-924-2222.
 - For more information, contact Patricia Sue Green's Director of Enrollment. Email: psuegreen@asu.edu or call 480-924-2222.
 - Patricia Sue Green Honoring Jonathan Rose

There is also a "faculty notes" section with several entries, including "Falkner-Buchner speaks about tribal environmental challenges" and "Falkner presents paper in Mexico City".

At the bottom, there is a "in the media" section with several entries, including "Falkner quoted on environmental blog" and "Green quoted on CBS News".

TOP TEN LAW SCHOOL HOME PAGES OF 2012

#9 New England School of Law [www.nesl.edu]

Design Patterns & Metadata: 19 | Accessibility & Validation: 32.5 | Marketing & Communications: 42 | Bonus: 3

Total: 96.5

Elements: [a][b][c][e][h][i][j][k.8][l][n][o][s][t][u][v][w][x][y] Bonus: [f][i]

The screenshot shows the homepage of the New England School of Law (NESL) in Boston. The header includes the school's name and navigation links for 'ABOUT', 'COURSES', and 'ADMISSIONS'. A main banner features a portrait of a man and the text 'One Year. Four Justices'. Below this, there are sections for 'Virtual Tour', 'New England Law i Boston', and 'Academic Centers'. A 'TOP PLACES TO WORK' badge is visible. The main content area is titled 'New England Law i Boston' and contains several sections: 'Prospective Law Students', 'Prerequisites' (listing Fall Term Law Programs, Spring Practice Programs, and Law Degree Programs), 'Law Degree Programs' (listing JD, LL.M., and LL.M. programs), 'Classical Studies' (listing various interdisciplinary programs), 'Contact Us', 'About Us', and 'FAQs'. The footer contains contact information for NESL in Boston, MA, including phone numbers and email addresses.

#10 City University of New York School of Law

[www.law.cuny.edu]

Design Patterns & Metadata: 19 | Accessibility & Validation: 33 | Marketing & Communications: 38 | Bonus: 6

Total: 96

Elements: [a][b][c][d][h][i][j][k][l 1/2][m][n][s][t][u][v][w][x][y] Bonus: [f][g]



CUNY SCHOOL OF LAW



CUNY School of Law is the premier public interest law school in the country. Our mission is to graduate outstanding public interest attorneys and to enhance the diversity of the legal profession. Our motto, "Law in the Service of Human Needs," infuses everything we do.

News

Dean Michelle Anderson Featured in New York Law Journal's Law School Special Section

Prof. Stephanie van Fraunhofer Embraces Justice in Forbes Cover

New Instructor at RT Chicago-Kent Law Follows Trial by CUNY Law Institute

CUNY Law Named Top in Nation for Best Online Law Schools

More News »

Events

10/23/2012 Online Judicial Water Cooler 2012

11/06/2012 CLE: Extreme Harassment Investigations: What's New? Interrogation Officers: How to Avoid Emotional & Physical Abuse When They Happen

More Events »



Alumni

The Spirit of CUNY Law A short video to share CUNY School of Law's social justice values, outstanding alumni, and personal commitment.

Watch the video »



Law in the Service of Human Needs



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TOP TEN LAW SCHOOL HOME PAGES OF 2012

TABULATION

Key

R = Rank

S = Score

B = Bonus points

* = partial credit possible

Design Patterns & Metadata [22 pts.]

[a] Search Box	8
[b] Content Carousel	4
[c] RSS Autodiscovery	4
[d] Embedded Media	3
[e] Semantic Markup	3
[f] HTML5	+3
[g] Responsive Design	+3

Accessibility & Validation [36 pts.]

[h] CSS*	8
[i] Wave Errors*	8
[j] Headings*	8
[k] Valid Markup*	5
[l] ySlow Score*	4
[m] W3C Mobile OK*	2
[n] W3C i18N	1
[o] <i>	-5
[p] <center>	-5
[q] 	-5
[r] <u>	-5

Marketing & Communications [42 pts.]

[s] Meaningful Page Title	10
[t] Address	8
[u] Phone	8
[v] Social Media Links	6
[w] Thumbnail Images	4
[x] Favicon	3
[y] News Headlines	3
[z] Enhanced Social	+1

R	S	School [URL]	a	b	c	d	e	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	B
1	101	Thomas M. Cooley Law Sch. [www.cooley.edu]	x	x	x	x	x	x	x	x	0.75	0.5	x	x					x	x	x	x	x	x	f	
	101	Univ. of Pennsylvania [www.law.upenn.edu]	x	x	x	x	x	x	x	x	0.5	0.5	x						x	x	x	x	x	x	f,g,i	
	100	Univ. of Arkansas, Fayetteville [law.uark.edu]	x	x	x	x	x	x	x	x	0.5	x							x	x	x	x	x	x	f,g	
3	100	Univ. of Houston [www.law.uh.edu]	x	x	x	x	x	x	x	x	0.5	0.5	x						x	x	x	x	x	x	f	
	98	Florida Coastal Sch. of Law [www.fcsl.edu]	x	x	x	x	0.75	x	x	x	x	x							x	x	x	x	x	x	f	
5	98	Univ. of Illinois [www.law.illinois.edu]	x	x	x	x	x	x	x	0.75	x	x							x	x	x	x	x	x	f,i,k	
	98	Univ. of Mississippi [www.olemiss.edu/depts/law_school]	x	x	x	x	x	x	x	0.8	x	0.5	x						x	x	x	x	x	x	f,i	
8	97	Arizona State Univ. [www.law.asu.edu]	x	x	x	x	x	x	x	x	x	x							x	x	x	x	x	x	f,i	
9	96.5	New England Sch. of Law [www.nesl.edu]	x	x	x	x	x	x	0.8	x		x	x						x	x	x	x	x	x	f	
10	96	City Univ. of New York [www.law.cuny.edu]	x	x	x	x	x	x	x	0.5	0.5	x							x	x	x	x	x	x	f,g	
	95.5	Univ. of New Hampshire Sch. of Law [law.unh.edu]	x	x		x	x	x	x	x	x	x							x	x	x	x	x	x	f,g	
11	95.5	American Univ. [www.wcl.american.edu]	x	x	x	x	x	x	x	x	x	x	x						x	x	x	x	x	x	g,j	
	95	Univ. of North Carolina [www.law.unc.edu]	x	x	x	x	0.5	x	x	0.75	0.5	x							x	x	x	x	x	x	f,k	
13	95	Univ. of Utah [www.law.utah.edu]	x	x		x	x	x	x	x	0.5	x							x	x	x	x	x	x	f	
	95	Wake Forest Univ. [law.wfu.edu]	x	x	x	x	x	x	0.8	0.5	x	x							x	x	x	x	x	x	f,i	
	94	Charlotte Sch. of Law [www.charlottelaw.org]	x	x	x		x	x	x	0.8	0.75	0.5	x						x	x	x	x	x	x	f	
16	94	George Mason Univ. [www.law.gmu.edu]	x			x	x	x	x	x	x	x							x	x	x	x	x	x	f,g	
	94	Univ. of St. Thomas Sch. of Law [www.stthomas.edu/law]	x	x	x		x	x	x	x	0.25	0.5	x						x	x	x	x	x	x	f,i,r	
19	93.5	Univ. of Notre Dame [law.nd.edu]	x	x		x	x	x	x	0.25	x	x							x	x	x	x	x	x	f,i	
	93	John Marshall Law Sch. [www.jmls.edu]	x	x	x		x	x	x	x	0.25	0.5	x						x	x	x	x	x	x	f	
20	93	Thomas Jefferson Sch. of Law [www.tjsl.edu]	x	x	x		x	x	x	0.6	0.5								x	x	x	x	x	x	f	
	93	Univ. of La Verne [law.laverne.edu]	x	x	x		x	x	x	0.25	0.5	x							x	x	x	x	x	x	f	
	93	Univ. of Massachusetts [www.umassd.edu/law/]	x	x		x	x	x	x	0.5	0.5	x							x	x	x	x	x	x	f	
24	92.5	Gonzaga Univ. [www.law.gonzaga.edu]	x	x	x		x	x	x	x	x	x							x	x	x	x	x	x	f,g	
	92.5	Duke Univ. [www.law.duke.edu]	x	x		x	x	x	0.8	0.25	0.5	x	x						x	x	x	x	x	x	f,i,x	
	92	John Marshall Law Sch. - Atlanta [www.johnmarshall.edu]	x	x	x		x	0.75	x	x	0.5	0.5	x						x	x	x	x	x	x	f,i	
26	92	Univ. of Florida [www.law.ufl.edu]	x	x	x		x	x	x	x	0.5	x							x	x	x	x	x	x	f	
	92	Univ. of Nebraska [law.unl.edu]	x	x		x	x	x	x	x	0.5								x	x	x	x	x	x	f,g,i,x	
	92	Univ. of Texas at Austin [www.utexas.edu/law]	x	x	x		x	x	x	0.8	x	x							x	x	x	x	x	x	f,i	
30	91	Elon Univ. [www.elon.edu/e-web/law]	x	x	x		x	x	x	0.8	0.25	0.5							x	x	x	x	x	x	f	
	91	Ohio Northern Univ. [www.law.onu.edu]	x	x	x		x	x	x	x	0.75	0.5							x	x	x	x	x	x	f	
	91	Univ. of Hawaii [www.law.hawaii.edu]	x	x	x		x	x	x	0.7	0.5								x	x	x	x	x	x	f	
	91	Univ. of New Mexico [lawschool.unm.edu]	x	x		x	x	x	x	x	0.5	x							x	x	x	x	x	x	i,k	

ROGER V. SKALBECK & MATT ZIMMERMAN

161	67.5	Brigham Young Univ. [www.law2.byu.edu]	x	x	x			x	0.75		0.2	x	0.5	x	x			x	x	x	x	
	67.5	Golden Gate Univ. [www.ggu.edu/school_of_law]	x					x	x	x	0.4	0.75	0.5	x	x			x	x	x	x	
163	67	St. Louis Univ. [law.slu.edu]	x	x				0.5	x				0.5					x	x	x	x	
	67	Univ. of Montana [www.umt.edu/law]	x	x				x	x	x	x	0.25	0.5	x				x		x	x	
165	66	North Carolina Central Univ. [law.nccu.edu]	x	x	x			x			0.2		x	x				x	x	x	x	z
	66	William And Mary Sch. of Law [law.wm.edu]	x					x	x	x	0.8	0.25	x					x	x	x	x	i
	65	Catholic Univ. of America [www.law.edu]	x	x	x			0.5	0.75	0.5	0.2	0.25		x	x	x		x	x	x	x	
	65	Cleveland-Marshall Coll. of Law [www.law.csuohio.edu]	x	x	x			x	x	x	0.25	0.2	0.75	0.5				x	x	x	x	
167	65	Fordham Univ. [law.fordham.edu]	x	x				0.5	x		0.2		0.5	x	x			x	x	x	x	
	65	Loyola Univ.-Chicago [www.luc.edu/law]	x	x				x	x		0.6	0.5	x					x	x	x	x	
	64	Faulkner Univ. [www.faulkner.edu/jd/]	x	x				x				0.75	0.5	x				x	x	x	x	
171	64	Phoenix Sch. of Law [www.phoenixlaw.edu]	x	x				x					0.5	x				x	x	x	x	
	64	Rutgers Univ.-Camden [camlaw.rutgers.edu]	x					0.5	x	0.5	0.4	0.5	x					x	x	x	x	
	63	Boston Coll. [www.bc.edu/schools/law]	x	x				x	x	x	0.6	0.5	x					x	x	x	x	
174	63	Louisiana State Univ. [www.law.lsu.edu]	x					0.5	0.25		0.2	x	0.5	x				x	x	x	x	
	63	St. Mary's Univ. [www.stmaryts.edu/law]	x	x				x		0.5		0.5		0.5	x			x	x	x	x	z
	62.5	California Western Sch. of Law [www.cwsl.edu]	x	x				0.5	0.25		x	0.5	x	x				x	x	x	x	
177	62.5	Loyola Law Sch. Los Angeles [www.lls.edu]	x					0.5	x			0.75	x	x				x	x	x	x	i
	61.5	Texas Wesleyan Univ. [www.law.twes.edu]	x					0.5	x		0.6	x		x	x			x	x	x	x	
179	61.5	Univ. of Kentucky [www.law.uky.edu]	x	x				x						x				x	x	x	x	
	61	Mercer Univ. [www.law.mercer.edu]	x	x				x	0.75	x	0.25	0.5						x	x	x	x	
181	61	Samford Univ. [cumberland.samford.edu]	x					x	x	x	x	0.25	x					x	x	x	x	
	61	Seattle Univ. [www.law.seattleu.edu]	x					x	x	0.5	x	0.5	x					x	x	x	x	
	61	Tulane Univ. [www.law.tulane.edu]	x	x	x			0.5			0.4	0.25	x					x	x	x	x	
185	60.5	Western State Sch. of Law [www.wslu.law.edu]	x	x	x			x	0.75	x			0.5	x	x			x	x	x	x	
186	60	Texas Tech Univ. [www.law.ttu.edu]	x	x				0.5	x	x	0.25	x	x	x				x	x	x	x	i
187	59.5	Southern Univ. [www.sule.edu]	x					x	0.75		0.2	0.25	0.5	x	x			x	x	x	x	f
188	58	Baylor Univ. [www.baylor.edu/law]	x	x								0.75	0.5	x	x	x		x	x	x	x	
189	57	Creighton Univ. [www.creighton.edu/law]	x					0.5				0.5	x	x				x	x	x	x	z
190	56.5	Campbell Univ. [law.campbell.edu]	x	x				0.5			0.4	0.5	0.5	x	x	x		x	x	x	x	
191	55.5	Univ. of California at Los Angeles [www.law.ucla.edu]	x	x				0.5				0.5	x	x				x	x	x	x	
192	55	Ave Maria Univ. Sch. of Law [www.avemarialaw.edu]	x	x				0.5	0.25		0.4	0.5	x	x	x			x	x	x	x	
193	54.5	Mississippi Coll. [law.mc.edu]	x	x				0.5		0.5	0.4	0.5	x					x	x	x		
194	53.5	Cornell Univ. [www.law.school.cornell.edu]	x	x				0.5	0.75	0.5	0.2	0.5	x					x	x	x	x	
	53.5	Touro Coll. [www.tourolaw.edu]	x	x				0.5			0.2	0.25		x	x	x		x	x	x	x	
196	51	St. Thomas Univ. [www.stu.edu/law]	x					0.5					0.5	x	x	x		x	x	x	x	
197	49	Stanford Univ. [www.law.stanford.edu]	x	x				x	0.5		0.2	0.5						x	x	x	x	z
198	47.5	Univ. of Puerto Rico [www.law.upr.edu]						x	x	x	x	x						x	x	x		
199	45	St. John's Univ. [www.stjohns.edu/academics/graduate/law]	x	x				x	0.5	x	x	0.5	x									
200	42	District of Columbia [www.law.udc.edu]		x				0.5				0.5	x	x				x	x	x		
201	33	Pontifical Catholic Univ. of P.R. [www.pucpr.edu]			x			x		0.6	0.5	x	x	x				x	x			

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