
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](#).

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