

The Townsley Law Firm

May Newsletter



Staff Member of the Month

Ashley Falcon is a paralegal for The Townsley Law Firm, who has watched the firm grow for 16 years and counting. She began working at law firms in high school, starting in receptionist and secretary positions before transitioning to full-time paralegal.

Outside of work, Falcon loves to spend time with her family. She and her husband often watch their two sons play outside, reminiscing on their own childhoods in the country. Falcon also likes to garden in her free time.

Born and raised in Lake Charles, Louisiana, Falcon loves her community and is motivated to make a difference in people's lives every day. She appreciates the joy that she and her team bring to clients as they fight for justice.

Townsley Tips...

Four Causes of Construction Accidents

When working in construction, employees should be aware of the dangers that come with the job. The top four reasons for deadly construction accidents – deemed the fatal four – account for about 60-percent of all construction worker deaths annually.

In 2023, the industry saw a total of 1,075 fatalities falling under each of the four categories: falls, caught-between, struck-by, and electrocutions.

A fall is categorized in many ways, including falls on the same level and falls from heights. Fall accidents are the leading causes of death in construction workings accounting for 421 deaths in 2023.

Caught-between accidents happen when workers are caught between equipment or vehicles. These incidents are the least frequent, making up 1.4-5.4-percent of fatalities.

In struck-by cases, workers are hit by some sort of work equipment, whether

that be a vehicle or dropped items. Struck-by object accidents are responsible for roughly 100-120 deaths per year.

The last of the “fatal four” is electrocutions. Workers often must install electrical lines or work around hazards like overhead powerlines. Electrocutions could also come from faulty equipment or machinery. These accidents account for nearly 9-percent of annual construction deaths.

Construction accidents and injuries, largely driven by the four hazards listed above, result in an estimated \$2.5 billion in workers' compensation claims annually.

When workers suffer serious injuries on the job, it's imperative that they understand all legal options at their disposal.

In Louisiana, injured employees are required to report the accident within 30 days and file a formal claim within one year. In other words, if you or a loved one has suffered this type of injury, seek legal help as soon as possible.

Results

\$3,005,000 - Settlement
MED MAL - (Lake Charles, 2020)

\$1,900,000 - Settlement
Car Crash/Accident - (Beauregard Parish, 2024)

\$900,000 - Settlement
Car Crash/Accident - (DeRidder/Beauregard, 2024)

Visit our website for more information about how our firm can win for you

Visit Our Website:

townsleylawfirm.com

Check out our Social Media:

@townsleylaw



McNeese Sports:

townsleylawarena.com



Story of the Month

AI Visibility and Website Building



As AI platforms continue to grow in popularity, the more important it has become for organizations to utilize AI as a tool to promote their products and services.

Law firms are increasingly becoming more and more familiar with AI programs, as potential clients are now using these platforms to ask for legal advice. When questions are asked, AI makes recommendations based on information they gather on firm websites nationwide.

AI recommends law firms, specifically, based on several criteria like brand and overall understanding in the information, meaning that all online information about firms should be clear, consistent and well-documented, as to promote “trust” between both entities.

Website managers should focus on four key areas of the “AI Trust Framework” – experience, expertise, authoritativeness and trustworthiness (EEAT). Details matter, not only to potential clients, but also to the AI platforms that could be promoting a firm.

To build EEAT, first, firms should focus on highlighting experience. On every website, firms should showcase verdicts and settlements with real case details. Attorney bio pages should include how many years they’ve been practicing, cases they’ve handled, and their trial record. Video testimonials also elevate AI visibility on websites.

The next piece in building EEAT is expertise. This coincides with dedicated practice area pages, FAQ sections that answer detailed and specific questions and glossaries and explainers for legal terms that people frequently search.

The last two pieces are authoritativeness and trustworthiness. It is important for firm websites to get listed and cited in Super Lawyers and other rating organizations. It is also important that firms stay consistent with maintaining high ratings and reviews from potential and current clients.

All of these aspects put together will help AI platforms recognize firm websites and make it more likely for those platforms to use information from these websites to give recommendations to prospective clients.

The statistics show that 60-percent of google searches are now showing AI overview, 58-percent of searches end without a click to a website, 28-percent of people use Chat GPT to research lawyers and less than 15-percent of law firms appear in AI-generated answers.

It is more important than ever for law firms to have an updated online presence, with accurate and detailed website information.

AI is evolving, which again, emphasizes the importance of investing in SEO and AI visibility. Now, AI summarizes and recommends law firms based on websites, reviews, etc.

In the next 12-18 months, AI will become agentic, booking consultations, filling out intake forms and contacting firms on client’s behalf. In the next two to three years, AI will tailor recommendations to each user’s situation, history and preferences.

Generic firm pages will no longer be able to compete with those that are fully taking advantage of AI. Firm websites need to have a strong foundation, authority and content. Websites also need to optimize Google signals and ensure that they are getting enough reviews to be noticed.



Jargon Junction

Learning the Language of the Law

Source: Legal Information Institute - Cornell Law School

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In the COMMUNITY

.....Contraband 5-Miler.....

This year marked the 50th anniversary of the pirate-themed race, and by race day, nearly 350 runners signed up.

Top runners were also awarded with cash prizes and trophies. First place received \$100, second place received \$50, and third place received \$25. Awards were given for overall winners and winners in specific age groups.



On Saturday, May 2, at 7 a.m. two members of the Townsley Law Firm and their friends and families gathered to run the annual Contraband 5-miler.

The Contraband 5-miler is a 5-mile race hosted by the Lake Area Runners. The route began in downtown Lake Charles, proceeding along the scenic Lakeshore Drive with beautiful views of the lake, lake houses and large estates.

Contestants were supplied with drinks and snacks before, during and after the race, and were also given a themed t-shirt.

The Contraband 5-miler is also the second race in a "Triple Crown Series." The first race in the series took place on March 14, named the "Leprechaun 3-miler," and the third race will take place on July 4, named "4-miler on the 4th."

TLF staff members Ella Armstrong and Hannah Watkins participated in this event along with friends and family.

Armstrong finished in 183rd place, running just under a 10-minute pace. Watkins finished in 240th place, running an 11-minute pace.



The Townsley Law Firm wishes all of the moms in the office and beyond a **Happy Mother's Day!**

“Freedom under law is like the air we breathe. People take it for granted and are unaware of it until they are deprived of it... The rule of law does more than ensure freedom from high-handed action by rulers. It ensures justice between man and man however humble the one and however powerful the other.”

– President Dwight D. Eisenhower

Townsley Talks

Celebrating Law Day

On May 8, the Southwest Louisiana Bar Association hosted its annual Law Day celebration at the Calcasieu Parish Clerk of Court’s Office in Lake Charles. This was a joint ceremony of the 14th and 38th Judicial District Courts, inviting attorneys and judges from across the area to attend and participate in festivities.

The event began at 10 a.m. with the pledge and invocation, followed by a brief welcoming speech by Ezra Pettis Jr., the president of the SWLA Bar Association. Louisiana Supreme Court Justice Cade R. Cole served as the keynote speaker, demonstrating the importance of the law throughout history and speaking on his time serving on the bench.

Key members of the law community were presented with awards such as the Law Enforcement Award, the Liberty Bell Award and the Louis Martinet Society Charles Hamilton Houston Service Award.

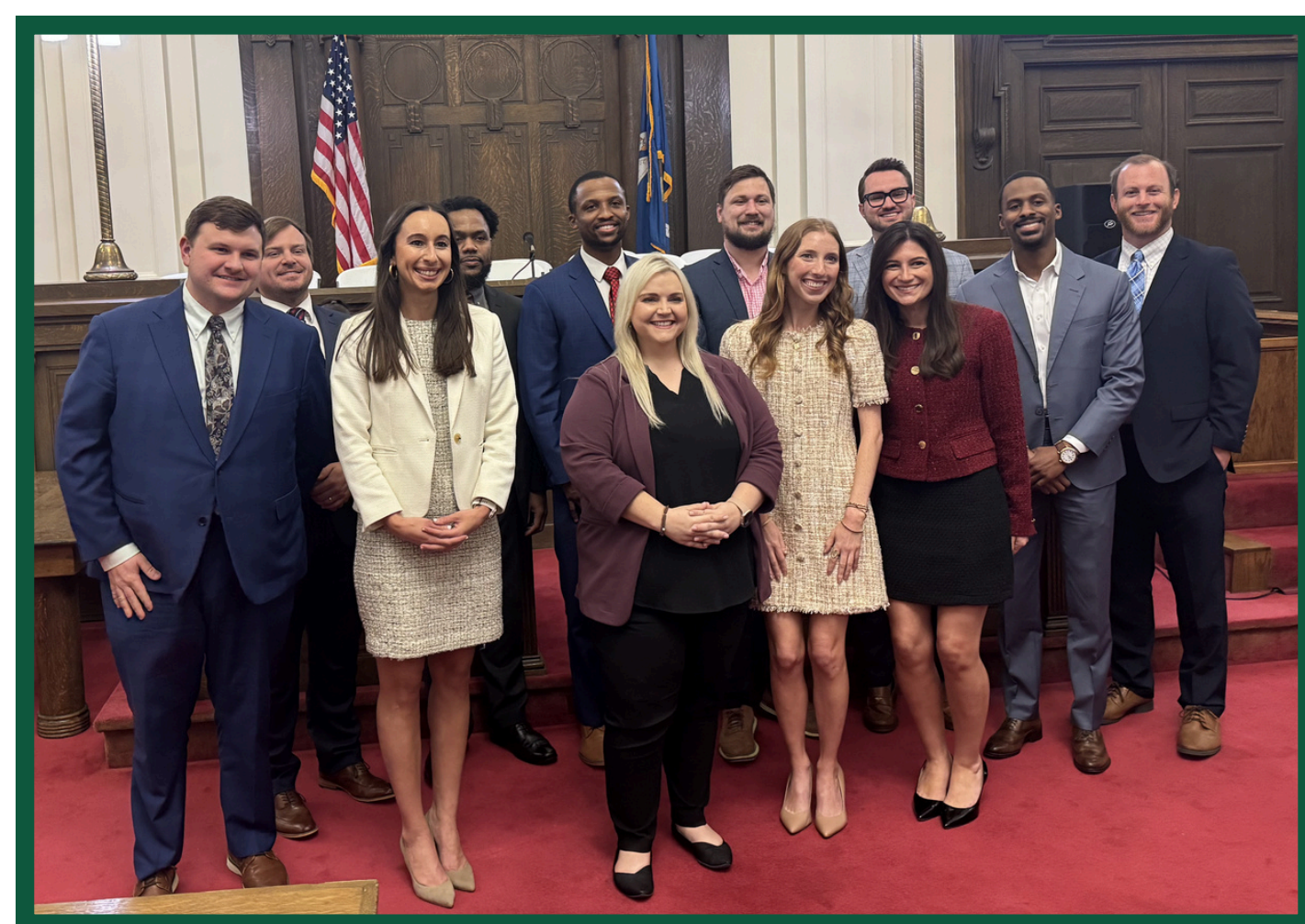
Student involvement was also highlighted at the ceremony, with poster and essay contests for elementary, middle and high school students, who were also presented with awards.

First-place essay winners read their essays aloud to attendees.

This year’s Law Day theme was “The Rule of Law and the American Dream,” which was examined through the speeches given and visuals shown on the self-made posters.

Law Day was established in 1958 by President Dwight D. Eisenhower to honor the rule of law, legal rights, and democracy. The purpose of celebration is to foster an understanding of the law, the Constitution and the role of the judiciary.

After the main event, attorneys and judges gathered for a luncheon.



Visit Our Website:

townsleylawfirm.com

Check out our Social Media:

[@townsleylaw](https://www.instagram.com/townsleylaw)



McNeese Sports:

townsleylawarena.com



May Events

Spring Commencement

- **May 22 - 9:00 a.m.**
Colleges of Liberal Arts and Nursing
and Health Professions
- **May 22 - 1:30 p.m.**
Colleges of Business, Education, and
Engineering and Sciences

The Townsley Law Arena

Home of McNeese State University Cowboys and Cowgirls



In May, while the Cowboy basketball roster was finalized, the Cowgirl basketball staff hit the ground running to fundraise for their NIL fund.

Members of the Lake Charles community gathered at TLF partner Sage Thibodeaux's house to introduce new head coach Ashton Feldhaus and her assistant coaches. The night was stocked with drinks and food for guests, accompanying presentations by Feldhaus and McNeese administrative staff.

Goals are starting to be reached for the Cowgirls, who officially have ten new signees joining the three returners.

*****Only events in The Townsley Law Arena included – this is NOT a full game or event schedule*****

For full game and event schedules, visit mneese.edu.

Visit Our Website:

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RIDE FOR THE BRAND
McNeese Athletics

