

# A Brief History of the DUI.com Home Page

(1996 – 2008)

**dui.com**

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**dui.com**

# 1996

Originally DUI.com was a California-specific informational website.

<h2>California Drunk Driving</h2>
<p>Everything You Need to Know About First Offender DUI, Alcohol, Drugs and Driving</p>

<p>Click and go to these topics</p> <p><a href="#">What's New</a>   <a href="#">"Old" What's New</a>   <a href="#">Frequently Asked Questions</a>   <a href="#">DUI Education</a>   <a href="#">DUI Lawyer's Corner</a>   <a href="#">Insurance Help</a>   <a href="#">Alcohol Issues</a>   <a href="#">DMV Information</a>   <a href="#">Crash Pictures</a>   <a href="#">Links</a>  </p>
<p>scroll on down for more</p>

View Web Archive: <http://web.archive.org/web/19961219093303/http://www.dui.com/>

# 2001

The basic organization of the site – one that would be consistent for nearly 7 years – becomes evident. But the information provided still mostly California-specific.

DUI Education and Counseling since 1982

## California Drunk Driving

Everything You Need to Know About First Offender DUI  
Drinking, Driving and Drugs



**DUI  
Prevention**

**dpi** Driver Performance Institutes, First Offender Program, San Francisco, California

<b>What's New</b> <b>Updated!</b> The latest additions in news items	<b>The DUI Library</b> A full library of information on DUI, driving and drugs	<b>DUI Lawyers Corner</b> Information from lawyers who specialize in DUI defense
<b>DUI Education</b> If you've just been stopped this is a good place to start	<b>Frequently Asked Questions</b> What's the penalty for first offenders and more!	<b>Insurance Help</b> Brokers in California who have the best rates
<b>Alcohol Issues</b> Information on issues related to use & abuse of drugs	<b>DMV Information</b> SR-22 questions and links to DMV offices	<b>Crash Pictures</b> DUI crash pictures
<b>DUI/DWI State by State</b> A state by state listing of DUI/DWI resources	<b>Links</b> Connections to many places	<b>DUI Schools</b> A listing of all licensed DUI schools in California

View Web Archive: <http://web.archive.org/web/20001117112600/http://www.dui.com/>

# 2004

Cleaner formatting and use of white space (taking cues from Google's design) – and finally the California-centric page title is replaced with a general 'Driving Under the Influence' title.

Dui.com

## Driving Under the Influence

Everything You Need to Know About First Offender DUI/DWI  
Drinking, Driving and Drugs

Where surfing ends and information begins

**What's New** Updated!  
The latest additions in news items

**The DUI Library**  
A full library of information on DUI, driving and drugs

**Alcohol Issues**  
Information on issues related to use & abuse of drugs

**Online Teen Drivers Ed**  
Learner's permit  
New driver's license

**National DUI.com**  
A state by state listing of DUI/DWI/OUIL resources

**DUI/DWI Schools**  
Programs for dui/dwi offenders

**Online Traffic School**  
Ticket dismissal, defensive driving, and insurance reduction

**Criminal Records**  
Criminal Records, DMV, Employment background checks

 **DUI/DWI Lawyers**  
Lawyers who specialize in DUI/DWI/OUI

 **Insurance Help**  
Brokers in who have the best rates for each state

 **Breath Testers**  
Breath Analyzers for prevention & calibration  
D.O.T./NHTSA Approved

 **Videos**  
Educational videos for schools and programs

View Web Archive: <http://web.archive.org/web/20040820085938/http://www.dui.com/>

Jeremy Reither  
August 19, 2008

R3R Web Business Consultants  
<http://www.R3R.com/>

# 2005/2006

The first major re-design of the site (2005) and a new logo (2006) gave the site a look more appropriate for the DUI niche leader it had become.

The screenshot shows the DUI.COM website homepage. At the top left is the logo, which consists of a stack of books and the text "DUI.COM" in large, bold, orange letters. To the right of the logo is the tagline "Everything You Need to Know About DUI / DWI, Drunk Driving and Drugs" in orange and black text. Below the tagline is a navigation menu with links: "Home", "State By State Help", "DUI Lawyers", "Insurance Help", "Breath Testers", and "DUI Videos". A search bar with the text "Search DUI.com" is located on the right side of the header.

The main content area is divided into two columns. The left column is titled "What's New" and contains a section "New DWI Articles..." with several links: "First Offender Penalties", "California DUI Library", "Proof of Insurance - What is an SR-22?", "Get a FREE Quote", "Others Share Their DUI Experience...", and "DUI Consequences".

The right column is titled "Drunk Driving Education and Information" and contains six categories, each with a small image and a link: "State by State Info" (with a map icon), "The Library" (with a magnifying glass icon), "Schools and Programs" (with a red bag icon), "Criminal Records" (with a document icon), "DUI Attorneys" (with a silhouette of a person at a desk), "Insurance Help" (with a document icon), "Videos & DVDs" (with a VHS tape icon), and "Breath Testers" (with a digital display icon showing ".08").


View Web Archive:

2005: <http://web.archive.org/web/20051231045952/http://www.dui.com/>


2006: <http://web.archive.org/web/20061101221059/http://www.dui.com/>

# 2007/2008...and beyond

The site's new owner/operators completely re-vamped the look and feel, and emphasized lawyer listings, but still retained much of the content that had been published on the site throughout the previous decade.



**America's Directory of Qualified DUI Attorneys**  
**Your future matters - find the right DUI attorney now**



**1(800) 852-8005**

**Request Free Consultation with a DUI Attorney**

**Full Name** ■

**Phone Number** ■


**State Arrested In** ■  
Alabama ▼

**County Arrested In** ■

Date of Arrest

**DUI Attorneys and DUI Lawyers for Your Drunk Driving Defense**

**Step 1:** Call **1 (800) 852-8005**  
or click the state where your case is located.



**DUI Help & Information**

**DUI Lawyers**  
Drunk Driving Defense Attorneys and DUI lawyers who concentrate on DUI laws, DWI, OUI defense

**DUI Insurance & SR-22 Help**  
Insurance Brokers who have the best rates for DUI car insurance and SR-22

**Breath Testers**  
Personal Breath Analyzers for Prevention and Calibration  
D.O.T./NHTSA Approved

**Drunk Driving Videos**  
Driver Educational DUI Videos and DVDs for DUI Schools, Programs, Military, Counselors and Substance Abuse Therapist

**Criminal Records**  
Driving Records, DMV, Criminal Records, Employment Background Checks

**Why it is important to find a DUI Attorney**

Home Page: <http://www.dui.com/>