

## **Is it Unethical to Use a Competitor's Name to Drive Traffic to Your Website on Search Engines**

### **The Bureau of National Affairs' BNA Insights Magazine**

September 8, 2011

[Travis Crabtree](#) authored "Buying Another Lawyer's Name to Trigger Search Engine Ads - Illegal or Unethical" in The Bureau of National Affairs' BNA Insights magazine. His article addresses the legal complexities when using another attorney's name to drive traffic to a firm's website through search engine ads. To read the article, click [here](#).

Travis Crabtree, a member of Gray Reed & McGraw in Houston, brings a unique perspective to his internet marketing, online media, and commercial litigation practice. Travis graduated from the University of Missouri School of Journalism and spent several years in television news before taking on a law career. Travis explores the emerging legal issues and trends for internet marketing and online media on his blog, [eMediaLaw.com](#).

### **About Gray Reed & McGraw**

Founded in 1985, Gray Reed & McGraw is a full-service, Texas based law firm with more than 100 lawyers practicing in Houston, Dallas and Tyler. Gray Reed & McGraw offers a wide range of legal services including business litigation, corporate transactions, oil & gas, tax planning and litigation, real estate, healthcare, trusts and estates, employment law, family law, and bankruptcy. For more information, visit [www.grayreed.com](http://www.grayreed.com).