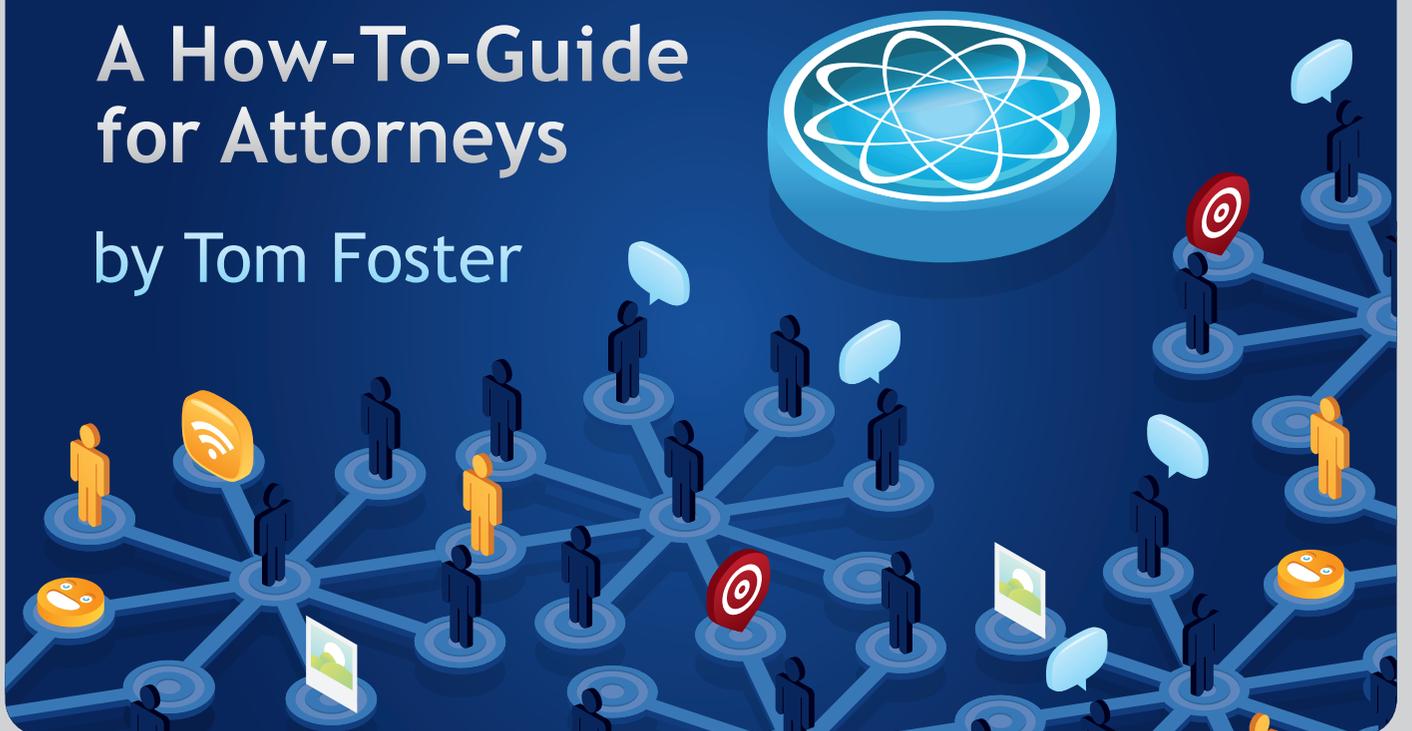


# EXPLODE YOUR PRACTICE THROUGH INTERNET MARKETING

A How-To-Guide  
for Attorneys

by Tom Foster



# **EXPLODE**

## **YOUR PRACTICE**

### **THROUGH INTERNET MARKETING**

**A How-To-Guide  
for Attorneys**

by Tom Foster

Edition 1.0

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Edition 1.0  
by Tom Foster

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10521 Braddock Road, Suite A • Fairfax, Virginia 22032  
Toll Free: 888.669.9021 • Fax: 703.997.1309

[www.fosterwebmarketing.com](http://www.fosterwebmarketing.com)

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## >> **DISCLAIMER**

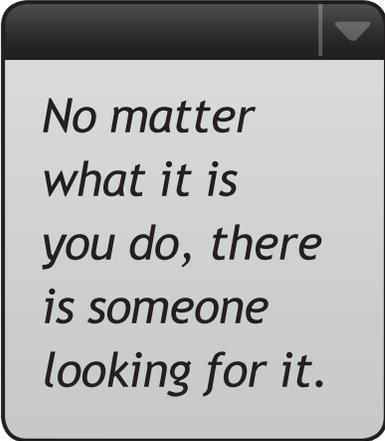
This book is designed to provide you with information relating to Internet marketing and how you can use it to grow your practice. Web marketing is constantly changing, which is why I need to make the disclaimer that while all the information contained in this book is correct, it is subject to change.

# INTRODUCTION TO WEB MARKETING FOR LAWYERS

*CONNECT WITH POTENTIAL CLIENTS USING SIMPLE, PROVEN TECHNIQUES*

Gone are the days when lawyers solely rely on calls from their Yellow Pages ads, TV commercials and referrals to get new cases. While some of these methods do occasionally cause the telephone to ring—there is a MUCH better way. What if I told you that you could get in front of people who are looking for the very legal practice, medical legal expertise, or other professional service that you offer? These are people who may have been unfortunately injured in some kind of accident and need the kind of expertise that you happen to be pretty good at, or they could be getting divorced and need your specific perspective to get them through, or perhaps these could be people looking for guidance with their estate plan.

No matter what it is you do, there is someone looking for it. Most of us search for services in the same way. Think about this for a minute. Think about how you search for services, especially when you want something very specific. Using this line of thinking and combining it with search engine optimization (SEO) and visitor lead conversion, you can easily maximize your marketing dollars, explode your practice and get in a position where you get to choose the cases you want.

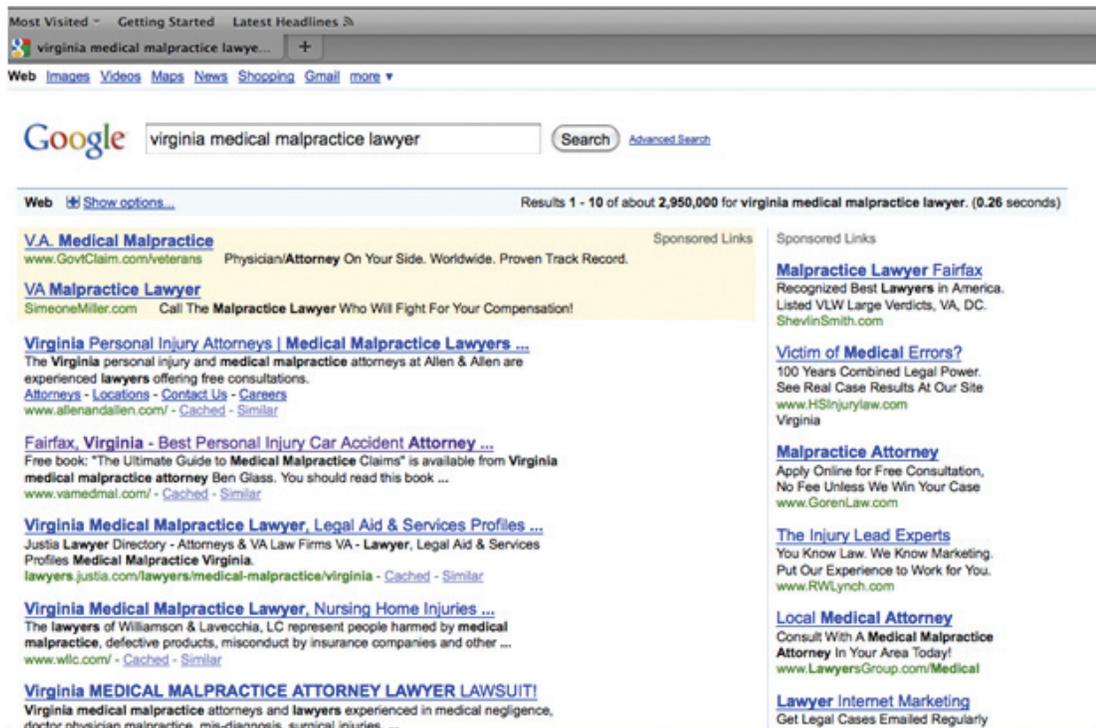


*No matter  
what it is  
you do, there  
is someone  
looking for it.*

You may be thinking—I already have a Web site, so this information isn't new

for me. Before you close this easy-to-read guide, put it on your bookshelf and pat yourself on the back because you have already entered the realm of the Internet, you need to understand that there is more to Internet marketing than just having a simple Web site. Much, much more.... There are strategies and new technologies available to us now that not only give you the ability to blow away your competitors, but to draw the searching masses to your Web site.

Ever done a search on Google? You know those Web sites that are listed on the first page?



Imagine if your Web site was consistently listed in this most valuable real estate on the Internet. Maybe it does already. Maybe you are confused as to why you aren't getting more clients from that prominent listing!

In this book, I am not only going to give you proven methods on how you can get your Web pages on page one for your targeted keywords and phrases, but also how to maximize that placement and turn those searches into clients. Now, I am not talking about the pay-per-click (PPC) advertisements

or Google Adwords—those have their place when done correctly, and we will discuss that in the chapter, Traditional Advertising. Nope, what I am referring to are the organic search results that the majority of Internet users gravitate to. Researchers have found that 9 out of 10 Web searchers click on organic search results instead of pay-per-click ads. Think about what you do when you search. However, what you must understand is that Internet marketing is WAY more than getting on Google's first page for a single keyword structure. If that is your only focus, you will be wasting your precious advertising dollars. In order to be successful, what you need to be able to do is:

- »1 Be found on pages 1-3 of all search engines for every imaginable key phrasing (long-tail keywords) that relates to your area of law.
- »2 Then, be able to convert search queries into visitors by having them click on the link in the Google search listing that takes them to any one of your Web pages.
- »3 On the page the visitor is directed to, you must answer the question that the visitor has asked using variations of text and video.

See how easy that is?

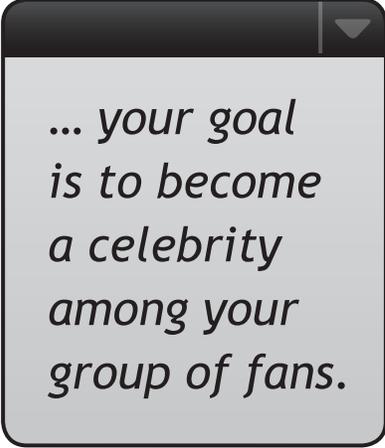
I wrote this book to teach lawyers and busy professionals how to use the power of the Internet to their advantage. By reading this book, you will discover how to draw more people to your Web site, improve your conversion rate and use Web video to blow away your competition.

## COMMUNITY BUILDING

One of the most common mistakes made by lawyers is the failure to recognize the significance of the community. Your community is built from a group of people, including your current and past clients, friends, family members, vendors and personal contacts, who know that you have a valuable service to offer. You want these people to become your raving fans. They should call you first when they need your services. Your community should refer clients to you. They will be able to reach the right

people at the right time for you. **Your community is immune to your competitors' advertisements, because they know you and will trust you.** They are your followers who will not hesitate to tell others about you and your legal services.

To cultivate your community, you need to make sure they find you interesting. You need to stand out from other lawyers or competitors. Basically, your goal is to become a celebrity among your group of fans. You can accomplish this through informative and targeted Website content, through the effective use of Web video, social media activity, and consistent communications. It is vital to develop and maintain a contact database and one tremendous way to get contacts is through your Web site. When Internet searchers go to your Web site, you need to have something relevant to offer and a method to capture their information, so that they can join your community.



*... your goal is to become a celebrity among your group of fans.*

Even if these individuals do not immediately become clients, they will learn that you are the expert in your field and will come to you to solve their problems. It takes focus and intentional actions to build your community. Your advertising dollars need to be directed toward generating leads AND staying in front of these contacts. Internet marketing is one of the most effective ways to build your community. You can use Internet marketing to generate leads, stay in constant contact with these leads and eventually convert them into clients. Community building will help you get the good cases and the business you want. The goal is to get to the point where you will not have to take every case that comes your way. Your community will become your most valuable business asset.

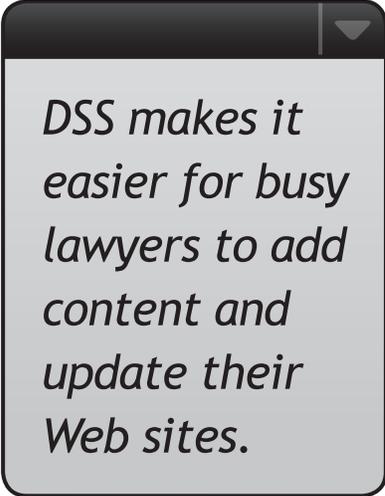
### LEARNING FROM EXPERIENCE

As the founder and owner of Foster Web Marketing, I understand the dilemma that attorneys face. How do you reach potential clients, grow your firm, and stay within your marketing budget-all the while juggling deposi-

tions and trials and running a practice? Since founding my business over 10 years ago, I have discovered the answers to these questions and will share these strategies with you in this book.

Over the years, I have witnessed the evolution of Web marketing, which is now even more difficult and more work for lawyers and other professionals to effectively compete online. To help solve this problem, I created a proprietary software solution, known as Dynamic Self-Service™ (DSS). This comprehensive revolutionary program makes it easier for busy lawyers to add content and update their Web sites. Using this system, my clients have been able to achieve high rankings on the major search engines and turn visitors into contacts.

My company has gone from being a one-guy-in-his-basement Web site design and SEO company to a full-scale Web marketing boutique. Foster Web Marketing is now considered to be one of the leaders in professional Web marketing services. I have been able to help hundreds of my clients realize what the Internet has to offer. Most recently, we opened a video studio in Fairfax, Virginia to assist our clients in creating dynamic Web video.



*DSS makes it easier for busy lawyers to add content and update their Web sites.*

After reading this book, you will understand the significance of Internet marketing and will have learned proven techniques and valuable tools that will help you take your firm to a higher level.

Are you ready to get started? Let's go!

# TRADITIONAL ADVERTISING

## COMMON MARKETING MISTAKES MADE BY LAW FIRMS

What is amazing to me is that 99 percent of all lawyers make the same mistakes. It doesn't matter if attorneys have a marketing budget of \$5,000 or \$50,000, the same fundamental errors are being made and they are not getting an optimal return on investment. These law firms are using the same marketing methods, such as Yellow Pages ads and static or outdated Web sites. The problem that occurs when lawyers and busy professionals don't act strategically with their marketing is that they become so concerned about getting enough business, that they accept almost every case that walks in the door.

Want to hear the good news? Many of these blunders can be avoided. Let's take a look at some of the most common marketing mistakes made by law firms.

### TRADITIONAL (SOMEWHAT BORING) WEB SITE

When the Internet gained popularity, many law firms immediately recognized the importance of this advertising venue and created Web sites. As technology has advanced, so have Web sites. However, not everyone has kept up and numerous lawyers still have traditional Web sites that are static and offer little information to Internet searchers. These Web sites lack the ability to capture leads and differentiate the law firm from the one down the street. Some of the most common *ineffective* Web

sites I see have the same things in common—each one lists the firm name more times than I can possibly count, talks about how long the company has been in business and describes practice areas and specialties. If I have just described your Web site, don't feel bad. You are not alone.

Most people searching the Internet do not care about these facts. They just want to know if you have the answers to their questions. Internet searchers don't pay a lot of attention to where you went to school, how many years you have been practicing or what kind of office you have.

## LAZY, COPY THE OTHER GUY

Some attorneys do not place a whole lot of time and energy on marketing. In fact, they wait until they absolutely have to generate new business, before even thinking about advertising. As they try to think of ways to advertise, they decide to just copy the other guy. After all, it has to be working for that guy, right? If you have this mentality, I am sorry to say, you are wrong. Just because one law firm follows a certain pattern when it comes to advertising, doesn't mean it will work for you. Plus, how do you know it is even working for the other guy?

## MARKETING NOT A PRIORITY

Most lawyers only pay attention to marketing if time allows. If you are an attorney, it

## SUCCESS STORY

WWW.CHESCROSBIE.COM

*"My earlier site was passive and ignored. My new site is not. For search terms like 'Newfoundland injury lawyer,' it vaulted from obscurity to first page of Google and other search engines within days of launch.*

*Warning: the following statistics (courtesy Google Analytics) may appear puny to those with Web sites in sophisticated, tech-savvy urban areas. But 8% of my hits are from dial-up modems! In July, the first full month of operation, all traffic generated 464 visits and in November, 1,134 visits, with 3,794 visits for the six months to date of writing. That's nearly 4,000 contacts with the world that my firm did not have in the previous six months."*



Attorney  
Ches Crosbie,  
Ches Crosbie  
Barristers

is understandable that you need to spend a lot of time working on your cases. There is often little time left to focus on anything else. Don't fall into the habit of paying attention to marketing only in an emergency, when the cases have dwindled and there are no new clients walking through your door. Be proactive in your marketing efforts. As you continue through this book, you will find out how to successfully market yourself, while still being able to handle your cases.

### SOLELY RELYING ON REFERRALS

There is no argument against the fact that referrals are great. What speaks more highly of your practice than your clients' glowing testimonials? As an attorney or other business owner, one of your greatest hopes is that each and every one of your clients will tell their friends, family members, colleagues and acquaintances about you. You may frequently receive referrals, but you should not solely rely on getting your cases this way. Referrals should be one of your many lead generation methods. You can actually **use Internet marketing to increase the amount of referrals you receive.**

### EXPENSIVE YELLOW PAGES ADS

Open the Yellow Pages and what do you see? Probably still pages and pages of lawyer advertisements. Some of the ads may be larger than others and some may have photos of the attorneys, but other than that, it is hard to differentiate between one law firm and another. If you are an injured person, how do you choose who to call? It can be by mere chance that a client calls you based on your Yellow Pages advertisement.

If you have ever advertised in the Yellow Pages, you know how expensive it can be.

*It can be by mere chance that a client calls you based on your Yellow Pages advertisement.*

Many lawyers feel that they have to be listed in the Yellow Pages to get business. At least that is what the Yellow Pages rep told them. The majority of Yellow Pages ads look relatively similar. If you don't believe me, go get your Yellow Pages, open it up and review the lawyer ads. I bet that you could easily swap the names of the law firms in the ads and little would change. You would basically see the same message—"Free consultation!" "No Fee Unless We Win Your Case!" There is no call to action or unique selling proposition (which will be discussed in depth later). You may have spent thousands of dollars trying to "out shout" your competition by investing in a bigger, bolder or more colorful ad, but is this the best way to spend your advertising dollars? Probably not.

For years, lawyers have relied on generating business from their Yellow Pages ads. That may have been fine in the past, but things have changed.

## PURCHASING KEYWORDS

Buying keywords alone is the number one mistake made by attorneys and small businesses. Companies that sell Pay-Per-Click (PPC) advertising know that lawyers are willing to spend top dollar on keywords. In fact, lawyer-related search terms take 37 of the top spots. That is almost half of the Top 100 search terms! The other top purchasers are mortgage and loan companies. Many lawyers purchase keywords, such as "Virginia injury lawyer," or "Miami car accident attorney," as part of a Google Adwords or PPC campaign. In these types of campaigns, you decide how much you are willing to spend on a keyword. To get listed toward the top of search engine results, you are basically trying to outbid your competitors. Your listing will appear under the "Sponsored Links" section of search engines. The reality is that 9 out of 10 Internet users will choose a Web page listed in the organic search results over a sponsored link.

*Buying keywords alone is the number one mistake made by attorneys and small businesses.*

This form of Internet advertising can be attractive because it offers a quick way to appear on search engines, such as Google, Yahoo and Bing.



You may be persuaded by the idea that you can show up one page one in just a short amount of time by spending your money on keywords. That is fine if you are willing to throw your money away.

Buying keywords can get expensive. Don't believe me? The average cost per click for "Los Angeles Criminal Defense Attorney" is \$48.00. "New York Mesothelioma Lawyers" will cost you \$50.13 per click. (These were the figures when I conducted my research, but it is important to note that the numbers constantly change, sometimes higher, sometimes lower.) Let's break down these numbers to get a true picture of what it can really cost



### SUCCESS STORY

WWW.INJURYTRIALLAWYER.COM

*The Davis Law Group, just like most law firms, would spend a large amount of money on traditional advertising, including Yellow Pages ads. Their ad was just like everyone else's. They did not have a unique selling proposition and no call to action. The Web site was simple with no active blog. Basically, there was no focus on building the herd.*

*Things began to change for the Davis Law Group in 2007 when they started working with Foster Web Marketing. They learned how to use the Internet to build their herd and increase their visibility. If you visit the firm's Web site now, you will see blogs and articles with targeted content, an irresistible free offer and interesting and informative Web video.*

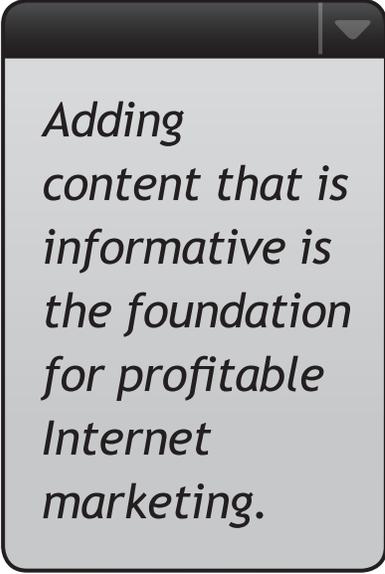


*Seattle Attorney Chris Davis saw a 40 percent increase in cases from 2007 to 2008. He was able to become pickier about cases and was able to sign higher value cases. Mr. Davis has also been able to reject and refer out cases that he used to take.*

*By the first two quarters of 2009, they had signed as many cases as all of 2008.*

you to purchase keywords. If you bid on “Los Angeles Criminal Defense Attorney” and get 100 clicks in one month, you would have spent \$4,800! If you kept up the campaign for an entire year, you would have spent \$57,600. Wow! That is a lot of money. Hopefully you got at least one case out of that \$57,600, but you would have been lucky. As you continue reading this book, you will learn how your money will be better spent if you put it towards improving your organic ranking. You can get better quality leads and increase your volume of cases if you change your way of thinking and stop purchasing expensive keywords.

Adding content that is informative is the foundation for profitable Internet marketing. That being said, you can successfully run PPC campaigns together with your organic content. There are companies out there that can help you develop a powerful PPC campaign that will boost your marketing endeavor.



*Adding content that is informative is the foundation for profitable Internet marketing.*

If you relate to some of the situations I have described in this chapter, you are not alone. However, I am going to teach you how you can stay away from these common marketing mistakes and create a better strategy to grow your company. Continue reading to find out how you can start getting so much business, that you get to pick and choose your cases.

# AUTOMATED WEB MARKETING

## *BOOST YOUR COMPANY'S VISIBILITY*

What if you were able to automate your marketing and convert more leads? Well, you can with Internet marketing. You can create your Web site in such a way that you are able to continuously get traffic and build your community.

If you are even considering taking advantage of the benefits of Internet marketing, you need to understand search engine optimization, also referred to as SEO. SEO is a key factor in successfully marketing on the Web and increasing your Web site traffic. Think of your Web site in terms of a retail store—the more you advertise the more people are going to walk through the door and as a result, sales will go up. SEO accomplishes the same thing. It is basically the process of improving your Web site's ability to be found naturally by Google and other search engines. The more people who find your Web site, the better your odds are of getting new cases and business.

Competition is growing on the Internet and



### SUCCESS STORY

[WWW.DYKSTRALAW.COM](http://WWW.DYKSTRALAW.COM)

*"I'm a fairly young lawyer, and I can tell you that jumping both feet into Web marketing has really helped out my law practice in a big way. I'm delighted to tell my detractors that I was right about Web marketing: done properly, Web marketing is probably the best marketing opportunity right now for growing law firms. And there is no question in my mind that Foster Web Marketing indeed knows Web marketing."*

*Attorney Jon Dykstra,  
Dykstra & Company*

more companies are fighting for the attention of search engines and in turn, potential clients. That is why it is more important than ever before to have a Web site that ranks highly in the organic search results.

How important is SEO? Below are some facts that show the relevance of search engine optimization:

- » You can boost traffic by 600 percent or more if your Web site is listed at the top of organic search results.
- » Generally, organic rankings have **higher quality traffic** than pay-per-click listings.
- » Prospective clients will look for you by name, geo-location (what is close to them) and type of business.
- » You can significantly increase your visitor to lead conversion by using targeted content and proper response.
- » SEO on your Web site will boost your online visibility in social media, blogs, press releases and more.
- » There are many things that go into SEO, including content, links, syndicated video and code updates to reflect technology improvements. Social media marketing is also an effective way to boost your company's visibility on the Internet.

## CONTENT

The first step in Search Engine Optimization is content. It is the best way to be discovered naturally by the search engines. The content on your Web site should be relevant, contextual, informative and based on the information your client is looking for. For example, you can begin building your content based on the questions you are often asked by clients. The content should be written so that it contains important long-tail keywords that will help with optimization.

Your clients are going to find you because of your content. Content includes

your home page and practice area pages, as well as articles, news updates and blogs. This type of content is a crucial element in generating and attracting search engine traffic. Think of your content as a net. The wider your net, the more fish you are going to catch. It is the same concept for Web content. The more content you have on your Web site the better the results. Content is the virtual inventory of your Web site. You need to understand, though, that adding content to your Web site is not a one-time ordeal or something you do every now and then. To maintain a strong Web presence, you need to add content on a continuous basis. Just like you have to restock shelves with new products to keep people buying!

### LINKS

Just as keywords and content are important to your search engine ranking, so are links. There are two aspects that you need to be familiar with when talking about linking. You can include inbound links throughout your Web site that point to interior pages, such as your practice areas or articles, to improve your ranking. Other Web sites might also link to your site, which will help build link equity.

Inbound links can help improve your ranking for some of your generic keywords, such as “Virginia accident attorney.” Search engines will rank your Web site for these keywords based on the number of inbound links that you have to the interior pages of your Web site.

When people find something on your Web site that they like, they will place a link on their site directly to that particular Web page. The more Web sites that point to your site, the higher your page ranking, but there are exceptions. The quality of links pointing to your Web site can help with SEO. The Web sites linking to you should be either legal-related or relevant to your location. If you discover that a non-relevant Web site is linking to you, send an e-mail to the Web master requesting that it be removed. It can actually hurt your rankings if you’re being linked from

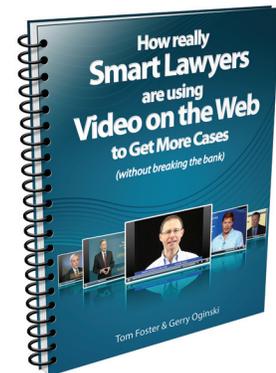
*To maintain a strong Web presence, you need to add content on a continuous basis.*

a site that has nothing to do with yours.

You can increase the likelihood of people linking to your Web site by including statistics, stories and polls on your Web site. These are the types of things that people are interested in.

## SYNDICATED VIDEO

Just having a Web site is not enough nowadays. Your Web site needs to do more than just make it to page one of Google. With some effort, many lawyers can do that. What you need to do today is dominate page one of Google and the other search engines and one of the quickest ways to accomplish this goal is through Web video. Did you know that over 62 percent of Americans are viewing videos online? Did you know that YouTube is the #2 search engine?\*



How many of these people are potential clients for your firm? More than you may consider. The entire generation Y & Z use YouTube almost exclusively for research and answering questions. This is your current and future client base. Are you where they are looking?

Only a small percentage of lawyers have incorporated effective Web video into their marketing approach. Web video is an extremely effective SEO and conversion tool and can explode your practice. If you utilize Web video properly, you will dominate the search engines and convert more prospects into clients than your competitors that are using video poorly or not at all.

*\*as of this writing*

## GOOGLE PLACES LISTING

Google is the number one search engine and is currently the fastest growing technology company. This search engine giant has implemented a local listings service, known as Google Places (formerly Google Local), which incorporates nearby businesses into search results whenever someone inquires about a specific product or service. These listings appear before the organic search results.

Here is an example:

The screenshot shows a Google search for "dui attorney richmond va". The search bar is at the top with the Google logo and a search button. Below the search bar, it says "Results 1 - 10 of about 86,800 for dui attorney richmond va. (0.18 s)".

There are two sections of "Sponsored Links" on the left and right. The left section includes:

- VA DUI Attorney** (www.DUI.com/Virginia) - Want your Virginia DUI Dismissed? Free visit. Save your license.
- Virginia DUI / DWI Help** (www.VirginiaDUI.com) - We teach DUI law to other lawyers. We employ 5 former Va. prosecutors.
- Aggressive Lawyer** (www.LoupassiLaw.com) - Richmond Criminal-DUI-DWI Attorney Experienced Former State Prosecutor

The right section includes:

- Local DWI Attorneys** - Get help fighting your DWI. Free Call - Free Consultation. www.duiattorneys.com Virginia
- VA DUI - DWI Lawyer** - Fight Your Drunk Driving Charges Call For A Consultation Today www.BooneBeale.com Virginia

Below the sponsored links is a section titled "Local business results for dui attorney near Richmond, VA". It features a map of Richmond, VA, with several red location pins. To the right of the map is a list of businesses:

- A Richmond DUI & Reckless Speeding Lawyer-Bob Battle** (www.bobbattlelaw.com - (804) 673-5600 - 5 reviews)
- B John W Luxton Criminal Lawyer Richmond** (www.luxtonlaw.com - (804) 643-0147 - More)
- C Chucker and Reibach** (www.vatraficcattorneys.com - (804) 335-0836 - More)
- D Standish Alexander, Esq.** (www.standishalexanderlaw.com - (804) 355-0016 - More)
- E Brenner Evans & Millman PC: Attorneys** (www.beylaw.com - (804) 644-1300 - More)
- F Riley & Wells** (www.rileywells.com - (804) 673-7111 - 1 review)
- G Richmond Criminal Law** (www.richmondcriminallaw.com - (804) 643-7311 - More)

Below the map and list, there are two organic search results:

- Virginia DUI, Reckless Driving, and Traffic Attorney | Robert E...** Richmond, Virginia DUI Lawyer Bob Battle is the author of the extremely .... or DUI, people charged in Virginia can rely on Richmond, Virginia attorney Bob ... Criminal Defense - Traffic - Personal Injury - Drunk Driving/DUI www.bobbattlelaw.com/ - Cached - Similar - [Icons]
- Richmond VA Traffic DUI Lawyers and Attorneys | Reckless Driving...** Riley & Wells, Attorneys-At-Law. Experienced Criminal, DUI & Traffic Defense Lawyers. Richmond, Virginia. Free Consultations. www.rileywells.com/ - Cached - Similar - [Icons]

At the bottom right, there are more organic search results:

- www.bortel-law.com**
- Richmond Criminal Defense** Aggressive Criminal Defense Lawyer Free Consultation, Available 24/7 CriminalDefenseLawyerRichmond.co Virginia
- DUI Defense Lawyer** Choose Aggressive & Experienced Representation. Free Consultation! EstherWindmueeller.com Richmond-Petersburg, VA
- Attorneys in Richmond** Expert Attorneys at Lawyers.com Search By Location & Practice www.lawyers.com

Google Places is a powerful marketing tool that can't be ignored, especially as smartphones continue to gain popularity. People are using these wireless devices to quickly look up businesses in their area. It is not surprising that most smartphone users prefer using Google when searching locally.

If you are looking to attract clients in a specific geo-location, then you need to claim a listing on Google Places and take the necessary steps to achieve a high ranking. When you are creating your business listing, include as much information as you can. Videos, pictures, hours of operation, payment

methods, coupons, and so on, should all be incorporated into your listing.

Google uses many factors when determining how local businesses will be ranked. These ranking factors include your physical address, the category of your business, keywords in your listing, customer reviews and your office's proximity to the center of the city (yes, this is a real factor). It is also beneficial to include your Web site in your listing. It is believed that Google Places takes into account optimization factors on your actual Web site, such as the inbound links and page titles.

*The more Web sites, blogs and social networks you have, the better.*

Be aware that Google will verify your physical address, telephone number, service offering, point of contact, and so on. Information will be pulled from data providers, such as Localeze, InfoUSA, Universal Business Listing and WCities. These companies basically power Google Places' verification process.

## SOCIAL MEDIA MARKETING

Social media is no longer just for teenagers. Social media marketing is very similar to blogging-it takes time, but it can be incredibly beneficial. Web sites, such as Twitter, LinkedIn, Facebook and Avvo can help you increase your overall exposure online.

twitter

facebook

LinkedIn

Avvo

Social media marketing increases brand awareness. Yes, you are a brand!

The more Web sites, blogs and social networks you have, the better. Potential clients will research for your type of practice area, and even your name, so be everywhere and they will be convinced to use you. We live in an era where lawyers are not trusted by the general public and are thrown

in the same category as politicians and greedy corporate CEOs. Embracing social media, becoming transparent to your community and showing your true side establishes trust and a virtual relationship with your clients. Social media connects you to prospective clients even before they hire you! There are also other benefits to being on Facebook and Twitter! Social media marketing also helps you improve your SEO efforts, because you are able to link back to your Web site. Don't ignore this powerful tool.

*Embracing social media... establishes trust and a virtual relationship with your clients.*

### IT ALL COMES DOWN TO CONVERSION

There is no question that SEO is the way that you are going to increase Web traffic, but what happens when an Internet searcher types a question in Google and actually finds and goes to your Web site? How do you greet a visitor? What are you going to say or offer them that will ensure they contact you and then what will you do to convert them to actual clients? This is where most lawyers fail with their Web site and Internet marketing in general. Failing to determine your conversion strategy is like showing up to trial and "winging it" for your closing argument.

### UNIQUE SELLING PROPOSITION

You need to determine your **unique selling proposition (USP)** that will come across in your content and overall Web presence. A USP is something that sets you apart from your competitors. For example, your USP could be tied to the fact that you used to defend insurance companies, but now you represent injured people. You therefore know what insurance companies are looking for and can use this knowledge to prepare cases. If you are a personal injury lawyer, your USP should not be "we are aggressive," or "we care." Isn't that a given? Your USP should identify with the clients' needs not yours! So "we only do Serious Personal Injury" can hurt you more than help you get those cases. Everyone says that! It is a matter of opinion and it is not unique.

## CALL TO ACTION

Your Web site needs to have a call to action. Put yourself in the shoes of Internet searchers-why should they call you over your competition? Give them a call to action through a powerful headline and content. A headline is the first chance to attract someone to your Web site. Think about what you do when you read the newspaper or visit a news Web site. Do you look at the headlines to determine which story to read? Most likely you do. Create a headline, also known as a page heading, that is going to give your potential clients a reason to call you and don't waste this precious space with your firm's name or how many years you have been in business. Your headline and content should lead your clients to the path to answering their questions, not telling your life story—no one cares (sorry!).

## ANSWER THE QUESTION

When people search online, they are usually looking for answers to their questions. Give them the answers they have asked for and your chances they will hire you increases ten-fold. If you are a car accident attorney in Los Angeles, address some of the common questions your clients ask. You know that the insurance companies are probably calling them and that they are worried about how they are going to pay their medical bills. Speak directly to these questions using Web video and a free consumer guide, such as a book or report. For example, you can create a short video clip that answers this very question. People will watch your video if they believe it provides the answer to their question.

Your free offer should be congruent to the search. If people are searching for advice on what to do after a Los Angeles car accident, you should have a book or report that gives them this information.

*Speak directly to [people's] questions using Web videos and a free consumer guide, such as a book or report.*

## COMMUNITY BUILDING

The community building concept was talked about heavily in the introduction, but it is so important, that I am going to mention it again and again throughout this book. You can create a Web presence that will help you build your community and eventually, convert sniffing prospects into great clients. It is important to stay in front of your contacts, so that they will refer you to others and you can “get the good cases” and really the business you are looking for.

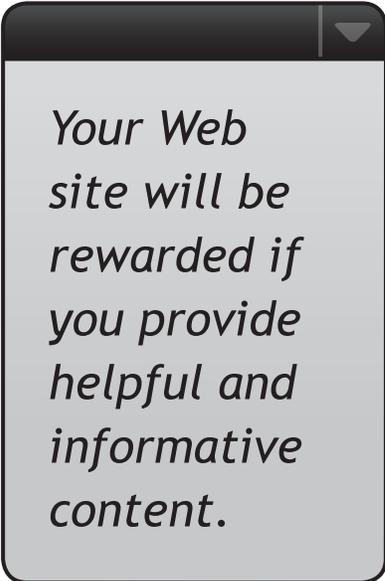
The Internet provides a tremendous opportunity to automate your marketing and convert more leads. By implementing SEO tools, including content, links, syndicated video and social media marketing, and creating a Web site that answers the questions your clients are asking, you can convert more Web visitors into clients.

# CONTENT, CONTENT, CONTENT

*INCREASE TRAFFIC TO YOUR SITE BY ESTABLISHING YOUR EXPERTISE*

Content is the most crucial element in organic SEO. The more content that you add to your Web site, the more authority that Google and other search engines will give your site. When I am talking about content, I am not just talking about the few pages you have on your site that talk about your practice areas. While those pages are super important, articles, news updates and blogs are essential in establishing your site as a valid source of information. Search engines want to see that you really know what you are talking about. Your Web site will be rewarded if you provide helpful and informative content.

Creating content that attracts search engines takes effort. You can't just throw content on your Web site that solely talks about your law firm and expect that you will get heavy traffic to your site. It comes down to keywords. Keywords refer to the particular phrases that people search for online. For example, someone who has been injured in a car accident in Miami may type in "Miami car accident lawyer." Sometimes people search for things such as "what should I do if I was just in a car accident," which are considered long-tail keywords. They may even look up the names of individuals involved in a recent car accident case to see if they have a chance of obtaining similar results in their situation.

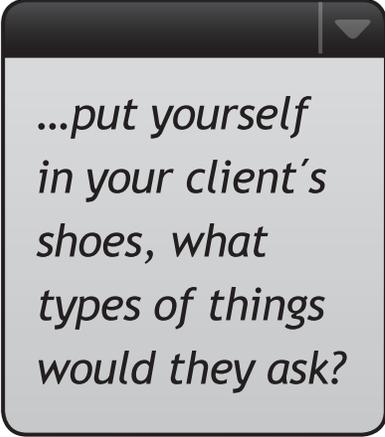


*Your Web site will be rewarded if you provide helpful and informative content.*

Going the seductive “easy” route of Google Adwords and pay-per-click advertising is expensive and eats away at your marketing dollars quickly for little return if you don’t know what you are doing. Instead of wasting all your money on buying keywords, you can focus your efforts on creating unique content that organically incorporates the keywords and phrases in which you want to be found. You need to have keyword-rich content on your Web site, if you want potential clients to find you and discover that you have their answers.

Content that is keyword rich will help your site show up on organic search results. The majority of people click on Web sites that show up in organic search results rather than sponsored paid listings (aka pay-per-click).

Writing about topics in which you want to be found will naturally include keywords. When you write your content, you need to put yourself in your client’s shoes, what types of things would they ask? Don’t incorporate a lot of terms that only attorneys use. If you use real words that people are actually using in searches, you will have a higher probability of getting indexed for those search terms. Here are some examples of actual terms that were used for searches on Google, Yahoo! and Bing that ultimately resulted in the hiring of an attorney:



*...put yourself  
in your client's  
shoes, what  
types of things  
would they ask?*

- » Bad faith claim insurance advocacy
- » Rotator cuff tear + medical malpractice
- » Child in wreck in Hattiesburg, Mississippi receives settlement
- » Hospital medication mistake
- » Statute of limitations on Tort malpractice in Virginia
- » Reckless driving school, va
- » Northcarolina social security hearings process
- » Michigan lawsuits company death
- » Will I win my lawsuit in Raleigh NC due to a car accident?
- » Virginia speeding above 100 mph
- » Atlanta apartment complex liability laws

Interesting list of keywords, isn't it? You probably hadn't imagined that these were the types of terms people were searching for online.

Search engines generally focus on the first 250 words of your Web page, so there is no need to be long winded. Blogs and news updates should be no longer than 250 words. Practice area pages and articles are usually anywhere from 300 words to 600 words. When you are writing your longer pieces, put a high emphasis on placing keywords and phrases in the first few paragraphs, but make sure you are doing it naturally.

Remember there is a balance when it comes to writing content for your Web site. Your top priority is to be found by search engines, so your content needs to have keywords, but at the same time, it needs to be readable. People should be able to understand your content and walk away with the impression that you know what you are talking about. The amount of content you will need on your site really depends on what the other guy is doing. The more content your competitors have on their Web sites the more writing you will need to do.

Let's take a look at the different types of content that will help you improve your SEO efforts.

## PRACTICE AREA PAGES

Almost everyone believes that their home page is the most important section of their Web site. They view the home page, which is the first page that appears if someone types your URL, as the front door. Through my more than ten years of experience creating attorney Web sites, I have found that the home page is not necessarily the most viewed page on your Web site. On average, it is less than 25% of the overall pages viewed! Although your home page is important, the other pages on your Web site are just as significant. For example, if one of your practice areas is medical malpractice, you will want to have a page focused on this area of law. This practice area page will have content that

*People should be able to understand your content and walk away with the impression that you know what you are talking about.*

is specific to medical malpractice cases and hopefully, it will have a clever call to action. If people search for “Virginia medical malpractice attorney,” you want them to find the page on your Web site that is going to speak directly to them. That means they may never see your home page, but who cares, as long as they find you! If you only rely on your home page to sell your law firm to potential clients, you are not taking advantage of a great opportunity.

You need to make sure that every page on your Web site has a call to action, relevant information and a way for people to contact your law firm. At the very least, you should have a contact us paragraph on every page that gives your telephone number and/or e-mail address. If you want a greater conversion rate, give Web searchers an incentive to contact you. In your content, explain what they will get by contacting you. Is it a free report, book, video or simply answers to their questions? Be creative.

### ARTICLES

You can increase the amount of content on your Web site by posting articles. If one of your practice areas is medical malpractice, you can write a series of articles relating to each form of malpractice you represent. You can have an article about the top ten surgical errors, birth injury, drug overdose, misdiagnosed heart attack and so on. People tend to search for answers for their specific situation.

Each article should include inbound links tied to your keywords. This is also known as “anchor text.” These links should go to interior pages of your Web site, such as other articles, blogs or practice areas.

*...make sure that every page on your Web site has a call to action, relevant information and a way for people to contact your law firm.*

### NEWS UPDATES

News updates are one of the fastest ways to get content on your site. You

can develop content that basically summarizes a recent accident or case in your area. It doesn't need to be long and the topics are easy to find by searching Google News or other sources.

People who have been injured in accidents often search their own names to read any news stories about them. Imagine if your Web site showed up in their search. If they haven't already hired an attorney, they may call you, as you have already showed interest in their case. This is a proven method of attracting clients. Be thoughtful and empathetic when adding news about people in accidents, however.



*...blogging is almost as easy as sending an email.*

## BLOGGING

If you are serious about creating a successful Internet marketing campaign, then you will need to get a blog. Blogging is huge. A blog is simply a social Web site that you can update and others can comment on. You can even think of it as a miniature Web site that has the capability for people to add comments and feedback. Blogging allows you to update your Web site and provide more content for search engines. Search engines love blogs because these sites have fresh and relevant content. You may be wondering why you need a blog if you already have a Web site. There are a lot of reasons why you need to start blogging, immediately.

Most attorneys do not spend time adding content to their Web sites on a regular basis. With new technology, blogging is almost as easy as sending an e-mail and is less time consuming than writing articles. You can quickly add content via your blog. If you just successfully closed a case or reached a settlement for your client, blog about it. Blog about a recent article you read in the newspaper that pertains to your practice. Blog about a recent accident that occurred in your area. Blog about a law that has been revised. As you can see, blogging doesn't have to be complicated.

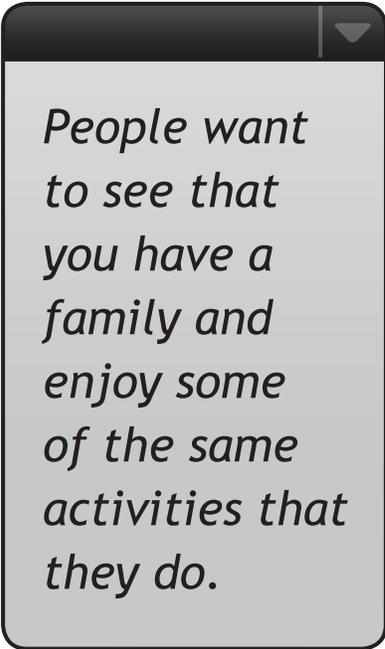
It is sometimes hard to guess what people will search for when researching their case. Since blogs can be created quickly and with little hassle, you

can literally have hundreds of postings. You therefore have a better chance of capturing your target audience, no matter what keywords they are using in their search.

In addition to using your blog to boost your Internet marketing campaign, you can also use a blog to share your personal experiences. People want to see that you have a family and enjoy some of the same activities that they do. You want potential clients to see you as a person, not just an attorney. They will be able to relate to you if you share stories and pictures relating to family vacations, bike trips and your child's soccer games. A person looking for a birth injury attorney may be more prone to hire you if he or she sees that you have your own family. Someone who has been injured in a motorcycle accident might want to be represented by an attorney who is also a motorcycle rider. Clients want to know that you empathize with them.

Currently, there are many free blog programs available, such as Wordpress, Blogger, Typepad and Moveabletype. It is important to mention that there are some blogs that are more SEO-friendly and will have a higher probability of being indexed and ranked by Google and other search engines on a regular basis.

There is one final note on blogging that needs to be addressed. Blogging is a great way to create link equity. If you have an off-site blog, (one that isn't directly connected to your site) you can use it to link directly to your Web site. To take the confusion out of this concept, let's look at an example. If you have a Web site that includes car accidents, malpractice and defective products as your practice areas, you can use your new car accident blog to link back to your site.



*People want to see that you have a family and enjoy some of the same activities that they do.*

## PAGE TITLES

The title of your Web page is one of the most important aspects of your content and organic search engine placement. You should create your

page titles, which will be apparent to Web visitors and reviewed by search engines, by using your keywords. Here is an example from my Web site:



Typically, pages rank better when there is more than one keyword in the title. The position of your keywords within the title is also important, so think in terms of what people would search for. Also, mix it up. Don't use the same title on every page of your Web site.

Even though you are trying to help your SEO efforts, you need to create your page title so that it is enticing for people to click on. Here is a great example of an effective page title, "Virginia Medical Malpractice Lawyer | Undiagnosed Heart Attack." With this title, not only is the type of law listed, but also a type of malpractice case that people will be searching.



## SUCCESS STORY

WWW.CHARLESBOYK-LAW.COM

*"When we first heard the word "blog," it sounded like such a foreign term. Well, after months of blogging, hyperlinking, tagging, and content adding, we can now say that we have easily the best Wweb site amongst all the lawyers in northwest Ohio.*

*We recently got a great case from writing one blog on hunting accidents. Other six figure cases that we have obtained from the Internet include those involving products liability, work injuries, car accidents, electrocutions, and slip and falls. In each instance of these high dollar cases, the injury directly reflected what we blogged about on our site."*

*Attorney Charles Boyke, Charles E. Boyk Law Offices, LLC*

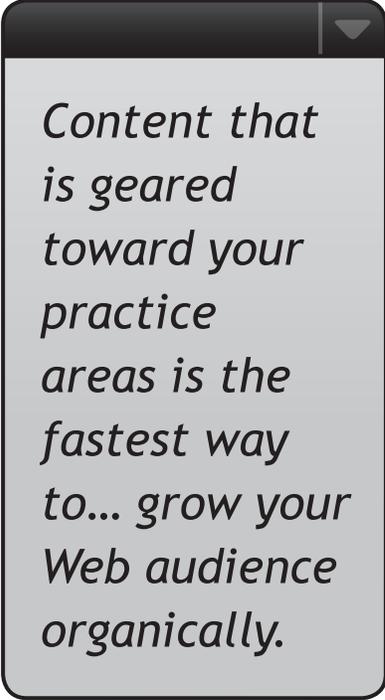
## AVOID DUPLICATE CONTENT

Just like content can help you with SEO, duplicate content can hurt you. Duplicate content is any content on a Web page that's identical to content

found on another Web page. It can negatively impact your search engine ranking. You can avoid this problem by creating unique content and continuing to do so, on a regular basis.

You may want to create a schedule that will help you stay on track, so that you have a steady flow of content for your Web site. If you are not sure what to write about, think about the types of questions clients commonly ask or the common types of injuries and/or issues associated with your practice areas.

Content that is geared toward your practice areas is the fastest way to get indexed and grow your Web audience organically. Whether you use blogs, articles and/or news updates, the idea is to get the content out there for search engines and consequently, potential clients to find.



*Content that is geared toward your practice areas is the fastest way to... grow your Web audience organically.*

# WHY YOU NEED WEB VIDEO

## STAND OUT FROM YOUR COMPETITION

Millions of people are watching videos online. Did that fact sink in? Think about it—MILLIONS of people are searching the Internet and watching Web video. By the time you read this, it could be billions.

**Sixty-two percent of Americans are watching online video.\*** YouTube alone has 125 million active users. Uploads to YouTube grew 400 percent the day the new iPhone was released. Google frequently places several videos on page one for organic searches of keywords that are targeted to your practice areas. If you are still not convinced how big Web video has become, here is another statistic for you—among people ages 18 to 29, 89 percent view Web video overall and 36 percent watch online video every day. These people are your current and future client base.

A Web site without video will soon be a thing of the past. A video of you answering a question your potential client is asking is powerful—far more powerful than most other selling tools. Video is a way to add depth to your story and build trust with people who are visiting your Web site. It puts you in the position of being an expert in your industry and shows emotion that cannot be matched in any article or blog.



*Video is a way  
to... build  
trust with  
people who  
are visiting  
your Web site.*

*\* as of this writing*

Lawyers are watching their businesses take off after incorporating Web video into their Internet marketing campaigns. Not only that, but attorneys are also able to gain an advantage over their competition, no matter how big or small. This innovative tool is an extremely cost effective way to reach thousands of people. It doesn't matter if you have 1,000 viewers or 10,000, the cost does not go up.

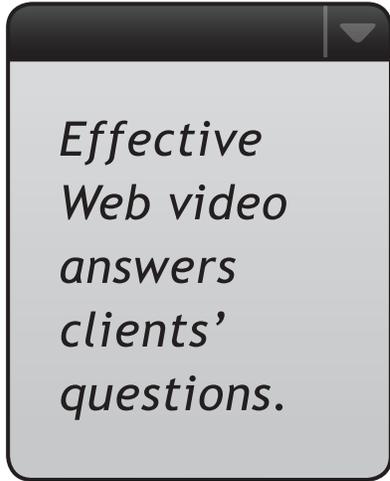
### WEB VIDEO IS EDUCATIONAL

Are you ready for some more statistics further proving the importance of attorney Web video? Forty-eight percent of Internet searchers use video to understand more about a subject or topic important for their business and to learn about a particular product or service. Twenty-eight percent of people use Web video to check out competition and 16 percent use it to research companies to try and find a supplier of products or services.\*

People use the Internet to find answers to their questions. When someone needs help with establishing a trust, getting a divorce or obtaining compensation for his or her injuries, there is a good chance that this person will do some research online. Based on the statistics I have presented, there is also a good chance that this person will find the information on a Web video.

When individuals are looking for information about their cases, they will be more than willing to spend 4 to 5 minutes or so listening to your video message, as long as you are talking about something they want to hear. Effective Web video answers clients' questions. As they listen to your video message, they will be listening to find out how you can help them.

Therefore, your video needs to be educational. If you are not sure what to talk about, write a list of the questions you are most frequently asked by clients. These questions would make great talking points in a video. You can also talk about a recent case and how you were able to help your client.



*Effective  
Web video  
answers  
clients'  
questions.*

*\* as of this writing*

## REASONS CLIENTS LIKE VIDEO

I have heard from attorneys who have made comments like, “Who would watch me talk? My kids wouldn’t even watch a video of me.” There was even one lawyer who commented that “Nobody wants to watch a video of me; I’m just not attractive to a viewer.” These types of thoughts should not stop you from using Web video. The fact is people are more interested in the substance of what you have to say than your appearance. After all, how is being judged in a Web video any different than being judged when someone comes in for a consultation?

People like to know who they are calling, before they even pick up the phone. Web video gives potential clients the ability to get to know you before calling. They can see, hear and decide for themselves if they like you. Celebrities exist because they are seen and heard. When people have watched your video and decide to call you, they will already feel like they know you. Once they are familiar with you, your confidence, style and mannerisms, with all other things being equal, they will be more apt to hire you than a faceless law firm.



Web searchers do not really care how great you think you are. You should not waste your time by talking about how long you have been in practice or where you went to school. While these are important facts to you, at this point, Web searchers are not interested in this information. They just want to know if you

have the solution to their problems. It's that simple.

### WEB SITES WITH VIDEO ARE BETTER

Many people would argue that the Yellow Pages are becoming obsolete. The Internet is killing the Yellow Pages, especially now that Web video has come on the scene.

It is no longer enough to have a static Web site (one that cannot be updated) with pictures of your fancy office. You spent money to get a Web site, because you saw it as a way to market your firm. Your hope when you wrote the Web developer a check was that you would be able to attract new clients and get your firm's name out there.

Just about every law firm has a Web site nowadays. They all have fancy Web sites, too, and say the same things on their Web sites as you do. So the question is—how do you distinguish yourself from the competing lawyers down the street? The answer is Web video.

Online video gives you the opportunity to show potential clients that you are different from everyone else. It shows your confidence and intelligence. You can explain in your video how you have been able to help people, just like the person watching your video, with their cases. Video is one of the best ways to



#### SUCCESS STORY

WWW.JRLAWFIRM.COM

*“Since launching his new site, Jeff Rasansky has already seen a drastic difference and change in his analytics. Within one month, his bounce rate went from 75.34% to 59.31% and the average time on site went from 00:49 to 2:28. Working as a partner, we helped him create beautiful, professional and high-quality web videos for use on his site: check it out for yourself at [www.jrlawfirm.com](http://www.jrlawfirm.com). We used the most recent technology using the latest in High-Def as well.*



*We walked Jeff through the entire process, from preparing his scripts, to guiding him through the shooting process, and production.”*

set you apart from every other lawyer competing for the same clients. Web videos also have what is called a “long tail,” meaning your video will show up in search results long after you have paid to have it created and uploaded.

## YOUTUBE

YouTube is huge! It is driving your target customers either to you or away from you to your competition. As of this writing, YouTube has replaced Yahoo! as the number two search engine. Uploading your videos to YouTube will significantly increase your visibility.

YouTube is very similar to Google and if you are going to jump into Web video, you need to be aware of how YouTube works and why it is so important. Both Web sites are search engines. Google focuses on Web sites, content, news and video. YouTube only focuses on video.

The younger generation can barely remember life before the Internet; that is if they can even remember it at all! Many of them have not had the experience of going to the library and searching through index cards. They don't even want to take the time to read lengthy content. The younger generation wants information fast. The majority of young people view YouTube as their source of information.

Web video is the newest and best way to improve your Web site's conversion rate. Through Web video, you will be able to get more prospective clients to e-mail or pick up the telephone to call you.

If you are able to get on the ground floor of Web video, because as I mentioned before, only a small percentage of lawyers are incorporating this powerful SEO tool, you will better position yourself in video search engine results and have an improved Google ranking. Video is going to dominate the present and the future. Legal marketing experts agree that the sooner

A graphic of a smartphone screen with a dark top bar and a light gray background. The text on the screen is in a bold, italicized serif font.

*Web video  
is the...  
best way to  
improve your  
Web site's  
conversion  
rate.*

you start using Web video, the sooner you will start seeing the results. Don't miss out on this powerful SEO tool!

To find how you can incorporate Web video into your Internet marketing campaign, refer to the chapter, Tools to Maintain a Successful Automated Web Marketing Campaign.



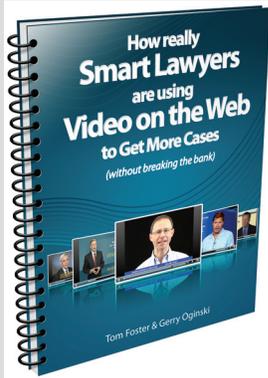
### SUCCESS STORY

WWW.OGINSKI-LAW.COM



*Gerry Oginski, Esq., a New York medical malpractice and personal injury trial attorney, is generating half of the calls to his office using videos and his Web site. According to Gerry, "these educational videos, together with my informative Web site, have caused my phone to ring. In fact, they generate half of all calls to my office." He has witnessed a dramatic increase in calls from the previous year, when he wasn't using Web video to market himself and his practice. Gerry has uploaded over 100 educational videos online and now consistently comes up number one in organic search results on Google.*

*Attorney Gerry Oginski uses informational videos that "start a conversation" with potential clients. The messages he gives in his videos have been the key to getting Web visitors to call him.*



*Gerry believes that lawyers who don't use online video will "lose the chance to get excellent placement on the video search engines. Those same lawyers lose the ability to improve their search engine rankings, because video clearly helps improve their Web site rankings. Lawyers who fail to create useful videos lose the opportunity to connect with their Web site visitors and distinguish themselves from all the other lawyers out there competing for the same business.*

*Those lawyers lose the advantage of letting a viewer get to know them and trust them before they ever walk into their office."*

*Gerry was so successful with his Web video endeavors that he ended up opening his own video studio, Lawyers' Video Studio, which provides free tutorials and turn-key video creation services. He offers video coaching, so if you decide to attempt video on your own, he's the guy to talk to. You can check out his website at <http://lawyersvideostudio.com> or call him at 516-487-8207 for more information.*

## CLIENTS LOVE FREE OFFERS

*GENERATE MORE LEADS WITH IRRESISTIBLE INFORMATION*

People love free stuff. Just the word, “free,” entices individuals to take a closer look at what is being offered. After all, they have nothing to lose by taking advantage of something that is for free. You can use this same concept to convert more Web visitors to clients. In fact, this conversion tool has been known to increase client bases by at least 60 percent.

When someone does not know a lawyer, that person will typically turn to the Internet to find one. After typing in a keyword, such as “Houston car accident attorney,” that person is going to be presented with pages of



### SUCCESS STORY

[WWW.SOUTHCOASTACCIDENTATTORNEY.COM](http://WWW.SOUTHCOASTACCIDENTATTORNEY.COM)



*We launched in January right around the time of the GLM conference. At the time we were developing a relatively new practice area for “Wrongful Foreclosures.” The site is taking off! We are literally getting 2-3 new cases a week! People from all over the country are finding us. Today, a woman from California said to me that she loved the site. It was filled with information that she couldn’t find anywhere else on the web. That was an amazing compliment. Carlin and I can’t believe how it’s working... seriously.”*

*Philip Garcia, [www.southcoastaccidentattorney.com](http://www.southcoastaccidentattorney.com)*

lawyer Web sites. As I have mentioned throughout this book, being listed in the top of the search results is crucial, but what is going to convert the Web visitors to leads once they have made it to your Web site? The last thing you want is for someone to quickly view your Web site and then move on to the next lawyer listed in the search results. You want their search to end once they reach your Web site. A free offer is going to get that person to stop long enough to hear what you have to say.

### VIDEO SPOKESMODELS

With all that being said about the importance of Web video, if you just don't feel comfortable enough to get in front of the camera or if you don't have the time, there is another option—a video spokesmodel. Spokesmodels are highly trained and portray the impression that you want regarding your law firm. Basically, a spokesperson is a professional who is representing you and your firm.

You receive many of the same benefits when using a spokesmodel. For example, a spokesperson can explain your message more quickly and increase your “Web visitor to contact” conversion rate.

My video studio has many video spokesmodels you can choose from. If you are interested in learning more, just let me know.

If you are an attorney who uses “free consultation” or “free case evaluation” as your free offer, you are not differentiating yourself from all of the other hundreds of law firms that are basically saying the same thing. Using “free consultation” is not unique and will make your Web site blend in with the other lawyers. While saying you offer a “free case evaluation” is not necessarily a bad thing, it should not be your primary selling tool. You need to stand out. You need to give potential clients a reason to contact you.

A free offer is an important element in your Internet marketing campaign.

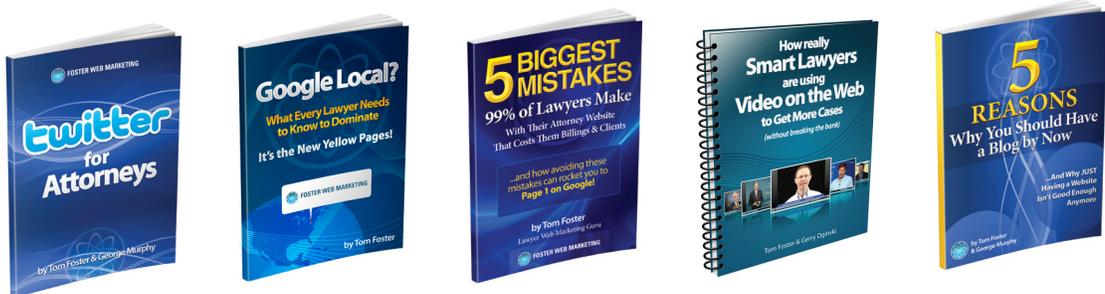
*A free offer helps you get the conversation started with potential clients and helps you build your community.*

The concept behind offering something for free on your Web site is to generate more leads and to eventually get more cases. When you have a free book, report, CD or other item on your Web site, you are able to give it out, in exchange for the person's name, e-mail address, telephone number and other information you want to collect. You can use this information to stay in front of your potential clients while, at the same time, building your credibility as an expert. A free offer helps you get the conversation started with potential clients and helps you build your community.

Think about your clients. If you had an irresistible offer that can help them find answers to their questions, why wouldn't they take you up on it?

## TYPES OF FREE OFFERS

Reports, books, CDs, DVDs and videos are all great examples of free offers. I am a firm believer in free offers and have written reports, such as *The 5 Biggest Mistakes 99% of Lawyers Make With Their Attorney Website That Costs Them Billings & Clients*, *Twitter for Attorneys* and *Five Reasons Why You Should Have a Blog by Now*.



These are all free downloads on my Web site and provide valuable information that my prospective clients are looking for. I have also co-authored the book, *What Every Attorney Needs to Know About Creating Video for the Web*.

Below are some examples of what other attorneys are offering to ultimately get new cases:

» *The Language of Parenting: Building Great Family Relationships at all Ages*, by David Frees III, Pennsylvania trust estates and asset protection attorney

- » *When a Kiss Isn't Enough: Child Injury Guide*, by Thomas M. Kiley, Boston personal injury attorney
- » *Insider's Guide to Winning Your Maritime Injury Case*, by Brian Beckcom, Houston maritime injury lawyer
- » *7 Potholes That Can Wreck Your Kentucky Accident Case*, by Michael A. Schafer, Louisville accident attorney

If you are intimidated by the idea of writing a book or developing a report, you need to understand that it is not as difficult as you might think. A report is great if you don't have as much time to put into the project, as it is shorter than an actual book. You can contract a graphic designer to create a sharp cover and format the publication. If you are working on a book, there are numerous publishing houses and printers that can help you put together a professional looking piece. There are even content writers that can write the book or report for you, if you don't like to write, or if you just don't have the hours to put into it.



### SUCCESS STORY

WWW.BENGLASSLAW.COM

*Virginia Personal Injury Attorney and Marketing Guru Ben Glass provides a great example of the effectiveness of a free offer. Throughout the years, Ben has developed numerous books, reports and other offers that have helped him build his herd and obtain more cases. He now designs Web sites around his free offers. According to Ben, a free offer puts you one on one with the client and gives you*



*the opportunity to have a conversation with someone who has raised his or her hand, who has a problem in your area of specialty and has found the irresistible offer. Some of his books include, The Truth About Lawyer Advertising, Five Deadly Sins That Can Wreck Your Injury Claim, Why Most Victims of Medical Malpractice Never Recover a Dime and Buying Car Insurance.*

As you develop your book, report or other offer, think about what your clients want. Most people are looking for answers to their questions. If they were injured in a St. Louis car accident, they want to know what they should do next. You know the types of questions going through their minds,

you know the insurance company is calling and they are worried about how to pay their medical bills. You also know what actions could actually hurt their chance of recovering compensation for their injuries. Use this information and your experience to address these concerns.

Whether you develop a five-page report or a 100-page book, your offer needs to be so enticing that a person will think that he or she would be a fool not to take you up on it. This free offer will encourage someone to contact you, which will in turn, lead that person further down the path to becoming your client.

# SOCIAL MEDIA MARKETING

*GET MORE CASES BY BOOSTING YOUR ONLINE EXPOSURE*

Social networking is no longer just for teenagers and young people. Social media Web sites, such as Twitter, LinkedIn, Avvo and Facebook, are revolutionizing the way that companies market online. If you want to have a successful Internet marketing campaign, you need to understand the importance of social networking.

I have heard all sorts of comments from attorneys regarding social media. Some lawyers understand and have started actively using this marketing tool and are now getting a ton of new business. On the other hand, I have heard from lawyers who just don't get Twitter and other major social media sites. They don't understand the relevance of social media or how to get involved. If you fall into the category of, "I just don't get it," there is good news for you. This chapter is going to explain how you can use social networking to get more cases.

*If you fall into the category of, "I just don't get it," there is good news for you.*

## WHY SOCIAL NETWORKING IS SO IMPORTANT

There is nothing more effective right now when it comes to Internet marketing, than social networking. When you start utilizing social media

Web sites, you will be able to increase your online exposure. The more Web sites you are on, the better. For example, some of your potential clients may be more prone to use Twitter, while others may prefer Facebook or just a normal Google search. If you have accounts set up on the major social media Web sites, it doesn't matter which site these potential clients prefer, because you will be practically everywhere.

Social networking helps you build brand awareness. Believe it or not, you are a brand and you need to also spend time marketing yourself as an individual. There is a good chance that if a potential client finds you on Twitter or Facebook, he or she will remember you. This person may recall that you were "that cool bicycle accident attorney on Twitter" or "that motorcycle accident lawyer who actually rides a Harley." Even if someone does not contact you immediately upon finding your profile or tweets on Twitter, he or she may still remember you. You would be surprised as to what sticks in people's memories.

Participating in social media Web sites also helps boost your SEO efforts. You can link back to your firm's Web site, which is good for link building, and increasing your ranking for valuable keywords relating to your practice. Imagine if someone searches your name or law firm's name and a list of Web sites come up, including LinkedIn, Twitter, Facebook, Avvo and other media Web sites. That person would probably be pretty impressed!



## SUCCESS STORY

WWW.JUREWITZ.COM

Ross Jurewitz of the Jurewitz Law Firm has had great success with



social media. Here is what Ross had to say:

*"Are you a lawyer who still believes that social media cannot work for your practice? Think again! If President Obama and other politicians can use it to connect, communicate, influence, and inspire their supporters in such a boring field as politics, then the same can happen for your law practice. Tom Foster and his team at Foster Web Marketing are well versed in the use of social media for the marketing of law firms. They were one of the early adopters to use social media integration in their Web site platforms and to advocate its use to their clients."*



Live Search is evolving. Tour Bing.

As of this writing, Microsoft Bing has started indexing Twitter tweets and Google has plans to do the same. Twitter and Facebook also have implemented real time searches. With all that being said-you need to get on the ground floor now when it comes to social networking so that you can significantly increase your online exposure and blow away your competitors. Plus, it's free and will only require some of your time.

## MAJOR SOCIAL MEDIA WEB SITES

There are many different social media Web sites out there. I am going to explain the sites that I believe are most relevant to you, as an attorney. Each social networking site operates differently, which is why I have broken them down separately.

### FACEBOOK

The Facebook logo, consisting of the word "facebook" in white, lowercase, sans-serif font on a blue rectangular background.

In September 2009, Facebook had 300 million global users and had surpassed the 65,000,000 mobile users' monthly mobile audience mark. Facebook is the most popular social media platform in the world. There is a good chance that you may already be using this site to connect with family, friends and old acquaintances, but you can also use this site to promote yourself and your firm. With Facebook, you have the ability to create a business page and find fans and visitors. Facebook also allows you to upload articles that you may have written or news links to any of your successful judgments or cases.

*Facebook is the most popular social media platform in the world.*

Your username on Facebook will be embedded in the URL of your Facebook profile. For example, if your username is Jane Smith, the URL will be <http://www.facebook.com/jane.smith>, which has obvious SEO implications. Someone searching for Jane Smith on one of the search engines will most likely come across this Facebook page. What is great about Facebook is that you can create a username that is tied to your business. One of my clients was able to claim the username, Houston personal injury lawyer. Guess what? He now has the URL, <http://www.facebook.com/houstonpersonalinjurylawyer>, which is incredible for SEO purposes. He has boosted his chances of showing up on the major search engines when someone searches this keyword phrase, as well as improved his visibility in Facebook searches.

**facebook** Search

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**Getting You Justice is Our Business**

When injustice occurs, Americans can no longer afford to watch, wait and see what happens. They must be conscientious, stand up and speak out for their rights whenever those rights are challenged or threatened. Through caring and vigilant representation, we empower our clients with every opportunity to act for themselves and prevail in a court of law. **If you need help with a personal injury or wrongful death case, contact our Houston offices today.**

Those seriously injured through the negligence of others must act quickly and decisively to secure their rights to the maximum financial compensation allowed by state and federal laws. At Vujasinovic & Beckcom, P.L.L.C., we work to ensure that anyone who has the right to pursue damages for the physical harm caused to them has the support, means and expert guidance to do so.

**Practice Areas**

**Jones Act & Maritime Law Attorneys**

As home to the busiest seaport in the nation, Houston and the surrounding counties employ thousands of seamen along its 25 mile coast. Seamen working in the Houston Ship Channel, Galveston Bay, Jefferson County, Orange County, in Louisiana and Mississippi and other areas across the Port of Houston and Gulf Coast have unique protections under maritime law and a Federal law known as the Jones Act. Maritime law allows those injured by the negligence of others to pursue a claim for damages against those responsible. The Jones Act permits seamen to initiate legal actions directly against an employer when injury or death occur as a result of an employer's negligence. V & B attorneys have experience in helping injured seamen, offshore workers, and the survivors of seamen and offshore workers killed on the job make the most of their rights under maritime law and the Jones Act. Read more about the Jones Act and how V & B attorneys can help you today.

## TWITTER



Twitter is the fastest growing social media Web site right now. It is growing at a greater rate than Myspace, LinkedIn and even Facebook. In 2008, Twitter grew 752 percent!

Twitter is still very confusing for many people though; they just don't get the purpose or how to even use the site. To help eliminate some of the mystique of Twitter, think of this site as modern word-of-mouth advertising. Since

referrals and old-fashioned word-of-mouth advertising are probably ways that you get a lot of business, think of Twitter in the same context.

Twitter alerts people who are following you, such as your friends, family members and business acquaintances, as to what you are doing. Whenever you create an alert, it is known as a tweet. As an attorney, you can use Twitter to let people know instantly that you have just won a case or are currently in court. You can even let them know what kind of cases you are currently accepting. When used correctly, Twitter is a phenomenal networking tool.

*...think of  
[Twitter] as  
modern word-  
of-mouth  
advertising.*

Twitter will help people get to know you personally, so they can better relate to you. Your profile should include information about your practice of course, but it should also include personal details about you. You can include where you graduated from school, the fact that you love baseball or ride a motorcycle and that you have three children. You want potential clients and people who have the ability to send you referrals to remember you. The truth is that they won't remember you just because you are an attorney or you won Super Lawyers. What they will recall is that you like the same sports team as they do or you attended the same college.

You can set up your Twitter account so that an RSS feed from your blog or Web site is pulled and any updates are automatically tweeted. This capability is a hassle-free way to spread the word about you.

## LINKEDIN



LinkedIn is a social networking site that is focused on maintaining business contacts. This Web site is another giant worth utilizing. As of October 2009, LinkedIn had over 50 million registered users across the world.

You can use LinkedIn for professional networking. This Web site helps you build a network based on your direct connections and their connections.

LinkedIn gives you the opportunity to meet potential clients who may have found you through a mutual contact.

Your potential clients can also search for you. LinkedIn provides users with the means to research companies and read reviews about businesses. Another great feature of this Web site is the LinkedIn Answers. People can ask their business questions and others can post answers. The identity of the user is not hidden, which means that if you answer a legal question, your name will appear—another great marketing tool.

There are also LinkedIn Groups that include alumni, industry and professional groups, which provide a tremendous opportunity for you to build relationships with other people who may share the same background or interests as you.



### SUCCESS STORY

WWW.INJURYTRIALLAWYER.COM

*“We got a good bit of business via Facebook last year. One case resulted in a \$200K fee. We are giving Facebook more focus this year!”*



*Mischelle Davis,  
the Davis Law Group*

## AVVO

**Avvo**  Avvo describes itself as, “the world’s largest online legal directory.” It is a Web site that profiles every attorney and applies a rating. The goal is to be able to assist individuals with hiring a lawyer. If you are a lawyer, Avvo already has a profile about you, so you might as well take advantage of it. Your profile includes your experience, professional achievements, disciplinary sanctions and client reviews. Avvo profiles are search engine optimized, so people will be able to find you when using Google, Bing and other major search engines.

This Web site also has a forum where visitors can post questions. You will have the ability to post a response, which will link back to your profile.

Don’t be afraid to embrace social media marketing. People who find the most success with Internet marketing, stay on top of the latest trends and do not hesitate to take the time to try a new technique.

## TOOLS YOU NEED

### TO START YOUR AUTOMATED WEB MARKETING CAMPAIGN

By now you are probably excited about Internet marketing and are ready to get your own automated campaign up and running. The question now is how do you get started and what tools do you need?

To begin, you need an understanding of SEO and its impact on your Internet marketing efforts. Just about everything you do online goes back to SEO. Every page title you choose for your articles and blogs, the topics you cover on your Web site and the videos you create should all have the purpose of improving search engine optimization, which will in turn, get you more cases—better cases. The cases you want.

#### WEBSITE/BLOG

The first step is to get a Web site (if you don't have one already) that has the capability for you to add content. Being able to add content to your Web site is crucial when it comes to

*Just about everything you do online goes back to SEO. Every page title you choose for your articles and blogs, the topics you cover on your Web site and the videos you create should all have the purpose of improving [SEO]...*

Internet marketing. The more content you have, the better your search engine ranking and Web site traffic. You need to be able to add articles and other content whenever you want, without having to rely on a Web developer or someone else.

You will also need to have a blog. If you have the time and energy to put into creating blog posts, you might even want to consider having two blogs—an external blog and one that is integrated into your Web site. You can use your external blog to link to your Web site, which is great for SEO purposes. Plus, the more Web sites you have out there and the more content, the better the chances of your potential clients finding you.

As you work on your blog and Web site, you need to think about your unique selling proposition, something that sets you apart from any other law firm in your area. Once you have pinpointed what makes you different, you need to make it apparent in your content and throughout your Web site and blog.

When you choose the domain name for your blog or Web site, think in terms of SEO. While choosing your law firm's name as your URL may be the natural choice, you might want to consider something that is more keyword friendly. For example, a law firm in Houston, Texas represents maritime accident cases. The URL used for the Web site is [MaritimeAccidentAttorney.com](http://MaritimeAccidentAttorney.com). This domain name is great for SEO and it tells people right away what type of cases these lawyers represent.

*As you work on your blog and Web site, you need to think about your unique selling proposition, something that sets you apart from every other law firm in your area.*



### SUCCESS STORY

[WWW.BUCKFIRELAW.COM](http://WWW.BUCKFIRELAW.COM)

*“By adding content, we are moving up in the SEO rankings daily. Many times, I’ll do an article at night and by the next evening it is #1 on Google.”*

*Attorney Lawrence J. Buckfire, Buckfire & Buckfire*



Link building is a crucial factor in getting good search engine results with your Web site. It is basically free advertising for your Web site and helps with search engine optimization. You can increase your odds of being linked from other Web sites by writing interesting statistics, stories and conducting polls. You can also build link equity by using an external blog and social networking sites that link back to your practice area pages and articles.

### VIDEO CAPABILITY

*Online video is the new and hottest trend in Internet marketing.*

Online video is the new and hottest trend in Internet marketing. YouTube has become enormously popular and has millions of visitors. Plus, online video is now being indexed by search engines. That is why it is extremely important that you have the ability to create video.

Having the capability to get video online quickly is essential. You need to be able to develop video that addresses any major legal updates or news relating to your practice and get it uploaded on your Web site.

You can use a Web camera to create your videos, but what you will get is low quality footage that is not that attractive once uploaded on the Web. What you will need to create somewhat professional video footage includes the following:

- » Decent video camera
- » Green screen
- » Lights
- » Microphones
- » A studio
- » Video editing software like Adobe Premier or Apple Final Cut
- » Time (it takes hours to edit video)

If you are not inclined to create video on your own, you can hire somebody to help you. There are a lot of companies out there that can assist you in producing video and the price varies greatly. My company creates videos in our own built-in studio using professional equipment at an affordable price. I have also created the DSS Enhanced Video Module (EVM) that allows my clients to add a video to their own Web sites while simultaneously syndicating the video to YouTube, Yahoo, Daily Motion, and others. EVM is a great time saver as uploading your video in one place gets your video on many Web sites.

### OFFERS

As you are working on your Internet marketing campaign, you need to think about what you can offer your potential clients that will get them to contact you and/or join your community. The best way to accomplish this goal is to create offers. On my Web site, you will find multiple offers of reports and guess what, this book!

Just to clarify, an offer is not “free consultation”

*...think about what you can offer potential clients that will get them to contact you...*

or “free case evaluation.” Just about every attorney says that. Put yourself in the shoes of your potential clients. You know what information people are looking for. Think about what you are asked in the initial consultation and the common concerns that your clients have. Use this information to create informative reports, books or other offers. Your offer will act as a call to action. It will get the conversation started.

If you decide to create a book or report, you will need to have a printer lined up who can create a professional looking end product. You also need to create an attractive cover, which you can do yourself or hire a graphic designer to do for you. We provide this service.

## GOOGLE ANALYTICS

As you progress with your marketing campaign, you need to be able to track your results and revise your strategy when needed. Google Analytics is a great way to do both of these tasks. This tool, which is free, allows you to see how many visitors you are getting and where they are coming from. You can find out what keywords are being used to find your Web site and the most popular Web pages on your site. Google Analytics shows you the percentage of visitors that are coming from search engines, direct traffic and referring sites. You can also see how long people are staying on your Web site.



Google Analytics can be a powerful tool. You can use it to see what people are searching for, which will help you determine what keywords and topics you should be using.

### BACK-END DRIP CAMPAIGN

You may or may not have heard of a ‘back-end’ or ‘drip’ campaign, but it is very important in terms of Internet marketing. It is a system that automatically sends out e-mail, postcards, letters, CD’s, you name it! Once someone contacts you through your Web site, you can capture his or her information and start sending out your marketing materials over a specified time period. As you know, it takes several impressions to convert a prospect into an actual client. In a drip campaign, the drips are the messages (via e-mail, mail, etc.) that you are sending to your potential clients.

A drip campaign can be time consuming. The good news is that there are automated systems that you can use that will handle your drip campaign for you. If you are serious about Internet marketing and cultivating your community, you need to get a drip campaign in place immediately.

### HIRING SOMEONE VS. DOING IT YOURSELF

It takes serious effort to create a successful online marketing campaign. You need to ask yourself if you have the time to devote to it. Which of the following categories do you fall into?

- » Do It Yourselfer
- » Want to Learn (but need help and coaching)
- » Want It Done For You

If you fall into one of the two latter categories, you might want to consider hiring someone to help you. At Foster Web Marketing, we provide different levels of service that fit the needs of each attorney. So, you can get as little or as much help as you want.



### SUCCESS STORY

[WWW.DISABILITYLAWCLAIMS.COM](http://WWW.DISABILITYLAWCLAIMS.COM)

*In April 2008, the Law Offices of LaVan & Neidenberg started working with Foster Web Marketing. Based on my advice, the law firm decided to focus on adding as much content as possible.*

*They spread Web site activities out across the week and their three practice areas—Social Security Disability, Veterans Disability and Long-Term Disability. Their focus was to load each document with as many keywords as possible while keeping the material relevant and interesting. And, rather than just add content about their practice areas, they looked for information that related to the diseases and disorders that ail their current and prospective clients.*

*The law firm launched the Web site early September 2008. In the first month, the Web site had been ranked by Google and was attracting over 1500 visitors. By October 2008, the majority of their Web pages started ranking between 3 and 4 out of 10 and attract close to 4800 visitors (an increase of almost 300%).*



*According to Attorney Ken LaVan, “Posting blogs is our favorite way to quickly broadcast our fresh content to World Wide Web. Use your blogs to express your thoughts and pique your visitors’ interest. Use them to announce a new document you’ve added to your site. We know that blogs present an attractive source of entry to our site.*

*Our case results give us many opportunities to create Web pages and exploit keywords. Because case results can be quite lengthy, we make sure we break our cases down to 400 words per page. When we’re done posting one case we may have three to five pages of original content.”*

## CONCLUSION

### *TAKE ACTION TO EXPLODE YOUR PRACTICE*

Now is the time to seize the opportunity provided by Internet marketing. You do not want to be left behind, as your competitors grab all the cases. It is possible to develop an Internet marketing campaign that is ahead of the curve and that will blow away your competition. By creating an automated marketing campaign, relevant content, informative video and staying informed of changes in Web marketing, you can get more cases. Not just any cases. The cases you want. Take action today and explode your practice through Internet marketing.

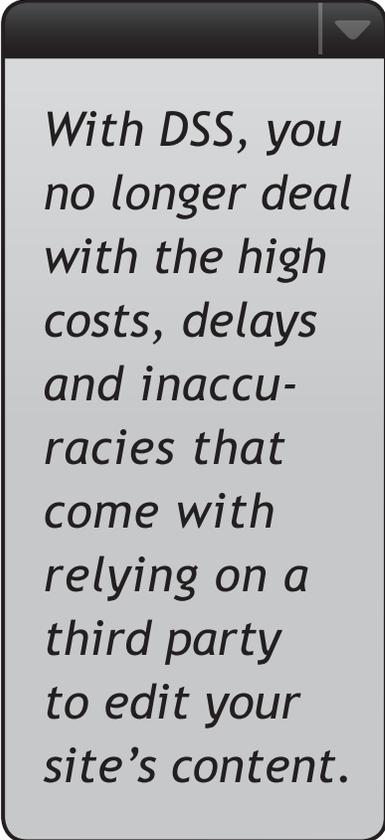
### HOW FOSTER WEB MARKETING CAN HELP YOU

For the past decade, my company, Foster Web Marketing, has been focusing on helping attorneys create a dynamic Internet presence and attract more cases. We know the right mix of tools to use to help improve search engine ranking and drive more traffic to your Web site. Our knowledgeable team of Web professionals will help you choose the best keywords for your practice areas and will optimize each page on your Web site. Our copywriters know how to develop content that is not only great for search engine results, but is also beneficial to visitors on your Web site. Remember all of the talk in this book about link building? Well, we will help you make contacts with potential linking partners that are relevant to your Web site. Plus, we will track and database all link relationships, including inbound and outbound.

Our most unique offering is our proprietary content management system, Dynamic Self-Service™ (DSS™). This easy-to-use program is designed for attorneys and requires no knowledge of Web design or computer coding. It puts you in the driver's seat, by providing you with the ability to add your own content, whether you want to do it on a monthly, weekly or daily basis. DSS makes it easy to make real time changes to your Web site. With DSS, you no longer deal with the high costs, delays and inaccuracies that come with relying on a third party to edit your site's content.

At Foster Web Marketing, we believe in monitoring your Internet marketing success. That is why we provide monthly status reports and constantly evaluate the effectiveness of your keywords. We will also monitor what your competitors are doing!

Depending on how much time you are able to devote to Internet marketing, we have the plan for you. We have different service levels, from our basic plan, where you have the capability to add content yourself, to our premium level, where we do all of the work for you, so that your Web site dominates the Internet.



*With DSS, you no longer deal with the high costs, delays and inaccuracies that come with relying on a third party to edit your site's content.*

# APPENDIX: TESTIMONIALS FOR FOSTER WEB MARKETING

## WHAT OUR CLIENTS ARE SAYING

### THE RESULTS SPEAK FOR THEMSELVES

“I have operated a successful bankruptcy practice in St. Louis since 1994. I have strictly used television and radio advertising as my source of clients and until about 3-4 years ago, I never had a Web site. I didn’t see the need for one. But with the growth of the Internet and the continued invention of technology like Tivo, I believe in a few short years, people will simply not be watching television commercials. When I did decide to put one up, I had no clue what it took to make it seen, so I slapped up the page the Yellow Pages rep designed and left it be. They charged me \$400 per month for that site.

More recently, at a Great Legal Marketing seminar, I had a chance to hear Tom Foster present a session about Web presence and all that goes into it. I also heard most of the other lawyers in the group that were taking a different approach to marketing their practices, that being educational marketing. I was overwhelmed with the ideas I had heard and before I left, I set up a site review with Tom and his crew.

*...most of the other lawyers in the group were taking a different approach... educational marketing.*

During that initial site review, it was pointed out to me what an incredibly

useless site the Yellow Pages was for me. In fact, they had not even powered the site with meta keywords or other ways for the search engines to even see me. Tom's crew sent over a contract and we went to work developing a site that would begin attracting clients from the Internet. The site launched in late April 2008. It is now October 2008, and I have diligently followed the guidance provided by Tom's staff and tuned in to his webinars and newsletters to learn everything I could about attracting traffic from the Internet. And I wasn't interested in paid traffic, but how to get the free organic traffic. I write content at least three times per week and follow all of the tricks and tips to help us to be seen. According to my Google Analytics account, my site has grown from averaging 100 unique visitors per day to, as of yesterday, 1,076 unique visitors per day. In addition, the people that come are spending an average of almost 5 minutes on the site and looking at over 4.5 pages per visit. My current bounce rate (# of people that bug out quickly) is about 40% which I understand is very good.

*For the month of September, we had 77 unique prospects fill out contact forms from our Web site.*

For the month of September, we had 77 unique prospects fill out contact forms from our Web site and ask us to either send out our book package or call them for an appointment. As they say, I think the results speak for themselves.”



*Attorney James R. Brown  
Castle Law Office of St. Louis, P.C.*

## OUR WEB PRESENCE HAS BEEN OUTSTANDING

“My practice is pretty specialized. I focus most of my work on maritime injury and death cases and representing injured railworkers (What do the two have in common? Surprisingly, they are based on the same federal statute!).

The maritime industry is global and so is my practice. I handle cases and accept clients from all over the country, indeed all across the world. That's why having a Web site that can reach anyone with an Internet connection has been such a boon to our practice. I have accepted cases that were generated from our Foster sites from Dubai, Saipan (an island in the Pacific), Oklahoma, Nebraska, Oregon, Alaska, California, lots in Texas and in the Gulf Coast, and Florida.

Since we started with Foster two years ago our Web presence has been outstanding. We come up high in the search results we focus on and are working on getting even better rankings with George Murphy's help.

The Japanese have a philosophy described by the word kaizen, which basically means constant improvement. Tom's team applies that philosophy to their Web site work and constantly improves their products and services.

*Since we started with Foster two years ago our Web presence has been outstanding.*

I have looked at, bought, and used a lot of technology products, including Web sites and blogs, and Tom's team is far and away, hands-down, no comparison the best company I've ever dealt with in terms of constant improvement and listening (and implementing!) their user's suggestions."



**Attorney Brian Beckcom**  
**Vujasinovic & Beckcom P.L.L.C.**

## I TRUST FOSTER WEB MARKETING

"When I joined Foster Web Marketing, my goal as a solo DUI and Reckless Driving lawyer in Richmond, Virginia was to gross \$200,000 in a year. I actually wrote that number down in an exercise in a Time Management book by marketing guru Dan Kennedy. I also wrote that \$200,000 number down while writing down my goals for 2006.

Last year, in a recession, I grossed in excess of \$450,000 while reducing the number of hours I worked to just over 30 hours/week. In 2009, I am on pace to gross around half a million dollars, have worked 0 weekends and averaged 4 days in the office per week while running my law practice and a lawyer marketing program. My wife and I just purchased and are building a dream second home in the beautiful mountains of Wintergreen, Virginia. Our children, who are 8 and 4, already have their college education paid in advance.

My Web site has dominated the Search Engine results for my practice areas for several years now. The Foster Web Marketing team has also taught me the skills to remain dominant for as long as I desire. In addition to the unmatched and awesome talent that the Foster Web Marketing Team possesses, the quality that is equally important to me is TRUST. I absolutely know that the Foster Web team is dedicated to delivering not just good results, not just a positive return on my investment, but to constantly blow me away with the results they deliver. That being said, my advice is simple. When Tom Foster says jump, I say 'How high?' Thus in 2009, even though my results were already great, Tom offered his SWAT conversion program to turn more Web site visitors into clients. I signed on without hesitation. The results, as usual, have been off the charts. I have gone from under 10 requests a month for my consumer guide for Reckless Driving/Speeding, to 62 requests in May and 76 requests in June 2009. My Web site already has convinced hundreds of clients per year that I am the best choice for their case before they have even spoken to me!"

*...the Foster Web team is dedicated to delivering not just good results... but to constantly blow me away with the results they deliver.*



**Attorney Bob Battle**  
**Law Firm of Robert E. Battle, P.C.**

**WITH FOSTER WEB MARKETING I FEEL THAT MY FIRM IS WAY AHEAD OF THE CURVE**

“Like many of us Luddite types I was skeptical about Internet marketing. I had a Web site, but it didn’t seem to produce results. I thought the site looked pretty good, but it didn’t convert into business. I knew very little about SEO (search engine optimization) or how the Web worked in general. I had invested some money in programs designed to refer Internet business to my firm both directly and through my Web site, but I got very little return on my investment. I got tired of hearing that I needed to be patient, that it took time to establish a presence, etc. They weren’t patient when it was time to get paid were they?

Then I was introduced to Foster Web Marketing. What Tom and his group had to offer sounded intriguing, but based on my previous experiences I was gun shy to say the least. Nevertheless, I decided to give it a go and entered a contract for Tom to redesign my site and provide services that would improve my SEO (I was gradually starting to understand the importance of these things) and my site content. There were glitches at first and my skepticism started kicking in. But something told me that this was worth sticking with and I decided to give it more time. I am delighted that I did.

Here’s the thing. Tom Foster and his group know this stuff cold. He went ahead and developed a site that to my mind is equal to the best legal sites on the Web. As important, he designed the site to improve SEO—that’s what makes the search engines find your site. What’s the point of having a great site if no one sees it? Tom made me understand that there are only two essential aspects to this type of marketing: SEO and site content. SEO gets the people to the site and content makes them want to contact you once they get there.

*Tom made me understand that there are only two essential aspects to this type of marketing: SEO and site content.*

Then there’s DSS, which allows us to add and edit content ourselves and not have to pay each time we want something done. This means we can make

the site as big as we want it. The sky's the limit. And, the more content the better for SEO and the more helpful it is to site visitors. Then there is the customer service: when you call Tom's team you get answers and fixes to your problems.

They say the proof is in the pudding. Here's the pudding. We've just finished our first year with Foster Web Marketing. Our cases have increased 40% from the average of the last 5 years. In the past 5 years, new cases from the Internet averaged about 5-10% of all new cases added. This year the Internet accounted for 30% of our new cases. We've more than tripled the number of good cases we've gotten from our Web site, and I feel we are just getting started. With Foster Web Marketing the marketing cost per case is very reasonable compared to other Web marketing services and other advertising outlets, especially TV and the Yellow Pages.

So, this year I've upped my membership with the Foster Group to CMP. These are the first class seats with gold star services. If my experience last year is any indication, when I had only the economy class membership, it's going to be well worth it. Now that I think of it—it's like having a personal concierge service for my Web site and Internet marketing.

There's no doubt in my mind that all of us are depending more and more on the Internet for services we need. (I can't remember the last time I looked in the phone book for something.) And with Foster Web Marketing I feel that my firm is way ahead of the curve. My goal is to stay there."



**Attorney Edward M. Van Dorn, Jr.**  
*The Law Offices of Van Dorn & Curtiss*

*This year the Internet accounted for 30% of our new cases. We've more than tripled the number of good cases we've gotten from our Web site, and I feel like we are just getting started.*

## BRAIN DEAD EASY

“I am convinced that today’s Internet consumer starts their search for an attorney by typing phrases into a search engine, not by going to an attorney directory that no one has ever heard of.

Attorney Web sites need to do two things:

- » Rank highly on popular search engines for relevant terms.
- » Have compelling and interesting copy which establishes you as the obvious choice to be their attorney.

Foster Web Marketing has made it brain dead easy for lawyers to achieve both goals. Either by using their revolutionary DSS system (and doing it themselves, as I do) or subscribing to the Content Management Program, attorneys can exploit the advantages of the Web as a critical marketing medium. Small to medium firms who don’t take control of their Web sites using one of these two methods are just throwing money out the window.

I have been using DSS for years and our site consistently ranks highly and, more importantly, lures qualified potential clients to our firm. If your Web site isn’t making your e-mail ding, call Foster today.”



**Attorney Ben Glass**  
*Benjamin W. Glass, III & Assoc. P.C.*

*Small to medium firms who don’t take control of their Web sites using [the DSS system or the Content Management Program] are just throwing money out the window.*

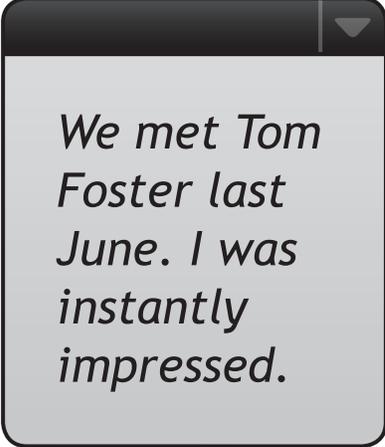
## SUCCESS IN SEATTLE

“This time last year Chris and I were using FindLaw to manage our firm’s Web site. We were with FindLaw for more than three years and it was a constant uphill battle. Their Web site management tool was very difficult to use; it would take the account management team months to make simple changes to our site; they offered no real SEO support; our Web site was periodically down; there was constant turnover in our account management team; it was difficult to get a customer support representative on the phone; and it was very, very expensive.

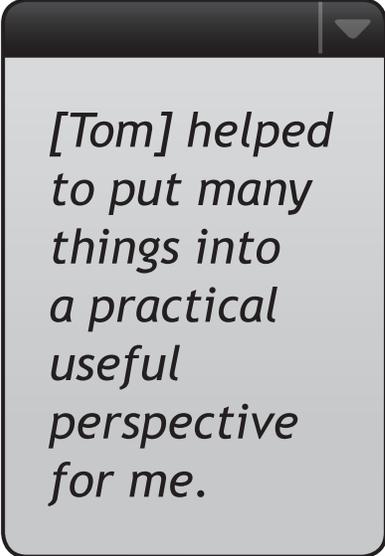
I would e-mail them lists of software bugs and errors, feature requests, and wish lists that always seemed to go into a black hole. For most of the time that we were FindLaw customers I was still working at Microsoft running marketing for the US Services Division. On numerous occasions I offered to connect the FindLaw development team to groups at Microsoft that could help them and they ignored the offer. I later found out that they didn’t develop the software themselves but bought the tool from another software company and thus had no control over fixing the software or adding features. By the time that I decided to come help Chris manage and grow the firm I was completely fed up with FindLaw.

We met Tom Foster last June. I was instantly impressed. He was giving a presentation on Web 2.0 and he seemed to be really putting into practice the concepts that I knew about from my high-tech days—things that had flown over the heads of the FindLaw guys. And he helped to put many things into a practical usable perspective for me. I learned a great deal from Tom.

But I was still gun shy from my experience with FindLaw. I was afraid to move our site to Foster



*We met Tom Foster last June. I was instantly impressed.*



*[Tom] helped to put many things into a practical useful perspective for me.*

Web Marketing. I was afraid to give up control again. So I spent several months trying to manage our Web site on my own using Microsoft FrontPage. But I just couldn't shake the feeling that the Foster Web management tool and the Foster team were somehow different. So I began talking to Tom and Ken.

We moved our site to Foster Web Marketing in mid-December. When you move your Web site there is always an initial dip, which can be scary. But within several months we saw a 68% increase in our Web traffic (from Dec. '07 to April '08). And our Web site placement in Google search results began to creep up higher and higher until we now show up in the top 4 search results for most of the search terms that we track.

But what is just as important (and probably a huge contributing factor to our success) has been the relationship that we have with the Foster team. They welcome feedback about the DSS tool. In fact, they are proactive about asking for feedback from customers. They quickly return calls or e-mails about support issues or my silly questions. They offer educational opportunities to help customers successfully use the DSS and understand critical Web 2.0 and SEO concepts. They truly understand that their success as a company is directly tied to the success of their customers. They know that collaboration is key.

*...within  
several months  
we saw a 68%  
increase in our  
Web traffic.*

We couldn't be more pleased about our decision to work with Foster Web Marketing and we are happy to be an active member of the DSS user community.”



***Chris & Mischelle Davis  
the Davis Law Group***

Read more testimonials at [www.fosterwebmarketing.com](http://www.fosterwebmarketing.com)!

# GLOSSARY

## *AN EXPLANATION OF TERMS AND ABBREVIATIONS*

### >> ANCHOR TEXT

The visible text component of a hyperlink. It is important to use keywords in the anchor text.

### >> ALGORITHM

A mathematical formula used in calculating search engine ranking. The goal of any SEOP is to understand the algorithm as best as possible. Algorithms are very closely guarded secrets. Search engine algorithms change regularly to prevent anyone from taking advantage of how they work.

### >> ALT IMAGE TAG

Search engines aren't able to read images as such, so the alt tag or text attribute describes what the image represents.

### >> BLACK HAT

A person engaged in or tactic used to increase search engine rankings using methods frowned upon by search engine companies.

**>> BOT**

Usually used in reference to a search engine robot or spider; software applications that retrieve Web page information to feed into a database.

**>> CSS-CASCADING STYLE SHEETS**

Used mainly to decrease the amount of source code on a page by referencing a single set of instructions on how to display various elements.

**>> CRAWL**

The process by which search engine spiders retrieve Web page information.

**>> CTR**

Click Through Rate. A ratio of views of a page, link or advertisement that results in a click to another page.

**>> DOORWAY PAGE**

A page used for driving traffic to another page and usually focusing on specific keywords. Generally, doorway pages are designed for search engines only and consequently, they are not considered honest search engine optimization.

**>> FLUX**

A term to describe the shuffling of positions in search engine results in between major updates.

**>> G**

Google.

### >> GREY BAR

A Google toolbar score that can indicate a ban in place on the page currently being viewed; i.e. the page does not appear in Google search results.

### >> GREY HAT

Optimization strategies that are in an unknown area of reputability/validity.

### >> IBL-INBOUND LINK

Links pointing from another site into your own.

### >> KDA-KEYWORD DENSITY ANALYZER OR ANALYSIS

The ratio of keywords or keyphrases in relation to other text on a page.

### >> KEYWORD/KEYPHRASE

A word or words that strongly relate to a page/site topic or search engine query.

### >> KEYWORD STUFFING

Where a keyword or phrase is used excessively in page content or alt tags in an attempt to gain higher rankings. Can result in page penalties or bans.

### >> LANDING PAGE

A page that is optimized and very targeted towards a particular subject. An effective/valid optimization and sales conversion strategy when implemented correctly.

**>> LINK FARM**

A page that consists of little else but links to other sites and usually the sites listed have links back to the farm page. The goal of a link farm is to artificially boost rankings through link popularity and is consequently at risk of penalty or ban.

**>> LINK POPULARITY**

A gauge of a site's popularity based on the number of inbound links. Link popularity is a factor in search engine ranking and has greater strength (in theory) where inbound links are from other quality sites.

**>> META TAGS**

These mainly refer to the title, keywords and description tags. They are basically a summary of the content that is on the page in different formats. Meta tag content does play a role in rankings for many search engines.

**>> MSN**

A reference to Microsoft's search engine.

**>> MIRROR**

A copy of a site with some content differences to target particular keywords. Not a recommended strategy as it can trigger a penalty or ban.

**>> MONETIZE**

To extract income from a site. AdSense ads are an easy way to monetize a Web site.

### >> NATURAL SEARCH RESULTS

Search engine results which are not sponsored or paid for in any way.

### >> NOFOLLOW

A command found in either the HEAD section of a Web page or within individual link code, which instructs robots to not follow either any links on the page or the specific link.

### >> NOINDEX

A command found in either the HEAD section of a Web page or within individual link code, which instructs robots to not index the page or the specific link. A form of link condom.

### >> NON-RECIPROCAL LINK

If site A links to site B, but site B does not link back to site A, then the link is considered non-reciprocal. Search engines tend to give more value to non-reciprocal links than to reciprocal ones because they are less likely to be the result of collusion between sites.

### >> ORGANIC LINK

Organic links are those that are published only because the webmaster considers them to add value for users.

### >> OUTLINK

Outgoing link.

**>> PAGERANK (PR)**

A value between 0 and 1 assigned by the Google algorithm, which quantifies link popularity and trust among other (proprietary) factors. Often confused with Toolbar Pagerank.

**>> PAY FOR INCLUSION-PFI**

The practice of charging a fee to include a Web site in a search engine or directory. While quite common, usually what is technically paid for is more rapid consideration to avoid Google's prohibition on paid links.

**>> PORTAL**

A Web service which offers a wide array of features to entice users to make the portal their home page on the Web. iGoogle, Yahoo, and MSN are portals.

**>> PPA (PAY PER ACTION)**

Very similar to Pay Per Click except publishers only get paid when click throughs result in conversions.

**>> PPC (PAY PER CLICK)**

A contextual advertisement scheme where advertisers pay agencies (such as Google) whenever a user clicks on their ad. Adwords is an example of PPC advertising.

**>> PROPRIETARY METHOD**

A sales term often used by SEO service providers to imply that they can do something unique to achieve Top Ten Rankings. There IS NO PROPRIETARY METHOD.

## >> RECIPROCAL LINK (LINK EXCHANGE, LINK PARTNER)

Two sites which link to each other. Search engines usually don't see these as high value links, because of the reciprocal and potentially incestuous nature.

## >> REDIRECT

Any of several methods used to change the address of a landing page such as when a site is moved to a new domain, or in the case of a doorway.

## >> REGIONAL LONG TAIL (RLT)

A term coined by Chris Paston of [onlinedevelopment.co.uk](http://onlinedevelopment.co.uk) A multi word keyword term which contains a city or region name. Especially useful for the service industry.

## >> RLT

see Regional Long Tail.

## >> ROBOTS.TXT

A file in the root directory of a Web site used to restrict and control the behavior of search engine spiders.

## >> ROI (RETURN ON INVESTMENT)

One use of analytics software is to analyze and quantify return on investment, and thus cost/benefit of different schemes.

## >> SANDBOX

There has been debate and speculation that Google puts all new sites into a

sandbox, preventing them from ranking well for anything until a set period of time has passed. The existence or exact behavior of the sandbox is not universally accepted among SEOs.

## >> SCRAPE

Copying content from a site, often facilitated by automated bots. Definition revised based upon advice from Michael Martinez.

## >> SE

Search Engine.

## >> SEARCHENGINE (SE)

A program which searches a document or group of documents for relevant matches of a user's keyword phrase and returns a list of the most relevant matches. Internet search engines such as Google and Yahoo search the entire Internet for relevant matches.

## >> SEARCHENGINE SPAM

Pages created to cause search engines to deliver inappropriate or less relevant results. Search Engine Optimizers are sometimes unfairly perceived as search engine spammers. Of course in some cases they actually are.

## >> SEARCHENGINE MARKETING (SEM)

SEM is often used to describe acts associated with researching, submitting and positioning a Web site within search engines to achieve maximum exposure of your Web site. SEM includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site.

### >> SEARCH ENGINE OPTIMIZATION (SEO)

The process of increasing the number of visitors to a Web site by achieving high rank in the search results of a search engine. The higher a Web site ranks in the results of a search, the greater the chance that users will visit the site. It is common practice for Internet users to not click past the first few pages of search results, therefore high ranking in search engine results pages is essential for obtaining traffic for a site. SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be indexed and favorably ranked by the search engine.

### >> SERP-SEARCH ENGINE RESULTS PAGE.

Site map-A page or structured group of pages which link to every user-accessible page on a Web site, and hopefully improves site usability by clarifying the data structure of the site for the users. An XML sitemap is often kept in the root directory of a site just to help search engine spiders to find all of the site pages.

### >> SOCK PUPPET

An online identity used to either hide a person's real identity or to establish multiple user profiles.

### >> SOCIAL BOOKMARK

A form of social media where users' bookmarks are aggregated for public access.

### >> SOCIAL MEDIA

Various online technologies used by people to share information and perspectives. Blogs, wikis, forums, social bookmarking, user reviews and rating sites (digg, reddit) are all examples of social media.

**>> SOCIAL MEDIA MARKETING (SMM)**

Web site or brand promotion through social media.

**>> SOCIAL MEDIA POISONING (SMP)**

A term coined by Rand Fishkin. Any of several (possibly illegal) black hat techniques designed to implicate a competitor as a spammer. For example, blog comment spamming in the name/brand of a competitor.

**>> SPAMAD PAGE (SPAMAD PAGE)**

A Made For AdSense/Advertisement page which uses scraped or machine-generated text for content, and has no real value to users other than the slight value of the adds. Spammers sometimes create sites with hundreds of these pages.

**>> SPAMDEXING**

Spamdexing or search engine spamming is the practice of deceptively modifying Web pages to increase the chance of them being placed close to the beginning of search engine results, or to influence the category to which the page is assigned in a dishonest manner.

**>> SPAMMER**

A person who uses spam to pursue a goal.

**>> SPIDER (BOT, CRAWLER)**

A specialized bot used by search engines to find and add Web pages to their indexes.

### >> SPIDER TRAP

An endless loop of automatically generated links which can trap a spider program. Sometimes intentionally used to prevent automated scraping or e-mail address harvesting.

### >> SPLASH PAGE

Often animated, graphics pages without significant textual content. Splash pages are intended to look flashy to humans, but without attention to SEO they may look like dead ends to search engine spiders, which can only navigate through text links.

### >> SPLOG

Spam Blog which usually contains little if any value to humans, and is often machine generated or made up of scraped content.

### >> STATIC PAGE

A Web page without dynamic content or variables such as session IDs in the URL. Static pages are good for SEO work in that they are friendly to search engine spiders.

### >> STICKINESS

Mitigation of bounce rate. Web site changes that entice users to stay on the site longer, and view more pages improve the sites stickiness.

### >> SUPPLEMENTAL INDEX (SUPPLEMENTAL RESULTS)

Pages with very low pagerank, which are still relevant to a search query, often appear in the SERPs with a label of Supplemental Result. Google's

representatives say that this is not indicative of a penalty, only low pagerank.

## >> TEXT LINK

A plain HTML link that does not involve graphic or special code such as flash or java script.

## >> TIME ON PAGE

The amount of time that a user spends on one page before clicking off. An indication of quality and relevance.

## >> TOOLBAR PAGERANK (PR)

A value between 0 and 10 assigned by the Google algorithm, which quantifies page importance and is not the same as pagerank. Toolbar Pagerank is only updated a few times a year, and is not a reliable indicator of current status.

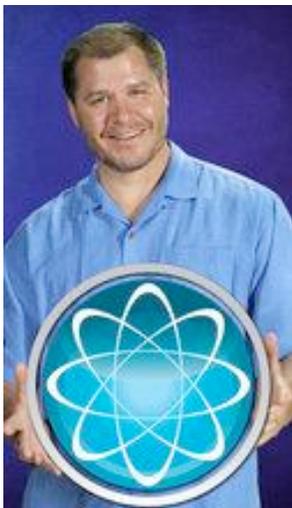
## >> TRUST RANK

A method of differentiating between valuable pages and spam by quantifying link relationships from trusted human evaluated seed pages.

## >> UNIFORM RESOURCE LOCATOR (URL)

Aka Web address.

## ABOUT THE AUTHOR



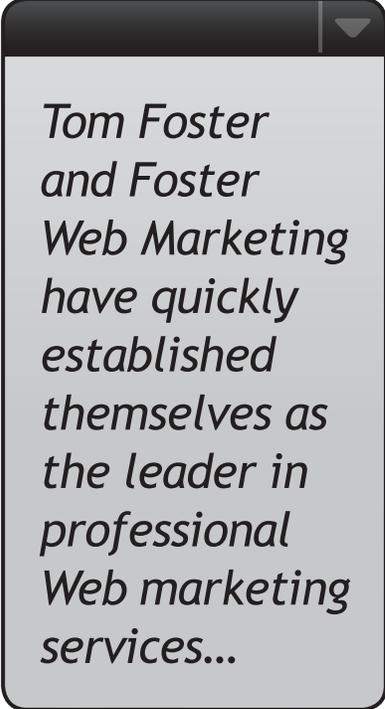
Tom Foster is the founder and owner of Foster Web Marketing. He entered the world of technology initially to focus on sales and marketing in 1991 after serving a six-year tour in the Marines. The USMC is where he learned his initial technology skills while being stationed in Top Secret Military Communications Centers around the world. After dedicated service to his country, Tom's goal was to break into an industry with big growth potential. Retail software was the biggest thing going and large-scale distribution was on the horizon. Tom jumped on the opportunity and was distributing software solutions to retail chains such as Best Buy and CompUSA, where he was able to polish his business and sales skills with executives in the corporate world.

After many successful years in the software technology business, Tom wisely recognized the future of the Internet and decided to go out and start his own Web design company. Foster Web Marketing was launched and quickly gained national recognition. The company's Web sites gained rave reviews from respected legal marketing consultants like Ben Glass, who was so impressed with the company's early work that he personally endorsed Tom and his company's effective Web services to other attorneys and professionals.

Since launching in 1998, Foster Web Marketing has evolved from a “one guy in his basement” Web site design and SEO company to a full-scale Web marketing boutique. With over 200 clients and counting, the company currently has a dedicated team of designers, project managers, content writers, sales and customer service associates, and Web marketing professionals that work closely with clients on a monthly basis to increase their online exposure and generate leads and cases online. They opened a video studio in Fairfax, Virginia in early-2009, which is fully equipped with a green room and the latest editing and recording equipment to produce Web-friendly video solutions.

Tom is also the creator of DSS (Dynamic Self-Service), a powerful and highly effective online application that allows his Web clients to update every aspect of their Web site.

Tom and Foster Web Marketing have quickly established themselves as the leader in professional Web marketing services, and remain dedicated to the customer service and superior design qualities that helped set them apart from competitors since the beginning.



*Tom Foster  
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# Wondering how you can maximize your advertising dollars, distinguish yourself from competing law firms and reach potentially thousands of people at the same time? Tom Foster has your answer!

In this informative and fast paced book, Tom discusses what every attorney needs to know about online marketing, including:

- » Creating effective online video
- » Using content to get high search engine ratings
- » Avoiding common mistakes
- » Converting Web site viewers to potential clients
- » Free offer ideas
- » Benefits of social marketing



Tom Foster is the CEO of Foster Web Marketing (FWM), a web marketing and development company that helps affluent professionals, like lawyers, market themselves online. With over 200 clients and counting, the company currently has a dedicated team of designers, project managers, content writers, sales and customer service associates, and Web marketing professionals that work closely with clients on a monthly basis to increase their online exposure and generate leads and cases online.