

MICHIGAN LEGAL HELP

Helping Michigan residents solve their legal problems

MichiganLegalHelp.org At a Glance

Contents of Michigan Legal Help website as of 11/1/2013

- 32 Toolkits
- 77 Articles
- 345 Common Questions (with answers)
- 20 Automated Interviews, which populate a total of 50 different forms
- 272 Organizations (including "find a lawyer" and "community organizations")
- 428 Courts (district, circuit, probate, and tribal)
- Welcome video and Going to Court video
- Written instructions for using the website
- User Survey and "Contact Us" link for feedback
- 19 items in the News Archive
- Privacy Policy; Terms of Use; About Us; Credits; Site Map

Usage of the website as of 11/1/13

Visits: Between August 17, 2012 (the public launch of the site) and October 31, 2013, the website has had 1,175,074 page views, 289,958 visits (including 209,486 unique visits). Starting January, 2013, weekly visit rates were at or slightly above 4,500 per week; in October 2013, weekly visit rates have averaged over 7,200 per week. Nearly 34% of visitors access the website using a mobile device or tablet; our optimized mobile version of MLH was launched in September 1, 2013.

Content: The most popular area of content is Family Law – there have been over 239,000 visits to the divorce toolkits, and over 37,000 visits to the Automated Divorce Form Interview pages (visitors can also access the interview directly from the toolkits). Other popular pieces of content are Find a Lawyer; Find a Self-Help Center; the Expungement toolkit; and the Housing tools and Consumer tools landing pages.

Interviews: While all of the automated online interviews are created by MLH staff, the interviews themselves are hosted on LawHelp Interactive, which provides this service for free to many legal self-help websites across the country. LawHelp Interactive collects usage statistics on a quarterly basis. The data shows that through September 30, 2013, users have started 51,699 Michigan interviews, and from these interviews, 27,064 sets of forms have been completed. This includes 33,883 Divorce interviews, and 18,462 completed Divorce form packets; 3,582 Answer to Divorce interviews and 1,764 completed Answer to Divorce form packets. Michigan had the fourth highest number of documents assembled on LawHelp Interactive in the third quarter of 2013, following behind Illinois, New York, and Texas.

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Traffic Sources: Many users find Michigan Legal Help through a search engine, or by typing in the URL directly. Others use a link on another website to find MLH; these are called "referral sources." The top five referral sources are: michiganlegalaid.org; courts.michigan.gov; courts.mi.gov; Michigan.gov; and oakgov.com. There are 742 referral sources in all, which highlights the success of our outreach efforts, since each referral source indicates a link to MLH on a website or in an article.

Videos: There have been 2,092 views of the Welcome video and 2,775 views of the Going to Court video.

LiveHelp: Since its launch in mid-September, 2013 LiveHelp has conducted 477 chats. LiveHelp is a chat-based feature where website visitors can get assistance navigating the website and answers to other questions that do not require legal advice. LiveHelp is available 11am-3pm Mondays – Fridays.

Self-Help Centers

Seven Michigan Legal Help affiliated self-help centers are open for business; these are in Oscoda County (opened 8/17/12); Allegan County (opened 9/6/12); Oakland County (opened 10/10/12); Wayne County (opened 11/13/12); Muskegon County (opened 7/1/13); Monroe County (opened October 7, 2013), and Marquette County (opened 11/1/13). Prior to each opening, Self-Help Center Navigators were given a two-hour training on using the website and LawHelp Interactive, and how to properly provide assistance to self-represented litigants that does not include legal advice. Operating protocols, a listserv and additional training are also provided for the centers.

User Feedback

Hundreds of visitors have contributed feedback through the "Contact Us" link and the "Tell Us What You Think" survey feature of the Michigan Legal Help website. Of users answering the relevant questions on the survey, 68% rated the site as "Very Helpful" or "Moderately Helpful." Results have been steadily improving between users who found what they needed (43%), didn't find what they needed (35%), and only found some of what they needed (22%) as the website adds more legal information content. Many positive comments have been received, such as "I understand my legal problem better and do not feel so overwhelmed anymore"; "I found your website easy to go through. I was grateful I didn't have to go through a dozen clicks. I will recommend this website to others"; "very helpful because it filled out the papers for me"; and "The easiest website to follow and you don't miss a thing. Thank you. Your services are greatly needed."