



FOSTER
WEB MARKETING

Killer Website Marketing System for Attorneys

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Inside This Issue

- Why are Some Firms Swimming in Cases While Others are Drowning? 1
- The Social Nature of Video 2
- Using Google Analytics to Track Traffic from Print Ads & Newsletters 3
- Frequently Asked Questions 4



Why are Some Firms Swimming in Cases While Others are Drowning?

Competition is fierce in your industry, but you don't need me to tell you that.

You can probably instantly think of a long list of law firms that you would consider your direct competitors. Depending on your location, there could be thousands.

That means you need to outsmart and outrank your competitors. Otherwise, they will be swimming in cases while you are drowning.

So, what makes some law firms succeed on the Web, when others flat-out fail? Let's take a look at some of the key factors involved.



• Location of your practice:

If you are in a highly competitive market, such as

Houston, Texas, you are going to have to do a heck of a lot more to get cases than you would if you were in Lawton, Oklahoma.

The other law firms in your area are going after the same goal—to get on page one of Google and attract cases.

If you want to outrank these sites in search results and draw potential clients to your website, you will

need to create a lot of content. Now, I'm not talking about throwing 10 articles a month on your site. That is not nearly enough content in a competitive market. You will need to update your website with a mix of at least 30 articles, blog posts, FAQs and news updates a month. A site that is not receiving

— continued on page 3



WE'RE MOVING!

We've outgrown our office and are relocating the FWM World Headquarters.

Our new address is:

**10555 Main Street
Suite 470
Fairfax, VA 22030**

Thanks to all of our great clients for your continued support!



“I would like to take this moment to express my deep appreciation and gratitude for your company. I have already begun receiving high compliments on the quality of the new website that is now up and running for the firm. The entire experience has been flawless. Chad Foster spent as much time with me as I desired, to help me understand what the company offers and the process involved. At each phase of construction and even after launching the website I have consistently received from everyone at Foster Web Marketing careful attention and positive energy. I was very well understood. My concerns and goals were attended to throughout the process. The bottom line: I'm very pleased to let people know that they should visit the website; and, even sweeter, current and former clients are saying it's awesome!”

Charles Powell • www.forthereinjured.net



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The Social Nature of Video

Where does YouTube video fit in the world of social media?

FWM has over 13 years of proven success creating high-ranking, high-conversion attorney websites, and works with over 200 law firms in the U.S. and Canada. While other attorneys chase after expensive vanity keywords, FWM clients achieve high search rankings with conversion oriented keywords using FWM's proprietary DSS (Dynamic Self Service) software combined with advanced SEO and SEM techniques. Lauded for its outstanding personal service, Foster Web Marketing offers 4 levels of Web Marketing service:

Basic – “For the Do-It-Yourselfers”
For those that want to do it on their own, have a full staff, or need no direct help from FWM for content or marketing, we offer the Basic program.

- Full access to our proprietary website management program DSS
- Unique, dynamic, contextual linking of your practice area pages out to our entire network.
- Your own Blog (brings you more traffic & helps you build content over time) listed on blogrolls.
- Monthly online marketing webinars showing you tips and tricks, how-to's, and informative guest interviews.
- Monthly News Letter with valuable tips, client spotlights, and inspiring success stories.

Pro – “You want to do MOST of the work yourself but you need a little help” You get all the above plus:
• We get you started with a mixture of optimized content added to your site, which includes articles, news items, and blogs.
• Enhanced Video Marketing and Syndication. Video goes viral after being added to YouTube!

Deluxe – “Flex Your Marketing Muscle” You get all the above plus we add muscle to your marketing with more content, link building, assist with conversions, headline and landing page copywriting.

- Monthly site optimization and maintenance to ensure correct META information in page titles, descriptions, and keywords for all pages, including pages you add.
- FWM copywriters will write targeted headlines and landing pages to convert visitors into clients.
- Site analytics monitoring done by FWM.
- Link building for competitive keywords.
- Private monthly call with your FWM Web Marketing Coach.

Premium – “Only Big Dogs Need Apply”
You work directly with Tom and we only have a few slots. Need we say more?

Contact us at 888-886-0939 to discuss any of these programs in more detail.

Marketing is becoming more interactive than ever before, as people are using social media to find information. They are especially turning to Web video, not just for entertainment purposes, but also for insight on topics or to gain answers to their questions. Therefore, it is no surprise that video has become increasingly social.

Web video offers more benefits than you may have ever imagined.

As a marketer, you cannot afford to ignore Web video for a variety of reasons. First and foremost, online video gives you the opportunity to reach your target audience and show your expertise. Second, video is a way for your prospects to get to know your personality and mannerisms. They will feel like they have already met you, before ever stepping foot inside your office. But that's not all. Web video has major SEO benefits too, which will help you get found by search engines and ultimately your prospects.

If you need a little more convincing of the power of Web video, consider these advantages:

- Web video is cheaper than a TV commercial
- Video gives you credibility
- You can use it to educate your potential clients
- Online video boosts conversion rates
- Web video gets people talking and is social by nature

The social aspect of online video is what puts this marketing tool on a completely different level.

When you create and upload compelling video on YouTube, you will get attention. Word of mouth travels fast and before you know it, people will be commenting on your video clips and sharing them via Facebook and Twitter. Videos are far more entertaining than written text and if you do things right, expect your videos to attract “likes” (important in the social media world) and the number of subscribers to your YouTube channel to grow. 🌐

An effective video marketing campaign can go viral—we have seen it happen. To find out what it takes to create powerful Web video, contact us today.

Video is a way for your prospects to get to know your personality and mannerisms. They will feel like they have already met you, before ever stepping foot inside your office.



Using Google Analytics to Track Traffic from Print Ads & Newsletters

When someone arrives on your website, do you know how he or she found you?

This may seem like a simple question, but it is crucial in monitoring your marketing dollars. You don't want to be blindly throwing money at your marketing campaigns. You must know what is working and what's not. That means you need to be tracking the source of your website traffic.



The good news is that with a little creativity, you can also track traffic from a print ad or newsletter.

Google Analytics is a great tool that allows you to see how website visitors are finding you through the Internet. You can view the most commonly visited pages on your website and see what terms people are using to find your firm. You can even see how much time they are spending on your site. All of this information is invaluable, but most of it applies to an online marketing, not print advertising.

The good news is that with a little creativity, you can also track traffic from a print ad or newsletter.

The key to monitoring your offline marketing is to create a vanity URL. This URL needs to be easy to remember and should be used for one campaign only. If you have multiple campaigns going, you should have multiple URLs. You would link your vanity URL to Google Analytics, allowing you to track website traffic and conversions. There are some additional technical steps that will need to be taken to track your print advertising, but don't worry, we can help you with those.

Don't make any marketing decisions in the dark. Know what is working and what's not, so that you spend your marketing dollars effectively. 🎯

For more information on how you can keep track of the success of your offline marketing, contact us today. We'll explain how it's done and how we can help.

— continued from page 1

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fresh content on a regular basis, is not going to cut it. Google has made some major modifications recently in how it determines what sites will show up in search results and content was at the heart of these changes.



• **Your website:** Of course, the website itself is going to make a major difference in the success of your Web marketing campaign. There are certain elements on websites that are bringing in the cases. What are these secret ingredients? Informative Web video, interesting content, live chat and free offers. When your potential clients are searching online, most likely they are not ready to hire a lawyer. In fact, they are probably not ready to even call your office. You don't want them to leave your website though,

— continued on page 4



(1) Informative Web video, (2) interesting content, (3) live chat, and (4) free offers make a major difference in the success of your Web marketing campaign.



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Folliard of the Fairfax Video Studio.

Q: What social media sites should I be on and how active do I need to be?

A: This is a good question and one I often hear. Social media is not just for re-connecting with relatives, old classmates and long-lost friends. People are using social media to find products and services they need. They now expect you to be on social media sites.

Social media allows you to build relationships with your prospects, while showcasing your expertise and personality. On top of these benefits, social media also helps you create a strong online presence.

I would recommend you get involved with Facebook, Twitter, YouTube and LinkedIn, as those are the most popular social media sites. Make sure that you actively engage with your social network by posting interesting information, commenting on other people's updates and even uploading video. Set aside about an hour or less a day for social media.

Q: Can you give us a tip to get more leads?

A: One of the biggest dilemmas that people face when tackling Internet marketing is converting Web visitors into contacts. You may attract thousands of people to your website on a monthly basis, but if these visitors aren't contacting you, your marketing is not working.

The best way to encourage people to contact you is to offer something for free. An educational guide or informative report will help you get more leads. Many people are intimidated at the thought of picking up the phone and talking to an attorney. A free offer is a much less threatening way for them to get the information they need. It is a great benefit to you too, because you are able to capture their contact information and add them to your automated follow up campaign.

— continued from page 3

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without making some form of contact. Interesting content will bring them to your website. Web video will keep them there and a free offer (such as a book) will encourage them to give you their contact information. A live chat box is also important, as it gives Web visitors an opportunity to reach out to your law firm.


One more tip regarding attracting more cases—take advantage of social media.

if they don't hire you, move on to the next person? If that is your mindset when it comes to prospects, you are

missing out on a lot of business. Your database of prospects is invaluable. You should be marketing to your prospects on a regular basis, using an automated follow up system. The truly successful firms are doing so, and so should you.



• **Follow up campaign:** This last factor is often overlooked, which is unfortunate because it is one of the most important aspects of successful marketing. You may spend a lot of time and money to rank high in search results for your keywords and convert Web visitors into contacts, but what are you going to do once you have contact information for your prospects? Are you going to call them once and

One more tip regarding attracting more cases—take advantage of social media. Make sure you are actively using social media sites, such as Facebook, Twitter, LinkedIn and YouTube. 

To find out how we can help you get more cases (the kind you want), contact us today at 888.886.0939.

Dedicated to your success!

Tom