

# Vladimir Tsirkin & Associates

## Website Recommendations and Copy

URL: (in development)

Prepared by Sheena VanDeVanter

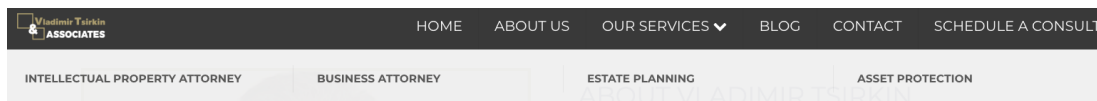
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## Navigation

*Recommendations:* Use a consistent naming convention and order for practice areas across the site.

Change menu titles and order to:

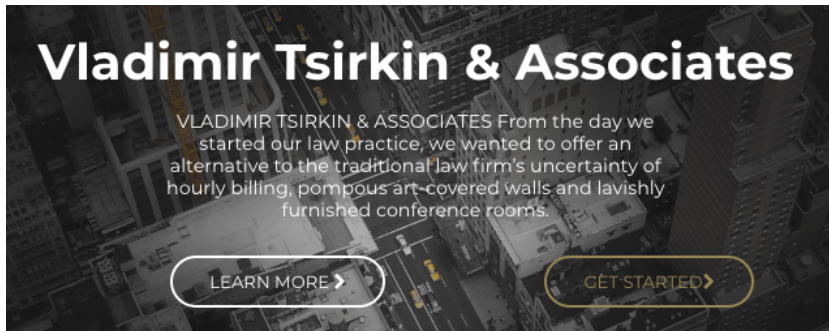
- Asset Protection
- Business Services
- Estate Planning
- Intellectual Property Protection



## Home Page

URL: (in development)

### Intro



*Observations:* Start of text repeats the header (unnecessary), no keywords, tells the reader about the practice rather than what they gain by hiring you

*Recommendations:* Use a larger font on the first sentence to draw in the audience. It begs the questions – what is the important stuff? Am I protecting it? Alternative: Use it as a header in all-caps.

### Copy

Protect the important stuff. From your family home to your million dollar idea, we've got you covered. Our family-owned law firm offers an alternative to minute-by-minute billing and cold, impersonal offices. Let us take the worry out of growing your business and developing your ideas. We will help you safeguard your legacy from costly legal problems tomorrow through smart planning today.

### What We Do | Asset Protection | Business Law Planning

<h4>What We Do</h4> <p>"The services are truly one-of-a-kind. I never thought working with lawyers could be so therapeutic. In hindsight, I would have paid double for the services provided." -K.D., Seattle</p>	<h4>Asset Protection</h4> <p>We use trust, business, and intellectual property laws to help people own &amp; structure their assets in a way that prevents stupid lawsuits and minimizes possible losses or damage</p> <p>Asset Protection</p>	<h4>Business Law Planning</h4> <p>We assist business owners with their legal needs on an ongoing, predictable basis. It's important to be proactive, to avoid legal issues, rather than being reactive to problems as they pop up.</p> <p>Business Planning</p>
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*Observations:* Having a quote from a client is a great idea; however, the header "What We Do" doesn't work here. As a reader I would expect a list or description of services with that header. This section only includes two of the areas of your practice's focus instead of all four.

The order and naming of the areas of law are inconsistent across the pages and page titles.

*Recommendations:* Convert this section into four smaller columns instead of three wide ones and include each of the practice areas.

Use consistent practice area names in the same order across the site:

- Asset Protection
- Business Services
- Estate Planning
- Intellectual Property Protection

Create another section on the homepage (on a rotator?) later on the page for client quotes.

## Copy

### Asset Protection

Avoid lawsuits and protect your property. Let us put our knowledge and experience on your side to safeguard your home, cars, and cherished valuables.

### Business Services

Steer clear of legal pitfalls with proactive planning. We provide ongoing legal support so you can focus on developing your business.

### Estate Planning

Be kind to your loved ones by planning ahead. Avoid unnecessary taxes, probate, and costly delays by allowing us to guide you and your family through the estate planning process and beyond.

### Intellectual Property Protection

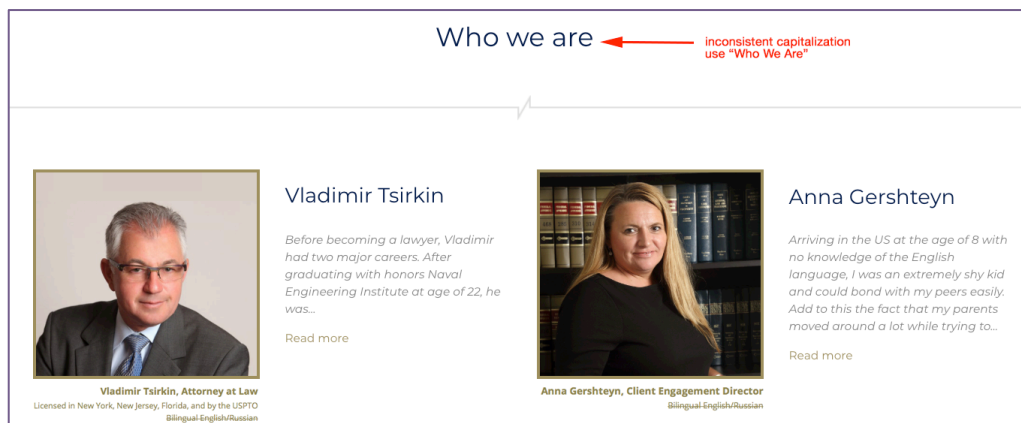
Got lots of ideas? Keep them safe with IP protection. Let us take the headache out of Copyrights, Trademarks, Patents and more.

## Who We Are (was About Vladimir Tsirkin)

### Recommendations:

- Consider replacing this section with the Who We Are widget from the About Us page. If people want to read more about you that is the place they generally expect to go. Link your “read more” buttons in the widget to anchored long-form bios on the About Us Page. Going from What We Do to Who We Are is a more natural transition for the flow of the page.
- Use consistent capitalization for headers.

Who we are ← inconsistent capitalization use "Who We Are"



**Vladimir Tsirkin**  
*Before becoming a lawyer, Vladimir had two major careers. After graduating with honors Naval Engineering Institute at age of 22, he was...*  
Read more  
Vladimir Tsirkin, Attorney at Law  
Licensed in New York, New Jersey, Florida, and by the USPTO  
Bilingual English/Russian

**Anna Gershteyn**  
*Arriving in the US at the age of 8 with no knowledge of the English language, I was an extremely shy kid and could bond with my peers easily. Add to this the fact that my parents moved around a lot while trying to...*  
Read more  
Anna Gershteyn, Client Engagement Director  
Bilingual English/Russian

## More About Our Services

*Recommendations:*

Reorder and rename images for consistency (left to right):

- Asset Protection
- Business Services
- Estate Planning
- Intellectual Property Protection

### **Copy**

More About Our Services

Learn more about how we can help you plan for the future; protect your family, your business, your ideas, and your property.

## About Us

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URL: (in development)

General Recommendations: Swap the Who We Are from this page with the long-form bio originally on the front page. Anchor the front page read more links to each person's bio on this page.

Note: The links to both bios on this live page do not lead anywhere. As such, I do not have Anna's bio. If you would like that edited, please send it along separately. Thank you!

### **Intro**

Recommendations: Omit the box around the top text. Replace the photo of Vladimir with another image so that it is not repeated twice on the page and three times on the site.

### **Copy**

Vladimir Tsirkin & Associates is a family-owned business that puts our clients' needs first, in a relaxed and comfortable environment. We understand the challenges of managing family, home, and business. Let us take the stress out protecting your work, your family, and your legacy.

### **About Vladimir Tsirkin**

#### **Copy**

Vladimir brings a rich tapestry of experience to his practice. After graduating with honors from the Naval Engineering Institute at age 22 he went on to serve in the Navy as an officer. Upon completing his tours of duty he launched a career in computer engineering. While challenging and enjoyable, it was an imperfect fit with his ideals. Wanting to find a way to serve others that complemented his background and knowledge he turned to law.

After receiving his Juris Doctor degree from Rutgers University Law School, Vladimir was admitted to the United States Patent and Trademark Office Patent bar, as well as state bars of New York, New Jersey, and Florida.

Vladimir's focus is counseling clients on asset protection, business or estate planning, and intellectual property protection. He is a seasoned litigator representing clients in court actions involving claims of copyright and trademark infringement, breach of contract, employment, Internet law, and trade secrets, at the trial and appellate level.

In his spare time, Vladimir is an amateur drummer who enjoys swimming, skiing, fishing and studying world history.

#### About Anna Gershteyn

*I do not have Anna's bio. If you would like that edited, please send it along separately. Thanks!*

## Our Services

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URL: (in development)

Recommendations:

- Reorder and rename for consistency
- Reduce size of icons so that text appears above the fold
- Shorten text for readability

### Copy

#### Asset Protection

Avoid lawsuits and protect your property. Let us put our knowledge of the system on your side to safeguard your home, cars, and cherished valuables.

You have better things to do than worry about frivolous lawsuits. The United States is one of the most litigious countries in the world, hungry plaintiffs lining up to grab a piece of the pie. At Vladimir Tsirkin & Associates not only can we make you look less appetizing, but we'll build protections around your assets to mitigate pointless, time-wasting claims. Let's get started.

#### Business Services

Steer clear of legal pitfalls with proactive planning. We provide ongoing legal support so you can focus on developing your business.

Set your business on a solid foundation by planning ahead and setting you up for success. By putting the right structures in place we can help you limit your liability, mitigate risk, and protect your assets. As your ongoing advisor, we will help you navigate contracts, mergers, agreements, and other legal matters that come up as your business grows. Schedule a consultation to learn how we can help you and your business.

#### Estate Planning

Be kind to your loved ones by planning ahead. Avoid unnecessary taxes, probate, and costly delays by allowing us to guide you and your family through the estate planning process.

It is never too early to think about estate planning. Life is unpredictable – but you can make it less so by preparing now. In the aftermath of grief, the last thing you want to put your family through is a lengthy court proceeding compounded by piles of paperwork. Vladimir Tsirkin & Associates will guide you through the process, ensuring your loved ones taken care of and your wishes carried out.

### Intellectual Property Protection

Got lots of ideas? Keep them safe with IP protection. Let us take the headache out of Copyrights, Trademarks, Patents and more.

Ideas are the spark of every great venture. Whether it is a new invention, scientific formula, the next great novel or song, don't let your intellectual property end up in the hands of your competitor. We can help you protect your IP so you can focus on bringing your dreams to life.

## Asset Protection

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URL: (in development)

Recommendations:

- Shorten text and break up into more questions for readability and maximum SEO impact (no one will read a wall of text, trust me).
- Reorder questions for a more natural flow
- Separate the call to action text from the answer to the last question by adding space and formatting it as an h6

### Copy

#### What is asset protection?

Asset protection is a way to structure your assets to help safeguard them against potential lawsuits. Our first job is to create obstacles that will make you less attractive to predators (creditors, plaintiffs' lawyers, etc.) Our second job is to erect barriers that make your assets harder to access should a suit be filed. While there is no such thing as a 100% guarantee, planning ahead of time significantly reduces your risk.

#### Why should I invest in asset protection? (was Why asset protection?)

In the United States, anyone can file suit against anyone else for any reason. A strong case is not required. All it takes is a little paperwork and a small court fee to file suit. Predatory lawyers have made it their business to file frivolous claims in an effort to win quick settlements. Given that frivolous lawsuits often go unpunished, there is no downside for the plaintiff. Meanwhile, you could end up spending tens of thousands of dollars in legal fees to answer these claims. Asset protection planning can help.

#### What types of asset protection are available?

While there is no one-size-fits-all plan, there are several levels of protection available. The most basic asset protection starts with estate and insurance planning. The next level includes marital exemption

planning (a part of estate planning that shelters spouses from certain taxes) and business planning including LLCs that limit liability. Above that are more complex business structures like LLCs set up in Wyoming or Nevada where special rules apply, Domestic Asset Protection Trusts or anonymous LLCs. Finally, at the highest level are instruments such as Offshore Asset Protection Trusts or Nevis LLCs (a particular limited liability corporation).

### How does asset protection work?

There are two approaches that work together to create our asset protection strategy. First, we make you look like less of a target. Second, we mitigate your risk by moving your assets into protective structures (like trusts) that make them less vulnerable.

### Who should hire an asset protection attorney?

Asset protection planning is for anyone potentially at risk of being sued. Doctors, CPAs, business owners, executives, and anyone else who wants to safeguard their assets can benefit from consulting with an Asset protection attorney.

### Call to Action (added)

Don't let a surprise lawsuit catch you unprepared. Contact Vladimir Tsirkin & Associates today to learn how we can help you protect your assets. Get peace of mind knowing that you have planned ahead.

## Business Services

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URL: (in development)

### Copy

#### Business Law Planning

Does your business have a solid legal foundation? If not, you could be setting yourself up to be sued. Further, an improperly structured business can make it difficult to transfer ownership to your loved ones in the event of your passing.

As business owners ourselves, we understand the hard work and challenges that go into building a business that provides for you and your family. Why put all that hard work at unnecessary risk?

[blockquote] We offer the peace of mind that comes with knowing you've planned ahead to safeguard your business and, in turn, those that depend on it – your employees, their families, and yours.

#### Business Services

*No changes to list of services*

## Outside General Counsel

Having Outside Counsel, or an attorney available for your business law needs who is not an employee, is much more cost effective than keeping a lawyer on staff. We will be available to you for a low monthly fee on an ongoing basis rather than charging you by the minute every time you have a question.

It's easier to already know who to call than scramble to react to legal problems when they arise. With Vladimir Tsirkin & Associates as your outside counsel, you can rest easy knowing that you have our support without surprise billing or unexpected fees.

### Call to Action (added)

Be prepared. Contact us now to schedule an appointment to find out how having outside counsel on speed dial can benefit you and your business.

## Estate Planning

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URL: (in development)

Recommendations:

- Add call to action at end of page
- Break up paragraphs into shorter, smaller sections (avoid wall of text)
- Rewrite questions from the client point of view (better for SEO)

### Copy

#### What is estate planning?

Estate planning is a gift for your loved ones. Plan ahead for their comfort and protection instead of leaving them with messy unfinished business. Estate planning helps you get organized and includes a number of instruments to carry out your wishes like wills, trusts, powers of attorney, health care directives (living wills), and guardianship nominations for your children.

#### Why should I invest in estate planning now? (added)

Life is unpredictable. In the event of your untimely death or incapacity, planning now will keep your loved ones from having to deal with the chaos of complicated accounting, digital assets, unfinished business, and medical decisions.

Even if you only have a few hundred dollars in the bank today, estate planning can shelter your current and future assets from unnecessary taxes as well as the time-consuming and often painful challenges of probate court.

As your estate planning attorneys we will help you get organized and be there to guide your loved ones should they need us when the time comes.



### **What are the benefits of using an estate planning attorney vs. a legal website? (was Document factory or trusted advisor?)**

There are lawyers and websites that offer cheap options to create your will and other estate planning documents. But is it enough? Do you have all the information you need to select the right options? Do you really want to trust your final wishes to a document machine instead of a trusted advisor?

At Vladimir Tsirkin & Associates we view the documents to be the byproduct of our relationship with our clients. The value of an estate planning attorney is not (just) the documents we produce but the advice and guidance we offer, both now and if your family needs us in the future.

Every family, every estate is unique. Boilerplate, one-size-fits-all estate planning is not enough for most people. Instead, we offer customized solutions that fit with your values and goals. We will structure your estate so that your family's inheritance, unique bequests, charitable donations, and other directives are carried out in accordance with your wishes. Customized instruments like wills and trusts will help keep your family out of probate court and avoid unnecessary tax burdens.

### **What type of estate planning Attorney is right for me? (was What kind of Estate Planning Attorney do you want?)**

There are plenty of quick and dirty online options as well as lawyers who will simply fill out paperwork for you.

What makes Vladimir Tsirkin & Associates different is that we aim to be your lifetime advisor. As your family and/or business grow, your estate planning needs change. We will be here to guide and assist you in making updates as needed.

Also, we have thrown out the time clock. Instead of billing you minute-by-minute, we follow a flat fee structure, agreed upon in advance. You should never be afraid to call your attorney for fear of getting a surprise bill in the mail.

#### **Call to Action (added)**

Schedule an appointment for a consultation now. Vladimir Tsirkin & Associates will be your lifetime advisor, guiding you through estate planning process for your needs today and in the future as your needs change.

## **Intellectual Property Protection**

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URL: (in development)

Recommendations: Instead of beginning the page with a repeat of the title ask a question to mirror the other services pages on the site.

#### **Copy**

## **What is intellectual property (IP) Planning? (was Intellectual Property (IP) Planning)**

Intellectual property Planning or IP Planning is the best way to protect your ideas. Don't let a competitor get ahead by copying your hard work and inspiration. Working with an intellectual property attorney to set up copyrights, trademarks, and patents will give you the peace of mind to forge ahead with your ideas.

### **IP Services**

*No changes to list of services*

## **Outside Intellectual Property Attorney Counsel**

Vladimir Tsirkin & Associates offers IP outside counsel packages with the business owner in mind. Instead of billing minute-by-minute for each question you have or each new IP you add to your portfolio we provide fee predictable structures that fit your ongoing needs.

With our assistance, you can increase the value of your business and protect your IP assets. We will help you manage your IP as your business grows, keeping you in the loop on updates to laws and statutes that impact you.

### **Call to Action (added)**

Schedule a consultation with us now to find out how we can help you protect and manage your intellectual property through trademarks, copyrights, and patents.