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Getting Back to Basics: What Google Really Wants from Your Website

Bounce Rate, Time on Site, Page Views...What Does It All Mean?

Are you tired of hearing about the Google Panda update? Well, don't worry; we aren't trying to strike fear into the hearts of lawyers across America. We just want to get practical. Let's break it down and find out what it is the search giant is really searching for.

Here's an analogy to show you how Google is measuring websites and ranking them in the post-Panda world:

Imagine that you own a high-end coffee shop on 5th Avenue in Manhattan. Like any small business, you have to dig into a niche, so you sell fair-trade coffee and organic blends from South America, Africa, and Europe. This is expensive real estate, just like the first page of search results, and you can't afford to let people come into the store and walk out with nothing.

A person comes into the store looking for "organic, fair-trade Guatemalan coffee beans" (a great long tail keyword!). They find that you carry it. So what does this potential customer do now? Do they convert into a customer by purchasing the coffee? Do they leave or "bounce" because they can't find enough information about

this product? Does an employee offer to help them with any questions, like your attorney website might offer a live chat service? Are they offered a free sample, like your attorney website might offer a book?

Since you don't have the opportunity to interact with each person who visits your website, you need to have the right tools in place to entice them to stick around.

Ideally, this person should be overwhelmed by free information. You want them to walk down every aisle or view lots of pages on your site. You want them to stay long enough to learn more about the coffee you offer and leave excited to tell friends about it.

What we have to remember about Google is that they are a business. They don't care what you do or who you are. They want to please their own customers. They do this by providing the most accurate search results with the best websites. They use measurements like bounce rate, time on page, and page views as natural indicators of what people think of your site. A low bounce rate and many page views signify that your site is helpful and relevant. Since you don't have the opportunity to interact with each person who visits your website,

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MAKE MARKETING HAPPEN WEEKLY PODCAST



Our marketing dude Jimmy has teamed up with Ben Glass' marketing dude Charley Mann to publish a weekly podcast loaded with practical marketing advice.



Check out our website MakeMarketingHappen.com to download the podcast to your iPod or listen online!

Three Ways to Contact Potential Clients Offline

It's not every day that you hear an online marketing company advocate offline methods for marketing your business. However, regardless of the power of the Web, traditional marketing methods cannot be ignored.



A postcard is unavoidably personal and direct. What is especially helpful about postcards is that they are approachable.

A marketing blitz that includes the traditional media outlets of television and newspapers ads continues to be popular, but may we suggest a more personal touch?

Here are 3 ways to connect offline with potential clients in a personal manner:

1 Newsletters: A newsletter's function is multifaceted. On one hand, the newsletter alerts potential clients to what your company is doing and what it offers the potential

client. On the other hand, it also allows readers to get a sense of your tone and your willingness to write about topics that interest them. A newsletter shows that you have a constant line of communication open with your clients. You obviously care about them enough to prepare a publication for them every week or month; they will see this as a good sign of things to come.

2 Postcard: A postcard is unavoidably

personal and direct. What is especially helpful about postcards is that they are approachable. It takes little effort to glance at a postcard and scan its contents. Including a note and graphic will help draw them in.

3 Handwritten Note: If you can manage to take the time, a handwritten note will communicate much more about you than simply what you write. The handwritten note says that you truly do have a

genuine interest in reaching out to your potential (and current) clients personally and meaningfully.

Using these marketing techniques, along with current online techniques, you can round out your marketing and breathe some personal contact into your campaign. Online campaigns can benefit from personable approaches like videos or frequently updated blogs, but these tried and true offline approaches cannot be ignored. 🌐

FAQ



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Folliard of the Fairfax Video Studio.

Social media web services, like Facebook, have quickly become one of the most effective (and free) marketing tools.

Q: How can I get more Facebook fans?

A: Obtaining more Facebook fans can have a larger impact on your marketing performance than you may imagine. Social media web services, like Facebook, have quickly become one of the most effective (and free) marketing tools. The potential for exposure with Facebook is astounding, and this becomes particularly true when you accrue Facebook "fans."

When someone becomes a fan of your business, this becomes visible to many other Facebook users. This is excellent word-of-mouth marketing. Your options for spreading the word online and obtaining more fans are only limited by your imagination (and understanding of Facebook). Some examples of effective methods are:

- **Contests**
Having a contest on Facebook is a great way to obtain more Facebook fans. You can ask entrants to "like" your contest and become fans of your business in order to enter the contest. This will spread your name around Facebook very fast, as everyone who enters will broadcast this to their friends via the newsfeed and wall.
- **Charity Campaign**
Hosting a charity campaign on Facebook benefits a good cause and helps increase your marketing exposure. When hosting a charity drive on Facebook, you can request that people become fans and "like" your business in exchange for your business donating a certain sum for each new fan.

These methods will definitely help increase your fan base on Facebook, but there are many other methods that you can either try on your own or develop with a marketing firm like Foster Web Marketing.

Q: I have a lot of website traffic. How do I turn those visitors into leads?

A: Does your website resemble a store with tons of people perusing the shelves but no one walking up to the register? Sometimes offering quality, professional services is not enough. Website visitors are likely to search many websites, and they sometimes need an extra offer or incentive to explore your services rather than the competition's services. Here are a few examples of things you can do to increase the number of leads your website generates:

1 Free Offers

Offering something for free always sounds good to a potential client. Free offers can come in many shapes and sizes, but a consistently effective offer is a free book. Having a company like Foster Web Marketing ghost write your book, which you can then offer for free, shows potential clients that you are knowledgeable, generous, and successful.

2 Live Chat

A live chat service is extremely comforting to someone searching for a service online. The Web can be a very sterile place for people looking for a simple solution to their needs. By offering a live chat service like the one offered by Foster Web Marketing, you can reassure visitors to your website that real people are always available to answer questions and cater to their needs.

3 Video

Video gives you the freedom to express yourself and your services vividly. Professional cinematography can entice your potential clients with slick effects and attention-grabbing visuals; likewise, you can benefit by simply filming yourself and expressing your personality. A personable approach, like a video introduction to your website, is always a solid way to introduce yourself in your best light to potential clients.

These techniques comprise only a few of many possibilities for obtaining more leads from your website. Foster Web Marketing offers ghost writing services and live chat, as well as video services via our in-house production company Fairfax Video Studio. 🌐



A live chat service is extremely comforting to someone searching for a service online.

What is “Make Marketing Happen?”

Make Marketing Happen (www.makemarketinghappen.com) is a collaboration between Jimmy Daly, the marketing director at Foster Web Marketing, and Charley Mann, the Business Development Specialist for Great Legal Marketing and Ben Glass Law.

This website is an excellent FREE resource for attorneys and businesses that need modern, practical advice for marketing. The advent of high speed internet has absolutely demolished the way marketing used to be performed. Exploiting modern communication avenues like social media, web video, and blogs is necessary to compete in the new marketing environment. Both Jimmy and Charley are experts on legal marketing, online marketing for businesses, social media, and search engine optimization (SEO).

This website is an excellent FREE resource for attorneys and businesses that need modern, practical advice for marketing.

Make Marketing Happen publishes a weekly podcast which you can download on your iPod or iPhone or listen to on the website. They also publish content every week that focuses on useful, practical advice for marketers. Not only are the articles informative

and well-written, the actual website itself is a testament to how effective good content writing can be as a marketing tool.

Foster Web Marketing is proud to have Jimmy be part of such an informative and

useful resource. On the website, you can find articles with titles such as, “How to Get More Facebook Fans and Save the World,” and “Case Study: Jason’s Deli—What’s in the Name... of a Sandwich?” We urge you to check out this website for its creative outlook on marketing and the insight from young authors who understand modern trends in marketing. 🌐

STAFF
SPOTLIGHT



Staff Spotlight: Gretchen Upright

In 2007, Tom Foster set out to find a new writer for Foster Web Marketing. Instead, he found Gretchen Upright, an experienced project manager. Gretchen’s skills were greatly needed at our small but quickly growing company. Within just a few weeks, Gretchen was managing the development of all websites, managing our writing corps, handling customer support, and training new clients in DSS!

Now Gretchen serves as the Director of Project Management and deals with our new clients on daily basis. She has also been integral in the growth and maturity of DSS. Her communication skills are second to none due to her outgoing personality, inclination to listen to clients, and her previous career at Fannie Mae.

When she isn’t working, Gretchen is spending time with her husband and three children (Matthew, Alex, and Elizabeth). She is an avid knitter and runner, and she’s already knitted 6 pairs of socks this year!

A fun fact about Gretchen: Her father was a Navy Submariner and she grew up in Oahu, Hawaii. 🌐

When she isn’t working, Gretchen is spending time with her husband and three children.

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Getting Back to Basics: What Google Really Wants from Your Website

you need to have the right tools in place to entice them to stick around.

It all starts with great content, since that is how people will find you, but that isn’t enough. You need video to keep people on your site. Video is the best way to increase the amount of time people spend on your site and is one of the

best “engagement objects” currently available to web marketers. Your pages need to load fast and look great. If your site design is more than a few years old, it’s time to consider a redesign. Dig into your Google Analytics and look for pages that are performing poorly. Update these pages with video, photos,

better content, social media sharing tools, and free offers.

As it turns out, Google Panda is not that complicated. Google is getting smarter, and they will stop at nothing to provide searchers with the best results. However, they move fast, and you will have to act quickly to keep up! 🌐

Foster Web Marketing offers redesigns, video production, content writing, and live chat... all features that you need to implement if you want to keep up. Call us at 888-886-0939 to learn more!

Dedicated to your success!

Tom