



FOSTER

WEB MARKETING

BOOT CAMP 2015 OFFICIAL PLAYBOOK

YOU HAVE IN YOUR HANDS

The official guide to this year's Boot Camp! You can find all workshop summaries and worksheets inside. By the end of Boot Camp, this packet will hold the key to your marketing success—read it, reread it, APPLY IT, and see your business soar to the next level!

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Your Website and Online Presence Are Critical Components of Your Marketing, But You Need to Feed and Nurture Them. Here Are the Best 10 Ways to Do That:

You have made a great first step in getting your business's marketing to the next level by producing a website that really works in all the ways it should and by creating a partnership with a company you can trust. However, this is just the beginning of an interesting and exciting journey that never really ends.

What do I mean? Well, marketing is a lot like living a healthy lifestyle: the more you put into keeping yourself healthy, the better your body and mind will perform for you. If you eat right, practice moderation, exercise, and do a variety of activities to mix up your fitness, you will feel better every day until you have reached your optimal fitness level. Conversely, if you don't get any exercise at all, drink excessively, and eat unhealthy food, your body and mind will ultimately suffer. This might not happen overnight, but there is a cumulative negative affect that happens over a period of time.

Maintaining a Healthy Online Identity

Your website and online presence need positive nurturing and maintenance, just as your body needs exercise and nourishment to stay healthy. Your online marketing is exercise and nourishment for your website that ultimately leads to the growth and success of your business. Your website needs your attention, and you can't let it sit there doing nothing—just like you know you can't simply do bicep curls every day and expect to have a completely healthy body. You can't just do one type of web marketing—like adding content—ignore the rest, and expect your business to succeed.

Additionally, you don't want to spend resources on marketing that gives you a great flood of new leads...and not be able to respond to them and convert these leads into actual clients. If your office can't handle a huge influx of potential cases, it is not in your best interest to try and attract them.

We at Foster Web Marketing are truly invested in your success, which is why we have outlined our **10 Marketing Commandments**—a proven model for how to give your website the exercise it needs to succeed. Please keep in mind that you can't do just two or three of these things and expect to be at the top of your local market. You also can't do all of these things *poorly* and expect to beat your competition.

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You need to do what you **can** do well, and **continue** to do it over time. It is a long process—just like exercising. As you know, it is a lot harder to get into shape than it is to stay in shape. If you have let your marketing efforts slide over the last couple of years and did not attempt some basic promotional work, you will have a much harder time getting your business back in the condition you want.

We will outline each one of these commandments and give you the keys to market your business successfully. These website “exercises” need to be done consistently with care, and you need to track your progress. If you don’t have the time to be a doctor or lawyer and a marketer, then don’t be. Support your business with someone who can take charge of these commandments and be your website “trainer.” We have considered a lot of different factors for these commandments, so pay attention and let’s improve your website’s health and fitness.

Commandment 1: Thou shall have overall VISION, GOALS, and STRATEGY

Setting goals sounds easy, but many people think it is a matter of randomly picking what they want to accomplish and doing it. If you go to the gym without a plan, you are likely to waste a lot of valuable time and not get the results you want.

It is helpful to answer these questions:

- What do you want, and do you really want it?
- Who are your perfect clients?
- How much are you willing to invest in your success?
- Do you need help to attain your goals?
- What are your potential roadblocks?

It is critical to map out the route you are going to take to success, and not just cross your fingers hoping you’ll make your way there. We covered goal setting and how to accomplish your goals in a webinar. [Watch our webinar “Setting Goals That You Can Actually Accomplish!” on our website and complete the goal-setting workshop.](#) This is not a motivational “get-it-done” speech. This is a step-by-step guide to help you actually accomplish the goals you want to reach.



Without vision, goals, and strategy, your website will be confusing and lack a strong base. You need to know who you are trying to attract, convert, and retain over time with your website content and visibility (where your website shows up in Search Engine Result Pages, or “SERPs”). Once you know what business you are trying to attract and who your perfect client or patient is, you can better develop content to reach those goals. [Here’s a “perfect client” exercise that will be helpful to you:](#)

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How Can I Figure Out Who My Ideal Clients Are?

Think about your favorite cases. What makes them great? A lot of times, what makes a case great isn't really about the case—it's about the people. When you start thinking about your perfect client, you need to start by thinking about the people and families you've enjoyed working with most. When you have those faces in your mind, ask yourself:

- Where do they live?
- What do they do?
- Are they usually clients, or a family member of the client?
- Where do they shop?
- What sites do they visit online?
- What are they reading in their spare time?
- Are they male or female?
- How old are they?
- What kind of insurance do they carry?
- What are their priorities in life?
- Do they respond better to formal communication or informal chats?

Remember too that you may have different perfect clients for different kinds of cases. Is your perfect client in a medical malpractice case the same as your perfect client for a work injury case? Don't be afraid to think through all the details, even if they don't seem important. You need a clear idea of exactly who your ideal clients truly are to make this really work for you.

Are you feeling a little stumped? Ask them! When you have great clients walk through your door, get to know them! Ask them about their interests, their hobbies, and what they read. Also, when you wrap up perfect cases, make sure you talk with them and get a good idea of how they found you and what they responded to.

How Can I Find My Ideal Clients Once I've Determined Who They Are?

Great! Now you can summon up a perfect picture of your perfect client. It's not over yet, though. It isn't enough to just picture it. You have to put that knowledge into practice. It's time to use your vision of your perfect clients to reach out to real people by:

- **Focusing on the avenues that your perfect client or perfect patient is most likely to respond to.** Your goal is to put useful, relevant content in places your perfect clients will see it. Are they going to be searching with Google or browsing social media? Where are they most likely to click on your ads? What kinds of terms do they use to describe what they need?
- **Finding ways to create commonality.** You need to seem approachable to your ideal client and highlight what you have in common. How can you change up your newsletters and email campaigns to build bridges? How can you show your ideal client that you are a real person and you really understand their needs? Almost all law firm and medical practice websites look the same...but they don't have to. What makes your firm or practice memorable is what stands out from the rest. Don't be afraid to let your personality show.

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This all requires some extra work on your part, but it's worth it when more of the contacts you get are the contacts you really want.

Commandment 2: Thou shall update your website regularly

Your website is a representation of your brand. Content is a great way to make your website stronger over time, but you should never write content for search engines; instead, you should be writing content for your perfect client or patient. Content that provides answers that a potential patient or client can't find elsewhere will **create a level of trust** before you have any interaction with that person.

Not all content is created equal, and you should **never** take shortcuts when developing content, or you could very easily find yourself on the wrong end of a Google algorithm update. The key is to write content that bolsters your goals and is a part of your overall strategy—not to write it for the sake of having it. Also remember to review what content is already on your site that might be outdated or stale.

What is Google's goal with content? Google has developed a very successful business philosophy that speaks to its goals and mindset. What is at the top of its "Ten things we know to be true" philosophy? "Focus on the user, and all else will follow." This is incredibly important to understand. If you are focused on providing useful, informational, and unique content to the people you want to attract to your website, **you will be successful**. There are tons of different types of content you can post to your website or other websites that will be great for your users. You can use blog posts, case results, FAQs, testimonials, videos, local pictures, infographics, articles, news items, or other resources to attract the patients or clients you want. But do not ever think these content pieces are search engine tricks or ways to rank for one keyword or another. Your content is meant to inform and eventually convert potential patients or clients. That is the best way to get the traffic you want to your website—not by using SEO or PPC keyword tactics.

Beyond those content pieces, you want to focus on your foundational pages and ensure they are welcoming, informative, easy to use, easy to read, and designed to convert readers! Is your home page welcoming? Most people focus only on their home page. But are your practice area pages welcoming as well? Remember that people enter into your website in a variety of different ways. Is each user getting the best first impression of your business? Do your forms and follow-up emails work? Does the page you just updated on your desktop still look good on your mobile device? Do your title tags and meta descriptions make sense in SERPs?

Commandment 3: Thou shall optimize local search/niche directories

Your website is not the only website available! You need to take advantage of local and niche directories to get your brand out there. Your competitors will most certainly have profiles on citation websites like Yelp, MerchantCircle, YellowPages, Whitepages, Citysquares, Topix, and many more. You probably have listings too, but is the information correct? Does your profile stand out? These sites are very authoritative and rank very well for many search queries. A complete and an accurate local citation on these sites and others will help your local visibility immensely. However, you need to make sure you are using consistent NAP (name, address, and phone

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number) information, or you will confuse search engines...and you can disappear from local results.

These websites are also used for citation information by Google+, Yahoo Local, and Bing Places. These are the major Search Engine's local services. They will often display "local packs" of these listings and dominate the real estate in SERPs for search queries with local intent. You want to ensure you have all of these profiles claimed and optimized, because their information will provide key indicators to Google and other search engines about your business and what content your website provides.

The last group of citation websites is broken down into two categories:

- **Niche citation sources for lawyers**, which include Justia, Avvo, FindLaw, HG.org, and Lawyers.com
- **Niche citation sources for doctors**, which include healthgrades, RateMDs, ZocDoc, DoctorDirectory.com, and Medicare.gov

Sometimes you can actually gain better visibility by having a high quality or promoted listing on these websites rather than trying to compete for the same competitive queries on your own website. These websites have been around for years, and they will be around for much longer. Don't fight them—join them!

National practices and firms sometimes think they don't need local citations. **They're wrong.** Don't miss out on local traffic because you think these websites are only for local visibility. They give your brand credibility, allow you to be found in more places, and give opportunities for patients or clients to leave reviews.

You may think that once you have all your local profiles and citation sources set up, you can forget them. Wouldn't that be nice? Unfortunately, you will find that the Internet is full of misinformation and mistakes. You want to audit these sites quarterly (and any others you can find) to make sure your listing is visible, fully filled out, and accurate. Many of these websites have some type of review component as well, and as we all know, reputation means everything. And that leads us to the fourth commandment...

Commandment 4: Thou shall create a sustainable review strategy

Reviews are important, and there is no way around it. Quality reviews **will** improve your rankings, conversions, and brand reputation. **Bad reviews will hurt your business** and be a not-so-silent killer. Many clients think there are problems with their website when business starts to dry up. But when you take a look at their reviews on external websites, you can quickly tell there is a much bigger issue.

You may be the greatest lawyer or doctor on the planet...but if no one knows, what good does that do you? We can help you implement a sustainable review strategy, but in the end, your success has everything to do with how you run your business. Take note from the hospitality industry. They make a business out of pleasing people. You should always remember that every person who comes through your door could be the review that helps convert future patients or clients, **or** the review that could hurt your business for years to come.

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Commandment 5: Thou shall create and promote excellent content

We talked about creating excellent content in the second commandment, but it is so important, we are going to talk about the next step that many businesses forget. **You need to promote your content in some way.** Share it on social media, share it with your herd, share it with your neighbor, share it with whomever, but you need to share it with someone. You may get lucky with some piece of content that fills a gap in information online, and you get a ton of traffic from that piece every month. However, you will find more ongoing success by doing something with the content you create. You spent time on it and it's good, so why not share it with as many people as you can?

This does not mean SPAM people with your content.

You shouldn't measure your content success by the number of pieces you produce every month; rather, measure your success by the quality of your content. Every business will post a varying amount of content each month, but live by one rule: don't write content unless you have something interesting or new to say that your perfect client would potentially find helpful.

Don't let your content sections become stale. As a rule of thumb, your website should have some kind of new content weekly, and you will find the very successful businesses provide more than that. If you need assistance to make your website content helpful, unique, and motivating, read on our website how [our writers make our content HUM](#) by looking up the following:

Our Writers Know: To Succeed, Content Must H.U.M. The Right Tune



If you create great quality content, other sites will link to your work. Any time you earn backlinks in this manner, it puts your content and website in front of new users who may benefit from your services and naturally helps your rankings. With this in mind, remember that although every piece of content should be interesting, useful, and unique, not **every** piece needs to be conversion-driven. You are providing great information, and that information is making its way around the web. It is a lot less likely for content to be shared and linked to if you are overselling your services. If you are earning links, then you are improving the overall link profile of the website. You are also getting brand recognition from the visitors to those websites.

Many of our clients pick up cases after someone found their website while simply looking for information on a specific medical condition or types of injuries resulting from a car accident. That person wasn't looking for a doctor or lawyer, but found one anyway. This sounds like sheer luck, but it's not—it's the product of careful content planning.

Your website should have content that speaks to your potential patients or clients at each stage—this includes the “gathering information” stage which is most likely well before the “looking for a doctor or lawyer” stage. If your content provides the information they need and speaks to them at that stage, you have an opportunity. You are in the position to tell them what to expect next, because you know much more than they might about their options and can help them avoid making mistakes. Giving potential clients or patients this “leg up” shows that you are knowledgeable about the topic they are searching for, and by telling them what to prepare for, you can gain big credibility points. They may not even know they need a doctor or lawyer, or

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know how you could help them, or that others have gone through this situation before them and asked the same questions. You've just connected with a site visitor, assisted him at a time he didn't know how much help he needed, and opened the door for communication.

That's what successful content planning is all about. It works.

Commandment 6: Thou shall promote community involvement

If you are involved in the community through charity efforts, your business and website can benefit from it. People like to see companies helping people in their local communities.

These charity organizations that you sponsor or donate time to usually have a good Internet presence as well as strong social followings. Use social media to engage with the local organizations you are involved with. Be a voice for them by sharing their posts and their upcoming events, and explain the way you are connected to them. It is the best way for those organizations to also become a voice for you and help spread your brand awareness.

You can share your efforts on social media, boast about them on your website, and ask for a link from the charity back to your website. You can be involved in your community in so many ways that it only makes sense to make the most of your charity efforts.

Commandment 7: Thou shall be social on social media

Please be social in social media platforms.

You're not using your business Facebook account to its best advantage if you have only five followers. You're not promoting your business right if you're using an automated Facebook feed that runs at 5 p.m. every day. That's just BORING (and more than a little sad). You will not build an audience or get "likes" this way. Those people who do follow you will have your posts hidden.

Social media is not just about getting "likes" or "upvotes" or similar merit badges. Those signs of mild approval are not as important as actually getting comments and engagement from people who follow you. When you like and follow local businesses, they usually will return the favor. Remember to cite your community involvement and create posts about these events. Remember to tag the charity organization to reach a larger audience.

Create a social media strategy and stick to it. You don't have to be active on every social media platform, but you should be consistent with the ones you are active on. Social media is playing a bigger and bigger role in our economic lives, and it is hard to get away from it. Don't be the business owner who thought websites would never catch on. Determine what your social media strategy will be before just jumping on the bandwagon. Keep in mind that social media is not just a place to promote your own website content; rather, it's a good place to talk about what is happening in your local community and in the news, and it's a great source for finding relevant content topics. When you have your "ears to the street," as they say, it can help you find ways to target your content to what people are talking about, answer their questions, and keep your site content and social media profiles relevant and up-to-date.

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Commandment 8: Thou shall nurture your herd with follow-up campaigns

The easiest and least expensive way to get more of the best kinds of patients or clients is to build and nurture your list.

What is “your list?” Well, you have contact information for prospective, current, and former clients—*USE IT!* There are a lot of ways you can nurture your herd, including the use of email newsletters, print newsletters, email campaigns for new leads, and sophisticated drip campaigns for contacts and offer requests.

When you’re implementing both email and direct follow-up campaigns, it is important to track how successful they are, and fortunately for you, DSS™ does this easily and automatically. Make sure you know what you are trying to accomplish with your follow-up campaigns, and learn how to seduce your perfect client with them.

Commandment 9: Thou shall embrace PR and court the media

Public relations, or “PR,” is a great way to enhance brand visibility and awareness. It can also help your site’s backlink profile. Tout your professional accomplishments through press releases. Not everything is worthy of a press release, but don’t miss out on the events that are.

You’re an expert in your field, and the media are always looking for experts on certain subjects. They also need stories to report on. That’s your cue: give reporters a story on a topic they need or want. What are people talking about on social media? What’s going on in the news? Do you have an opinion or insight relevant to your specialty that would give the media a new perspective on an already popular topic? If you help a reporter out, he won’t forget you, and you could end up being a go-to source for commentary on specific subjects. A great resource is HARO (Help a Reporter Out). Reporters are always looking for experts who can speak and provide validity to their journalism.

Your cases can be a PR opportunity as well, if there is something unique about them. When a media situation suddenly presents itself, whether it is an important case or a news item your medical practice or law firm wants to take a stance on, it is critical to have a targeted media list readily available, so you can release your news within minutes.

Commandment 10: Thou shall respectfully and wisely use paid advertising

Paid advertising can be a great booster for your brand and your website traffic. The advertising channels you select should be tied to where your perfect client is most likely to find you. If you are considering advertising with a banner ad on another website, find out who its audience is, review its media kit, ask what kind of performance other ads are seeing, determine if you already get traffic from this website, and decide if this will help you increase that traffic (and if it’s the kind of traffic you want). Ask if you can test a couple of different ad designs to determine which one works the best.

Whether you are advertising using a third-party site, Facebook, paid search ads, display, remarketing, TV, or radio, pay attention to the results. Test different messages. Evaluate your ads, budget, targeting options, and return on investment (ROI) regularly; that will let you know what is

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really working and identify opportunities for improvement to ensure you are getting the most out of your paid advertising. When done correctly, paid advertising can really pay off.

The great part about paid search ads on Google, Yahoo, and Bing is that you can specifically target the keywords you know your potential clients or patients are searching for and track your efforts if you know what you're doing; however, you need to have a plan. The keywords you think you should show up for are often different from the ones potential clients are looking for. For example, many attorneys want to rank for "personal injury" keywords, but most normal people don't search for that.

Attorneys are also very competitive, so much so that they are the fourth most competitive industry on Google AdWords, and the average CPC (cost-per-click) for those keywords is over \$47. It's still possible to advertise in this space and make a good ROI, but you need to be very careful and targeted. Keep your costs down by finding less competitive keywords to bid on, using targeted ads and landing pages. Don't just send your ads to your home page or practice area pages. Create a unique landing page that speaks to that specific market, and it will raise your quality score, which in turn will lower the cost-per-click of your campaign.

Let's Get Started

Now that you have our commandments, use them and get your website and marketing healthy! We know that this can seem overwhelming, so take on what you can when you can, but don't just ignore the need for marketing. These things need to be done, and your website won't be successful if you don't work on these efforts. Just like going to the gym, you need to get into a routine.

Good luck, and don't forget that if you need help or don't understand how to do something, please reach out to our customer service team at **1-866-460-3724**. Remember, we provide one-on-one coaching with your license and will train you and your team. Take advantage of this service that is offered to you. We want you to be successful, and we will do just about whatever it takes to get you there. But you have to work at it, too.

Additionally, if you just don't have the time, need help, or just want us to do it for you, let us know. We have an entire marketing team of SEO analysts, performance managers, content writers, and video producers on staff ready to serve your needs. Just ask us.

Dedicated to Your Marketing Success,

A handwritten signature in black ink, appearing to read "Tom Foster".

Tom Foster and the entire team at Foster Web Marketing



Web Design Myths that Need to Die – Create a User Experience that Leaves a Lasting Impression

Presented by Gretchen Upright

There is a lot of lingo and many theories about website design that you read about online or hear from other business owners. You may have heard these phrases bandied about – mobile-first, responsive, flat, UX, UI, usability, parallax – and wondered “What does it all mean?” or “Do I even need to learn about them?” Gretchen Upright will boil it all down for you – what you need to know and what you can forget (or never learn at all). Since 2007, she has worked with hundreds clients on their web design projects. She has seen it all – the good, the bad and the unusable. Learn the answers to:

1. When should you redesign your site?
2. Does content matter?
3. What about mobile?
4. Which page is the most important page on my site?

WEB DESIGN MYTHS THAT NEED TO DIE – CREATE A USER EXPERIENCE THAT LEAVES A LASTING IMPRESSION



OVERALL

Checkpoint	Yes/No
Colors of site easy on the eyes?	
Favicon or browser icon?	
Black text on white background?	
Header area used for calls-to-action?	
Phone number top of every page?	
Button labels are readable?	
Copyright up-to-date?	

NAVIGATION

Checkpoint	Yes/No
Highlight where visitor is on the navigation bar?	
Drop down menus are indicated with a 'V'?	
Logo is linked to home page?	
Site map available?	
Is the navigation below the logo? If it's above the logo is it noticeable?	
Is the navigation overcrowded?	
Do you have secondary navigation items that span the entire page?	
Are all areas of the site accessible from the navigation bar?	

SITE SEARCH

Checkpoint	Yes/No
Is site search available?	
Is the search working properly?	
Results formatted properly?	
Is the search located in an easily found location?	
Site search being tracked in analytics?	
Is site search available?	
Is the search working properly?	

CONTENT

Checkpoint	Yes/No
Consistent formatting and color choices?	
Are you including too many calls to actions with the content?	
Headers are broad statements about the content below?	
Proper capitalization?	
Is your contextual link color differentiated from normal text?	
H1, H2, etc are used properly and are distinctive	

CHAT

Checkpoint	Yes/No
Available on site?	
When does it pop-up?	
Attorney image in pop-up?	
Does chat pop-up on landing pages/contact page/verify/thank you pages?	
When does it pop-up?	

MINI AND LONG CONTACT FORMS

Checkpoint	Yes/No
Headline on form explains what it is	
Intro text explains what will happen?	
Field names above or to the left of form fields.	
Free text field with the description of what you want to know?	
Required fields are indicated?	

WEB DESIGN MYTHS THAT NEED TO DIE – CREATE A USER EXPERIENCE THAT LEAVES A LASTING IMPRESSION



LANDING PAGES

Checkpoint	Yes/No
Only one call-to-action – no chat, no other offers?	
No navigation to distract visitors?	
No links to other web pages – no social icons, no search?	
Title indicates the type of offer and the value?	
Explain the benefits of completing the form/"what's in it for them?" in bulleted form?	
Present the shortest form needed?	
Large image of what they are getting?	
Include testimonials and badges on the side bar?	
Text wraps around image?	

MOBILE

Checkpoint	Yes/No
Site have mobile version?	
Are the offers/landing pages styled properly?	
Able to call office by clicking phone number?	
Directions page key into Google/Apple maps?	
Buttons easily clickable from a smartphone? (button size / location)	
Key navigation up top – call, directions?	
Readable font size?	

THANK YOU PAGES

Checkpoint	Yes/No
Has navigation so visitors can decide where to go next?	
Thank you page on the site?	
Thank them with larger text and deliver the content you offered and what will happen next?	
Social buttons included?	
Includes a "bonus" gift/link?	

THANK YOU EMAILS

Checkpoint	Yes/No
Thank them and deliver the content you offered?	
Social buttons included?	
Includes a "bonus" gift/link?	
Up sell for a related product/offer?	
Personalized with Dear ~firstname~?	

How to Write Case Results that Create an Emotional Response and Drive Action

Presented by Lindsey Daher

Are you looking for a way to showcase your unique talents and strengths to reel in your “perfect client?” You may be overlooking one of the most powerful tools in your arsenal—your own success stories. Examples of your real-life successes help potential clients understand what you can deliver, and they can be a powerful tool for converting potential clients into actual clients. Join Lindsey Daher, Manager of Content Operations at Foster Web Marketing, as she walks you through the process of converting your stories into compelling, well-constructed case results that will highlight your successes, build trust, and inspire confidence in your business.

HOW TO WRITE CASE RESULTS THAT CREATE AN EMOTIONAL RESPONSE AND DRIVE ACTION



- Case Results: Real-Life Stories With a Purpose
 - Highlight Your Expertise
 - Inspire Confidence
 - Convert Potential Clients to Actual Clients
- Discussion: Do You Write Case Results?
- Getting Started
 - Choose the right case
 - Gather supporting details
 - Confirm the use of personal information
 - Obtain a client testimonial
- Create an Outline That Explains:
 - What happened
 - How the client was affected
 - Why the client came to you
 - How you were able to help
 - The outcome
- What Happened?
 - What accident, injury, or problem occurred?
 - What injuries or issues did your client face as a result?
- How Was Your Client Affected?
 - Were the injuries Life-threatening?
 - Was emergency medical treatment required?
 - What about follow-up treatment and additional surgeries
 - How long was the recovery process?
 - Was he or she able to work at all?
 - Physical limitations
 - Pain
- Why Did the Client Come to You?
 - Overwhelming medical bills
 - Disability
 - Ongoing pain
 - Inability to work
 - Inability to function as before

HOW TO WRITE CASE RESULTS THAT CREATE AN EMOTIONAL RESPONSE AND DRIVE ACTION



- **How Did You Help?**
 - Investigation
 - Negotiation
 - Settlement
 - Trial
 - Rehabilitation
 - Additional Medical testing
 - Surgery
 - Trying various hearing solutions

- **The Outcome**
 - How long did it take to resolve the case?
 - How long did it take to resolve a medial issue?
 - Did the case go to trial or was it settled?
 - Was there a monetary award?
 - Was the award more or less than you expected?
 - Did the surgery or treatment go according to plan?
 - Did the hearing aid provide significant improvement?
 - How will the outcome help your client?

- **Putting it All Together**
 - Use a template
 - Draft an interesting story
 - Link to the client testimonial
 - Break up the text
 - Include a call to action
 - Write a descriptive title
 - Create an informative meta description

- **Understanding the Call to Action**
 - Call our office to schedule a consultation
 - Email us to let us know how we're doing
 - Leave a comment to let us know what you think
 - Fill out an online form
 - Request one of our free offers
 - Check out our testimonials
 - View our case results to see similar cases we've handled
 - Chat instantly via live chat
 - Sign up for our monthly newsletter
 - Share this on Facebook, Twitter, Google+, etc.
 - Follow us on social media

HOW TO WRITE CASE RESULTS THAT CREATE AN EMOTIONAL RESPONSE AND DRIVE ACTION



- **Writing a Descriptive Title**
 - Unique, accurate, and concise description of a page's content.
 - Should be no more than 60 characters. Google displays between 55 and 60 characters, so the most important words should be at the beginning.
 - Becomes part of the URL for the page.
 - Try not to use punctuation—it makes the URL more complicated.
 - Shows up in the first line in Google search results.
 - Should be written in title case.
 - Should not include the name of your business.
- **Creating an Informational Meta Description**
- **Sharing Personal Information**
 - Add an asterisk to the bottom of the case result
 - Refer to client by age and gender
 - Refer to the client using an alias
- **Read and Revise**
 - Read
 - Get Second Opinion
 - Revise as Needed
 - Edit
 - Post to DSS
- **Automatic Disclaimer**
 - **DISCLAIMER:** The results are specific to the facts and legal circumstances of each of the clients' cases and should not be used to form an expectation that the same results could be obtained for other clients in similar matters without reference to the specific factual and legal circumstances of each client's case.

Ancient Writing Tricks to Make Your Content More Persuasive so You Get the Best Cases and Clients

Presented by Jamie Kelly

SEO is worthless by itself. Getting visitors to your website is only the first step to turning them into prospective clients. For all the focus on “conversion optimization” these days, the most important aspect of turning visitors into clients often gets neglected: your voice. Get more clients and better cases by applying not a new methodology, but an extremely old one: the art of rhetoric. Learn (or relearn!) the fundamental principles of persuading others; from the courtroom to your website, content that doesn’t “convert” but CONVINCES is going to be your most potent weapon. Whether your form buttons are orange or red or have rounded corners can come later; if you don’t establish trust and authority with your audience you’ll never earn their business. This interactive course will cover the 3 essential “modes of persuasion” needed to be convincing, and will teach you how to artfully blend logic, character, and emotion to turn your audience into pliable putty not only willing but eager to do what you want. You’ll walk away knowing:

- How to structure your argument coherently
- How to build trust and credibility with your audience
- How to evoke the emotional response you need

“Conversion optimization” may have a very new-school sound to it, but it’s one of the oldest tricks in the books. Applying some of these old tricks to your new content can bring you new business and better work, join us to learn how!

ANCIENT WRITING TRICKS TO MAKE YOUR CONTENT MORE PERSUASIVE SO YOU GET THE BEST CASES AND CLIENTS



The art of persuasion is perhaps the oldest and most effective marketing methods. The ability to convince someone else to do something that you want them to is the epitome of marketing.

It doesn't matter what you're selling. Products, services, or ideas, if you can't convince your audience that your point is the *right* point, you won't be successful.

Rhetoric is the art and practice of persuasion (both spoken and written), and while it has likely existed since the very dawn of communication, it was studied extensively beginning with the ancient Greeks.

The Greeks, and later the Romans, relished in the study of persuasion, and rhetoric flourished on the floor of the Senate and throughout politics (a tradition that continues today, for better or worse).

There are many great Greek orators, politicians and philosophers we could examine to learn more about the practice of Rhetoric, but none covered the topic as extensively as Aristotle. Aristotle's *On Rhetoric*, published in the 4th century B.C.E. is considered the seminal work on the topic of rhetoric, even today. In *On Rhetoric*, Aristotle identified 3 "modes" of persuasion he saw being employed over and over again. These 3 argumentative strategies can be employed together to make sure you're reaching your true audience, make your arguments more convincing, and ultimately get you more business.

Aristotle's 3 Modes of Persuasion

Each mode of persuasion has its strengths and weaknesses, and any argument is going to be stronger by employing some combination of all three, rather than only one.

Logos (Logic)

Logos employs **facts** and **statistics** (as well as **analogy** and **metaphor**) to point the reader to a logically valid conclusion. Logos also includes the meta-structure of your argument itself. Which points to do you make to prove your point, and in which order?

Example: "Ladies and gentlemen of the jury, we have not only the defendant's fingerprints at the scene of the crime, we also have video of the defendant committing the crime. The case could not be more open and shut."

Ethos (Ethics, Credibility)

Ethos builds an argument based your credibility, reliability, and honesty. Ethos in advertising will often make use of celebrity spokespersons or endorsements. You use ethos (knowingly or not) every time you write with the **tone** you use, the **citations** you employ, and the **knowledge** you demonstrate.

Example: "As a doctor, I'm qualified to tell you that this treatment will likely generate the best results."

ANCIENT WRITING TRICKS TO MAKE YOUR CONTENT MORE PERSUASIVE SO YOU GET THE BEST CASES AND CLIENTS



Pathos (Emotion)

Pathos evokes an **emotional response** from the reader. Prescription medication commercials make use of pathos in their imagery, both showing the suffering of the patient pre-treatment as well as how great life is post-treatment. (Think sunshine and smiles as far as the eye can see).

Example: "You can't put a price on peace of mind. Our security systems protect the well-being of your family so you can sleep safely and soundly each night."

Pop Quiz!

Can you identify which mode of persuasion is being used in each of the examples below? Write "L" for Logos, "E" for Ethos, or "P" for Pathos next to each statement or question. The answer key is on the final page. Don't cheat!

1. ____ "If we don't evacuate soon we're all going to be caught in the hurricane's path!"
2. ____ "Demand for the product has declined quarter-over-quarter for the past 2 years and sales figures are at an all-time low. It's time we consider other options."
3. ____ "I've lived on this farm for 25 years and have never once seen a black bear of that size."
4. ____ "If his years as a marine taught him anything, it's that caution is the best policy in this type of situation."
5. ____ "They've opposed everything we've worked so hard to build, and they'll stop at nothing to destroy everything we've achieved. Make no mistake, they're the true enemy here!"
6. ____ "My decades of work in the public sector, my impeccable service record, and my well-established patriotism all make me an excellent candidate to be the next President of the United States."

Practical Rhetorical Structure – Utilizing Logos to Build an Argument from Beginning to End

Identify Your Audience

Before you even begin writing, you need to identify your target audience *for that particular piece of content*. Different articles can (and often should!) have different audiences.

- What do you know about this audience?
- What motivates them?
- What will resonate with them?

Plan Your Content From Beginning to End

- **Lead with your main point! What do you want them to know?**
 - "Here's what's coming, and here's why you need it"
- **Map the points you want to make, and think about which order you want to present them.**

ANCIENT WRITING TRICKS TO MAKE YOUR CONTENT MORE PERSUASIVE SO YOU GET THE BEST CASES AND CLIENTS



- Do you want to open with your most convincing point? Or build to a climactic “hammer dropping” closing argument?
- Do your points build upon each other? Do they flow logically?
- **Anticipate and deflect counterarguments.**
 - Are there holes in your argument? Plug them *before* someone else has a chance to point them out.
 - Perhaps there’s a common misunderstanding you can rectify, or false information being propagated that you can correct.
 - Play Devil’s Advocate with yourself
 - Try to counter EVERY SINGLE point in your argument. What would your nemesis say to refute you?
 - Incorporate these counterarguments to strengthen your case.
- **Finish Strong and Include a Call-to-Action**
 - Remind the reader of your main argument, and why it matters to them.
 - “Call to action” isn’t just marketing jargon, *it’s the entire crux of your argument*. What do you want the reader to DO? Don’t leave it to chance, TELL THEM!
 - Spoiler alert: it’s not always “Call us now!”

Leveraging Ethos to Build Trust and Credibility

Use Your Identity to Your Advantage

- **You know what you’re good at and what you’re not.** Play to your strengths.
 - Do people love your folksy charm and your down-to-earth approach? Do they appreciate your candor and straight talk? Know your audience, know yourself, and understand how the two intersect.
- **Personal Branding:** What makes you “you”, and what separates you from your competitors?
 - **Choose Your Tone.** The tone you employ will set the mood for the reader throughout the article. This is what marketers mean when they talk about “brand voice”. How do you communicate as a business, and what tone do you project?
 - **Be Confident in Your Delivery.** The reader came to you seeking answers. It’s up to you to provide them in a way that makes you seem not just believable but a true authority on the subject. Tell is like it is, and then show the reader why they should believe you when you say it.
- **Cite Credible Sources.** Just like school, always cite your sources. A lack of citations—especially when mentioning fact and statistics—raises eyebrows with your readers. Don’t invite suspicion, show them up front where you’re getting your information.

ANCIENT WRITING TRICKS TO MAKE YOUR CONTENT MORE PERSUASIVE SO YOU GET THE BEST CASES AND CLIENTS



- **Showcase Your Knowledge.** Use your past experience, to further strengthen your credibility on the subject. “Why should they believe me?” is the question you should always be keeping in the back of your mind. Use all the tips mentioned here to answer that question.

Creating Emotional Connections Using Pathos

- **Which Emotion Do You Want to Evoke?** Do you want to instill fear, or relieve it? Do you want raise uncertainty, or put it to rest? Do you want to make your reader angry, or do you want to calm them down?
 - **There’s no right or wrong answer.** Each piece of content will be different based on your needs. However, it’s important to remember throughout the writing process what exactly your goal is, and which emotional response you’re striving for.
- **Word Choice Matters!** You don’t have to come up with the next great American novel, but you should be thinking carefully and critically about your word choice throughout.
 - **Be Vivid With Your Descriptions!**
 - **Maintain Clarity!** Confusion is never the emotion you should evoke.

Answer Key for the Pop Quiz

1. Pathos
2. Logos
3. Logos
4. Ethos
5. Pathos
6. Ethos

Steal the Best Cases from Your Competitors Using Guerrilla Warfare

Presented by Elizabeth Winters

With carefully-executed tactics, you can take on large national firms to battle for the cases your competitors want. Learn where to focus your budget to capitalize on strategies that other firms often overlook. Competition may be fierce and costs may seem daunting for those unable to budget thousands of dollars on the generic commercials that infiltrate daytime television; but fear not, we've helped smaller firms compete with more-established firms with the right focus. Don't launch a campaign for a hot case without fully crafting a smart strategy using these guerrilla warfare tactics.

STEAL THE BEST CASES FROM YOUR COMPETITORS USING GUERRILLA WARFARE



Outline & Checklist

As we discuss each element of a campaign, please follow along and complete this guide to help you get started on a battle plan for your next campaign. Think about how each element we cover can be tailored towards the specific case type and audience that you want to attract.

Executing a Campaign to Target a Hot Case

A well-executed campaigns must begin by developing a strategic plan. Identify the kind of case you most want to devote your marketing time to.

- What will your campaign target? What is your ultimate goal that you want this campaign to achieve?

Know Your Terrain: Define Your Audience

Before all else, a campaign must have focus. Your audience will shape your campaign. Think about who and what you will be target as you consider these key things:

- Location _____
- Demographics _____
- Budget _____
- Timing _____

Content Combat Tactics

When people search for information about your campaign, what will they find?

- Search your own website for information on the topic.
 - What do you find? _____
 - Do you need to write more? _____
 - Has your content been updated and optimized? _____
- Consider the competition.
 - What do your competitors have on their websites about this kind of case? _____

STEAL THE BEST CASES FROM YOUR COMPETITORS USING GUERRILLA WARFARE



- Check Google Analytics.
 - Are people actually reading your content? _____
- Add supporting content.
 - Do you have testimonials from clients you helped in this kind of case? _____
 - Do you have detailed case results from this type of case? _____
 - Do you have a free book or report offer? Offers provide people with more information, showcase your expertise, and give you an opportunity to collect contact information. _____
 - Do you have drip campaigns or follow-up campaigns set up to continue marketing to people after their first contact with you? _____

Using Video to Your Advantage

If you have the budget to run television commercials, terrific. If you don't, fear not: you can still use video to attract the clients that you want.

- Consider shooting videos for website content.
 - What message do you want to send prospective clients considering you for their case? _____
- Take advantage of YouTube.
 - Do you have an active YouTube channel? _____
 - Is running YouTube ads an option for you? _____
- Purchase marketing domains to use in videos.
 - Are there any marketing domains available that compliment your campaign? _____

Effective Paid Advertising

Even on a small budget, don't rule out PPC and paid advertising. Set a realistic budget and never "set it and forget it" while you have paid campaigns running.

- Budget: What can you spend on a campaign? _____
- Brainstorm creative ways to reach your audience. _____
- Consider retargeting to stay on people's radar. _____

STEAL THE BEST CASES FROM YOUR COMPETITORS USING GUERRILLA WARFARE



- Would your campaign benefit from targeted Facebook Ads? _____
-

Public Relations Principles

Earned media mentions can be invaluable, whether they come from local, national, and industry sources. Use PR to maximize your media potential and strengthen your brand.

- Do you have local media connections? _____
 - Do your research. Who reports on topics that suit your industry? _____
 - Do you have a press kit or media page on your website? _____
-

Strategic Social Media

Facebook, Twitter, LinkedIn, Google+, and other social platforms enable businesses to reach their target audiences in new ways. Take advantage of the opportunities these unique social sites have to offer. Your audience is already there.

- Have you shared your awesome content or informed your social media audience that you are taking these types of cases and clients? _____
 - Would your campaign benefit from the very specific demographic targeting that Facebook Ads offer? _____
 - What local and subject matter groups are online that you can connect with? _____
-

Covering Your Tracks: Do You Know What's Working?

Tracking the results of your different campaign components is essential to determine what tactics are performing best and the most cost-effectively.

- Google Analytics to monitor content views.
- Marketing domains and tracking parameters for URLs.
- Conversion tracking for PPC and paid campaigns.
- Video view counts on your YouTube channel.
- Media mentions and interviews.
- Monitor where your contacts and cases are coming from.

The Life of the Social Media Party

Presented by Molly McCormick

Bad social media is like that socially-awkward guy at a party—he's making the effort, but it can be a bit cringe-worthy. Don't be that guy. Join Molly McCormick to learn the social skills that aren't taught in law school. Are you trying to force the conversation? You CAN get people to talk about your business, but like a real conversation, it takes some tact. You can't walk up to a group of people at a party and demand they listen to information about car accidents, so don't try to do this on social media. Learn how to get people talking organically. Are you discussing the right topics on the right platforms? If Facebook is the fun cocktail party, Twitter is the GLM summit networking hour. There are appropriate topics of conversation for different kinds of parties, and it's important to know which is which, and how to engage party-goers. Learn which kind of content works best on different platforms. Are you talking to the right people? Social media offers an incredible (and totally unique) way to target EXACTLY the right people—I'm talking scary accurate targeting. Learn how to use this to your advantage! There is literally no other marketing platform that allows you to narrow down to your ideal audience like social media. There is an art to great social media, and Molly will help you master it to generate the kind of business you want.

THE LIFE OF THE SOCIAL MEDIA PARTY



The Social Mindset

- Goals:

- Strategy:

Social Content

- Photos
- Videos
- Infographics

The Right Message for the Right Platform

- Facebook:

- Twitter:

- Google+:

- Pinterest:

- LinkedIn:

THE LIFE OF THE SOCIAL MEDIA PARTY



Ads 101

- Beta Test
 - Determine where
 - Split test images/copy
 - Tracking
-
-

Targeting Your Ideal Audience

- Age, Gender, Location:
-
-

- Industry:
-
-

- Interests:
-
-

- Life Events:
-
-

Facebook Advertising

- Boosted Post:
-
-

- Ads Manager:
-
-

- Power Editor:
-
-

How to Make Informed Decisions about My Business

Presented by Zach Stone

Are you tired of wasting your money and time trying to analyze your marketing efforts? Not sure which of your marketing campaigns are working, and which are failing? Want to know where to spend your marketing budget for the upcoming year? Join Zach Stone, one of our senior Web Marketing Strategists, as he discusses how to Get Your Marketing Back on Track with 4 Google Analytics Tricks that Save You Time, Money & Effort. He will help you streamline your efforts in this extremely powerful marketing tool with these 4 Google Analytics tricks:

1. Learn how to set up “Custom Dashboards” that will help you quickly see the metrics that matter the most to you.
2. Find out how to set up the most useful “Goals” that will help you track where and how your leads converted on your website.
3. Discover how to create “Custom Segments” that will help you dig into Google Analytics even deeper, and find underlying trends that wouldn’t be possible to see otherwise.
4. Master “Events” to learn about specific actions your potential clients are making on your website. Events will help you better track your chat conversions, and tell you what webpages are being read entirely through on your website.

Google Analytics is an incredibly powerful tool, but without the right guidance you can quickly fall victim to its endless capabilities, and waste hours daily trying to look for information that can be quickly and easily found by the experts. Zach Stone is all about streamlining processes and has a knack for quickly analyzing information. He will help you save precious time, money and effort during this awesome Google Analytics tutorial, so you can get more done in the fastest time possible.

HOW TO MAKE INFORMED DECISIONS ABOUT MY BUSINESS



Events Example

Event Category _____

Event Action _____

Event Label _____

Event Value _____

Custom Segments Example

Filters:

1. _____

2. _____

3. _____

% of Users _____ # of Users _____ # of Sessions _____

Custom Dashboards Example

Widget 1 Title: _____

Standard _____ Metric: _____

Filter Data _____

Widget 2 Title: _____

Standard _____ Metric: _____

Filter Data _____

Widget 3 Title: _____

Standard _____ Metric: _____

Filter Data _____

Widget 4 Title: _____

Standard _____ Metric: _____

Filter Data _____

Widget 5 Title: _____

Standard _____ Metric: _____

Filter Data _____

HOW TO MAKE INFORMED DECISIONS ABOUT MY BUSINESS



Widget 6 Title: _____

Standard _____ Metric: _____

Filter Data _____

Widget 7 Title: _____

Standard _____ Metric: _____

Filter Data _____

Widget 8 Title: _____

Standard _____ Metric: _____

Filter Data _____

Widget 9 Title: _____

Standard _____ Metric: _____

Filter Data _____

How to Track Conversions on Your Website Using Google Analytics

Setting up goals for your website will give you a better idea of where and how users are converting from readers to prospective clients or customers. You want to know what channels are working to convert your users and which channels are not; the Goals tool will tell you whether your first step toward success came when a reader completed a contact form or instead downloaded a report.

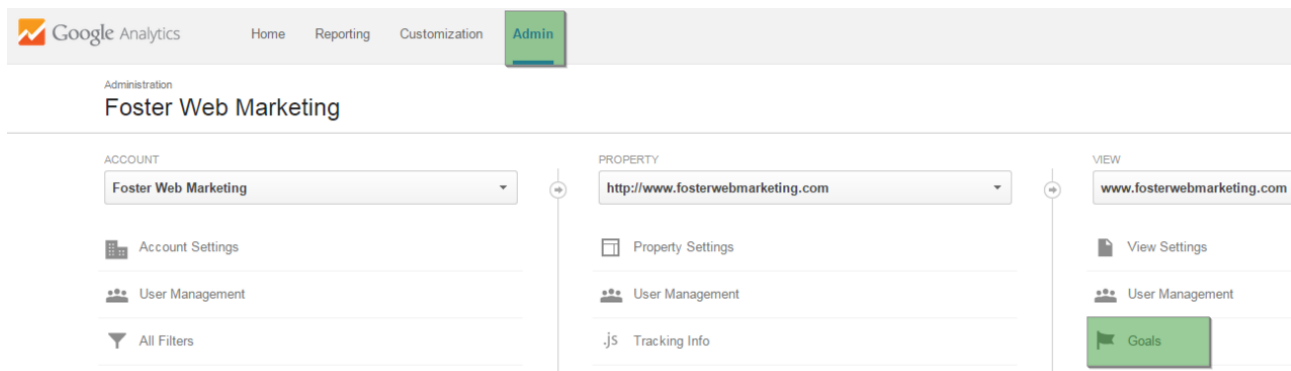
Keep in mind that this is not a perfect metric. Google Analytics can miss goal conversions for a variety of reasons, so this number won't exactly match what you may see in DSS or any other lead generation tool you use. It is still very useful and can help you understand what marketing efforts are working best.

HOW TO MAKE INFORMED DECISIONS ABOUT MY BUSINESS



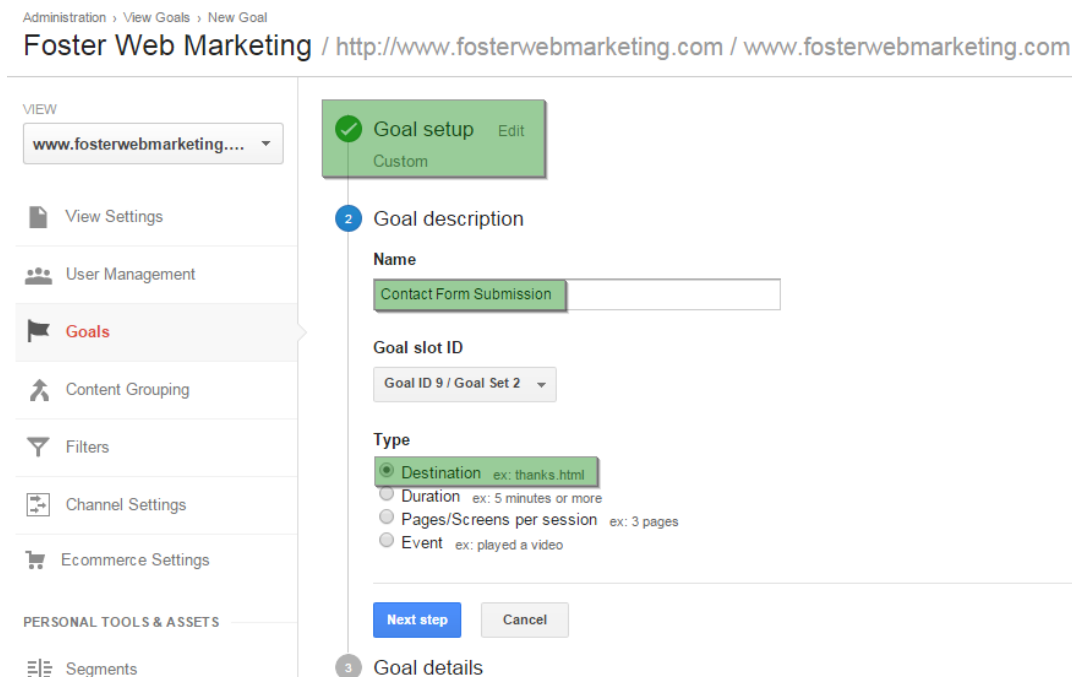
Setting Up a Goal for a Contact Form

This goal is fairly easy to set up. To begin, you are going to log in to Google Analytics. Once you are logged in, you are going to go to the “Admin” section in the top left of Google Analytics. From there you are going to look at the “View” section on the far right, and select the third item called “Goals.”



Click “+New Goal,” select a “Custom” goal setup, and click “Next Step.” I will be calling this goal “Contact Form Submission,” but you can name yours Goal Conversion or whatever makes sense to you. The goal slot ID will default to your next available goal slot, so there is no need to change this. Keep in mind, you can track only 20 goals in Google Analytics, so be careful that you are only creating goals that make sense to track. One good note: if a goal you have created is no longer serving your needs, you can redefine it at any later time.

For the goal “Type,” choose “Destination”:



HOW TO MAKE INFORMED DECISIONS ABOUT MY BUSINESS



Now we are going to choose the actual details for this goal. For a contact form submission, you want to make the destination equal to whatever the page is that your visitors are sent to after they have verified their form submission. If you are a Foster Web Marketing client, this is going to be **/thank-you.cfm** unless you are using a unique thank-you page.

Before you set up the goal, complete a test contact form submission on your website. You are going to only use whatever comes after the domain; for example, use **/thank-you.cfm** instead of **lawfirm.com/thank-you.cfm**. If you have an idea of how much each lead is worth to you, then you can add a monetary value to your goal. Finally, you want to click “Verify this Goal” to make sure the goal is set up correctly. However, you’ll only know if it worked if someone completed a contact form submission within the last seven days.

✓

Goal setup [Edit](#)

Custom

✓

Goal description [Edit](#)

Name: *Contact Form Submission*

Goal type: *Destination*

3

Goal details

Destination

Equals to ▾

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

Value **OPTIONAL**

Off ☐

Assign a monetary value to the conversion.

Funnel **OPTIONAL**

Off ☐

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

This Goal would have a 0.95% conversion rate based on your data from the past 7 days. [Re-verify](#)

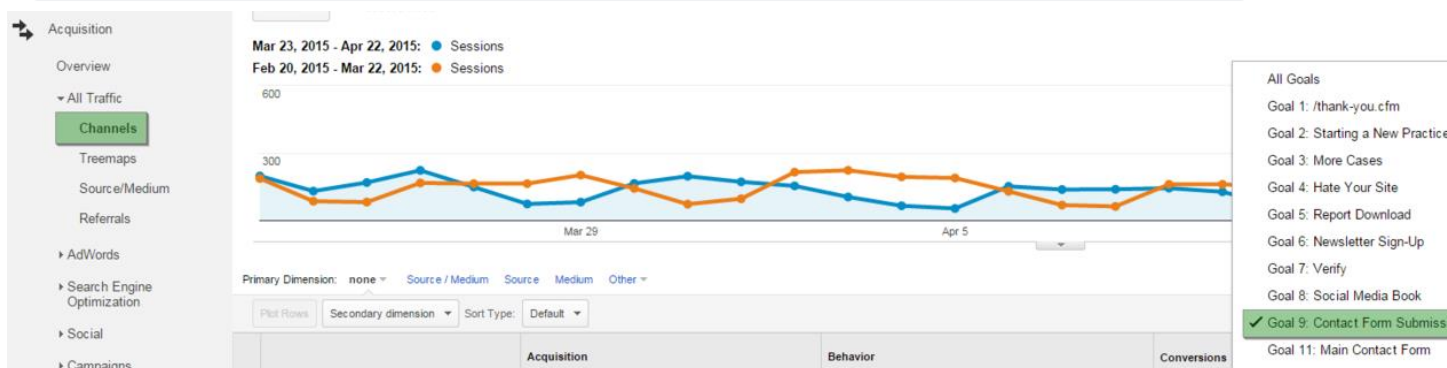
Create Goal

Cancel

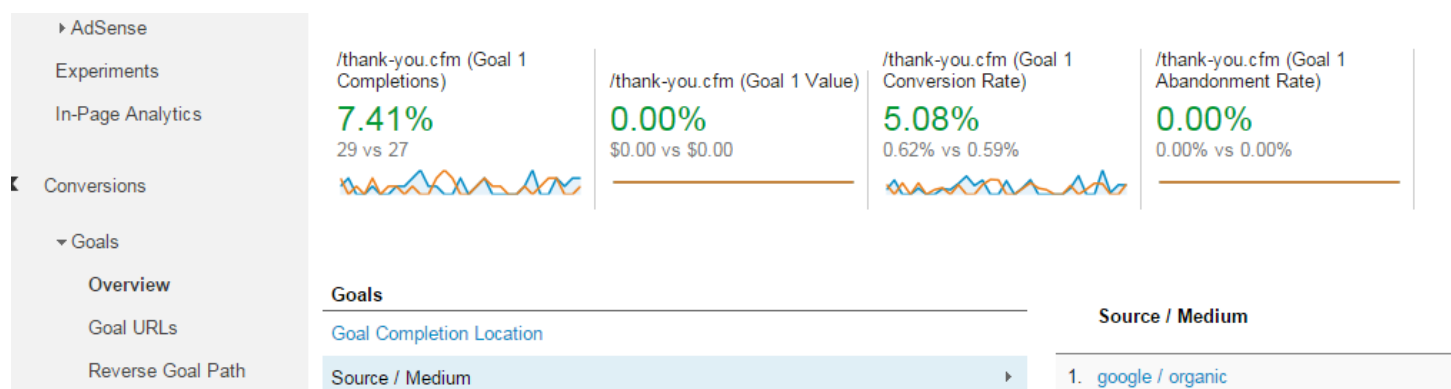
Where Can You See Goal Conversions in Your Google Analytics?

Once you create the goal, you will be able to see it in the drop-down list of goals that you are tracking in Analytics. You can access this in a couple different areas of Google Analytics, but I most often use it while looking at channels. You will have to choose the goal you want to look at in the conversions section:

HOW TO MAKE INFORMED DECISIONS ABOUT MY BUSINESS



Keep in mind that goals will not retroactively update. You will only be able to see goal completions from the day you set up your goal moving forward. You can also see a breakdown of where your goals were completed in the **Conversions > Goals > Overview** section:



Setting up a Goal for a Report Download

A lot of our clients have free offers and book downloads on their sites as another type of conversion. Tracking these conversions is a little different once you actually begin setting up the details for these goals. First, if your website is through Foster Web Marketing, the thank-you page is now going to be **/reports/thank-you.cfm** unless you are using a custom thank-you landing page. Again, do a test by downloading your book or requesting the free offer on your website, and see what page users are actually sent to after verifying their contact information.

Second, if you have multiple offers on your website, you are going to use the funnel section this time. You are going to use the report page as the funnel because users must go through that page to get to the thank-you page.

Now, you will be able to tell where users came from when they download your books or request free offers. But don't stop here! There are a lot of other goals you can create in order to track events like chats and other interactions. Get creative in creating your goals and tracking your marketing efforts.

Basic Google Analytics Metrics

Pageviews

This is the number of times users view a page that has the Google Analytics tracking code inserted. This covers all page views; so if a user refreshes the page, or navigates away from the page and returns, these are all counted as additional page views.

Sessions

A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session. A visit is ended either after 30 minutes of inactivity or if the user leaves your site for more than 30 minutes (if a user leaves your site and returns within 30 minutes, this is counted as part of the original visit).

Unique Pageviews

The unique Pageviews number counts all the times the page was viewed in an individual session as a single event; so whether a visitor viewed the page once in their visit or five times, the number of unique Pageviews will be recorded as just one.

Users

Users that have had at least one session within the selected date range, which includes both new and returning users. Google Analytics is able to recognize whether a user has been to the site before through the use of cookies. This means that if a user deletes their cookies, or accesses the site through a different browser or machine, then they may be mistakenly added as a new unique visitor.

User Behavior

New vs. Returning Visitors

New visitors are those users that have not visited your site before the time period specified, while returning visitors will have made at least one visit to at least one page on your site previously. This is again determined by whether Google Analytics can detect cookies, which indicate previous visits.

Segments

Segments enable you to analyze your data in more detail, by filtering the results to show only information for certain kinds of traffic. You can also use segments to compare results between groups of visitors; for example new vs. returning, or paid vs. organic search traffic. Google also allows you to set up custom segments to for even more granular analysis.

Landing Page

The page your user entered your site.

Bounce Rate

Bounce rate is given as a percentage, and represents the number of visits when users leave your site after just one page; regardless of how they got to your site or how long they stayed on that page.

HOW TO MAKE INFORMED DECISIONS ABOUT MY BUSINESS



Avg. Visit Duration

The average visit duration is the amount of time someone stayed on your site. This works like bounce rate where time will only be counted if they click through to another page on the site.

% Exit

%Exit is (number of exits) / (number of Pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

User Flow

The user flow report shows how users moved through your site, from landing page to exit page. User flow reports can be customized to show additional detail, such as the geographic location of users or the traffic source, and also shows how many people exited at each stage of interaction.

Traffic Sources

Direct Traffic

Direct traffic is made up of visitors that type a URL directly into the address bar, select an auto-complete option when typing the URL, or click on a bookmark to get to your site (however, instances when Google Analytics cannot determine a source also get automatically assigned as direct).

Referral traffic

Referral is when a user has landed on your site by clicking on a link from somewhere else; this could be another site, a social media profile, or a local profile.

Organic Traffic

Organic search shows the users who came to your site by clicking on the organic links on the search engine results page (SERP).

Paid Traffic

The paid search results show users who clicked on one of your pay per click campaigns; these typically appear at the top and side of the SERPs and are managed via an advertising account such as Google AdWords or Bing Ads.

Keyword

For both organic and paid search channels, Google Analytics records the keyword: the word or phrase a user entered into the search box that led them to click on one of your links.

Keyword: (not provided)

Google uses Secure Search over SSL (ie. using <https://www.google.com> instead of <http://www.google.com>), their keywords are not passed on to your Google Analytics account; instead, a (not provided) result is displayed. It's worth noting that keywords are still provided when users click on paid search results, even if they are using the secure search (a move that has led some commentators to accuse Google of bias towards those clients who advertise with them).

HOW TO MAKE INFORMED DECISIONS ABOUT MY BUSINESS



Keyword: (not set)

If you are seeing (not set) keyword data there is probably an error in tracking or its unnatural crawler traffic.

Custom information

Goals

For critical site objectives, such as getting users to fill in a contact form, complete an online transaction or spend a certain amount of time engaging with your site, goals can be set up to monitor the conversion rate of these activities. There are four types of goals available in Google Analytics: URL Destination, Visit Duration, Pages (or Screens)/Visit and goals tied to existing events. You can also assign a monetary value to each goal completion, to help determine the return on investment from your website or application.

<http://support.google.com/analytics/>

How to Make Money with AdWords

Presented by Laura Johnson

Have you tried AdWords before? Did it work? After the stories we've heard from clients and the lack of results we've seen many people experience with AdWords and pay-per-click services (whether managing it in-house or through a 3rd party), we've decided it's time to set the record straight.

Our SEO Manager, Laura Johnson, and her team have had a lot of success managing AdWords campaigns for their clients. Join Laura as she shares what they've learned to consistently bring in qualified leads and new cases. Laura will walk you through all aspects of setting up a PPC campaign in AdWords while providing insight and tips along the way to help you keep your goals and budget in check.

PPC can be a genuine asset to a well-rounded marketing arsenal and doesn't require an "all or nothing" mentality when it comes to your marketing budget. We're going to teach you the "right" way to approach AdWords that will allow you to get back what you put in – and more.

HOW TO MAKE MONEY WITH ADWORDS



The Adwords Mindset

1. What is your main focus for this AdWords campaign?

2. What is your goal?

3. Who is your audience? Where are they located?

4. What is your monthly budget for this AdWords campaign?

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Create Your Campaign

Campaign Name:

Type of Campaign (Select One):

- ☐ Search Campaign (**Remember to select All Features*)
- ☐ Display Campaign
- ☐ Search+Display Campaign

List 1-3 Target Locations:

List Locations to Exclude (if applicable):

Daily Budget: \$_____ /day
(*Divide Monthly Budget By # of Days)

Creating Ad Groups & Writing Ad Text

Ad Group 'A'

Ad Group Name: -

List 3 Keywords:

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Ad #1 in Ad Group 'A'

Headline (25 characters):

Description Line 1 (35 characters):

Description Line 2 (35 characters):

Landing Page:

Ad #2 in Ad Group 'A'

Headline (25 characters):

Description Line 1 (35 characters):

Description Line 2 (35 characters):

Landing Page:

Ad Group 'B'

Ad Group Name: -

List 3 Keywords:

AdWords Glossary

General Terms

Auction: Occurs every time a search is performed to determine which ads will show and in what order.

Ad Extensions: Option that allows you to display additional information with your ad. Ad extensions include Call Extensions, Sitelinks, Callouts, Location Extensions, Review Extensions, etc.

Ad Group: Contains one or more ads with a unique set of targeted keywords. A campaign may include multiple ad groups.

Campaign: The top level of the AdWords structure. A campaign consists of one or more ad groups and each ad group has a set of ads and keywords.

Display Campaign: A combination of text, image, and media ads that appear on websites in Google's display network. Display ads are interest-based and are triggered when the site's content is related to an advertiser's targeted keyword(s).

Display URL: The URL displayed with an ad. This does not have to be the landing page URL.

Keyword: Words or phrases that you target to trigger your ad.

Keyword Planner: A free tool available in AdWords that provides relevant keyword ideas and traffic estimates.

Landing Page: A web page a searcher arrives at as a result of clicking an advertisement.

Relevance: How useful the ad or keyword is to the searcher or audience.

Search Campaign: Text ads that appear in Google search results and on Google's search network (Google Maps, Shopping, etc) and search partner sites (AOL, etc.) that also deliver Google search results. Search ads are query-based and are triggered when the user's query includes the advertiser's targeted keyword(s).

Split Testing: A method used to determine the best ad. By showing multiple ads over a course of time, split testing helps determine which combination of ad headlines, ad text, images, and more are most effective.

Performance Metrics

Average Cost Per Click (Avg. CPC): The average amount paid each time an ad is clicked. $\text{Cost of all clicks} / \# \text{ of clicks} = \text{Avg. CPC}$.

Average Position (Avg. Pos.): The average position of an ad in search results when a specific keyword is included in the query. For example, an average position of 3.1 means that an ad usually appears between the 3rd and 4th positions.

Ad Rank: The resulting value of your bid amount and Quality Score. Ad rank determines ad position. $\text{Ad Rank} = \text{bid amount} \times \text{Quality Score}$

HOW TO MAKE MONEY WITH ADWORDS



Click-through Rate (CTR): The number of clicks an ad receives divided by the number of impressions. $CTR = \# \text{ of Clicks} / \# \text{ of Impressions}$

Impression: The number of times an ad has been shown; not necessarily the amount of times the ad has actually been viewed.

Maximum Cost Per Click (Max. CPC): The most you are willing to pay for one click.

Quality Score: A numerical value that indicates how relevant your ads, keywords and landing pages are to a user. The more relevant your keywords, ads and landing pages are, the higher your Quality Score.

Keyword Match-Types

Broad Match: The default keyword match type and the one that reaches the widest audience. Your ad can appear whenever a search query includes any word in your targeted key phrase, in any order, and can appear for related searches.

+Broad +Match +Modifier: A keyword matching option that allows you to better control which searches can trigger your ads to help increase relevancy. By adding a plus sign (+) in front of certain keyword(s) in your broad match phrase, you are telling Google that word must appear in the user's search query.

[Exact Match]: A keyword matching option that allows you to target your keywords more precisely. By surrounding your key phrase with brackets, your ad will only show for that exact phrase or close variations of that exact phrase.

-Negative Match: By adding a minus sign (-) in front of a keyword, you can prevent your ads from showing for that specific search term.

“Phrase Match”: A keyword matching option that allows you to reach a more targeted audience. By surrounding your key phrase with quotation marks, your ad will only show for a search of that exact key phrase or that exact phrase with additional words before or after it.

Bidding Options

Cost Per Acquisition (CPA): A bidding option that charges every time a visitor completes a specific action (chat, form completion, purchase, e-mail sign up, etc).

Cost Per Click (CPC): A bidding option that charges by the click. You only pay when someone clicks on an ad. Google AdWords offers two choices for CPC bidding: Manual Bidding and Automatic Bidding.

Enhanced CPC (ECPC): An optional bidding feature that will raise or lower your bids based on the probability that an ad click will result in a conversion.

Manual Bidding: Unlike automatic bidding which sets your bids for you, manual bidding enables you to control the max. CPC on your ad by setting your own bid amounts. This is a setting at the campaign level.

Reputation Management

Presented by Connie Gray

Do you know what people are saying about you? Are you checking your company's online presence? Finding and addressing negative reviews and comments can be a challenge. I will share four tools that help you monitor what people are saying about your company, products and staff and how you can impact them.

REPUTATION MANAGEMENT



Search your business name and locations. What sites do you find?

1. _____
2. _____
3. _____
4. _____
5. _____

Search for others in your office. What sites do you find?

1. _____
2. _____
3. _____
4. _____
5. _____

Search for competitors. What sites do you find?

1. _____
2. _____
3. _____
4. _____
5. _____

If you are considering doing paid monitoring for your reputation, check out these sites:

- Reputation Management - www.reputation.com
- ReviewPush - <https://www.reviewpush.com/>
- Review Trackers - www.reviewtrackers.com
- Chat Meter - <http://www.chatmeter.com/>

Write a response to one of these online reviews:

1. I'm not sure why Mr. X chose to become an immigration attorney when he hold political views that are very strongly anti-immigrant and borderline racist. He does not believe in the concept of birthright citizenship, which means he wants kids born in America to immigrant parents to be non-citizens subject to deportation. If you are a parent, please think twice before approaching X's law firm, as they may jeopardize the legal status of your child due to their right-wing and nativist political views. You are much better off going to an immigration attorney who actually wants immigrants to be able to stay in American and will fight for it. X is not that attorney.
2. This was the worst experience I have ever had. When an individual is in a situation in their life where they have to hire a lawyer, they are usually in a bad place to begin with. Hiring a lawyer should provide a sense of security and reassurance. He and his "team" did no such thing. After the initial consultation and the decision to hire, I made my one time payment and was in a positive state of mind. Two years later, zero case resolution, zero communication, and out \$3500. Talk about kicking someone while they are down. I cannot believe this individual has not been shut down. I would do it myself, however I cannot fathom wasting any more of my time or energy on this man. If I can influence you in any way not to hire him, then I think my post has done its job. This man will run himself into the ground; don't let him take you with him.
3. Save your money and find a different law firm. This firm charged me \$4,000 dollars and did absolutely nothing. They are horrible, I hired another attorney and within three days he was able to solve my issues with my divorce and get me far more than these so called attorneys were willing to even try and do. The X group had my case for ten months and did nothing. They don't inform you about what is going on, they don't ever call you back!!! You better be willing to call them constantly to find out anything. The attorney that was doing my case went to work for the law firm that my ex had and they filed a no conflict of interest form without my signature!!!! HE LEFT IN JULY, AND I NEVER FOUND OUT UNTIL SEPTEMBER 29 THAT HE LEFT!!!!!! The X group is shady, their practices are shady, and I wouldn't trust this law firm to handle anything. Go give your money to charities rather than pay them to represent you. This firm acts like they are doing you a favor because you hired them. So if you like being treated unprofessionally and not getting anything that you want in a divorce, then I guess this is the firm for you. DO NOT HIRE THIS HORRIBLE FIRM!!!!!! P.S. yes I am filing a complaint with the board too.

4. The type of service given from this company was the worst I have ever experienced. Although they are a law firm and I feel they lost my case that is not my complaint. I hired Mr. X to handle my child custody case. He has THE WORST work ethic I've ever seen in my life. He is argumentative and has a VERY bad temper. I am from California and had no idea what is going on in my court case the entire time. He had such a bad temper, he pushed me off to one of his lower attorneys that had less than 6 months experience as an attorney. Once we went to court, the "lower" attorney didn't know my case even after I had told him the story 3 previous times. When I made my visit to meet the attorney for the first time, he NEVER came out of his office to introduce himself. I saw him in his office with his door open and as soon as I walked in, he closed his office door. He wasn't with a client either. He is pathetic! This law firm is TERRIBLE!!! They have HORRIBLE business practices and have no idea what they are doing.

5. Not happy with how they treated my wife and I with our PI case. We asked questions and they did not want to hear it. I cannot recommend them to anyone...they play fast and loose and avoid questions.

WHAT DOES AN AWARD-WINNING WEBSITE LOOK LIKE?

Long time FWM client Hupy and Abraham (www.hupy.com) was recently honored by the 2015 Webby Awards as an honoree in the category of law firm website design.



Sign up for a **FREE DESIGN CONSULTATION** With Our Award-Winning Website Design Team!

Our award-winning design team, headed by the lovely Gretchen Upright, is offering a limited number of free design consultations. Here is what you should expect:

- 1 A thirty minute call with Gretchen to review how your current desktop and mobile sites perform in **site-speed and mobile-friendliness** testing.
- 2 An examination of your **desktop, mobile, and tablet traffic** (if you provide us with access to your Google Analytics) to determine what kinds of devices people are using to view your website and whether there are problems.
- 3 A look at your mobile and desktop sites to discuss **what you like and dislike**. And, just as important, Gretchen will tell you what features your site should have, but doesn't!
- 4 Based on your needs, we'll show you examples of sites that may contain design elements you'll appreciate. This will give you an idea of **how you can improve both your mobile and desktop sites!**
- 5 We will discuss **what makes your firm unique** to give you ideas on how to exploit your strengths with the right kind of website design.
- 6 At the end of the call, you'll get a list of recommendations and an understanding of **whether or not your mobile site is ready for the "significant impact"** coming to Google mobile search!

Sign up for your free design consultation at www.FWMDesign.com

You also get a **thirty minute consultation** with Gretchen Upright, director of project management, to discuss our recommendations. Reserve your spot today at www.FWMDesign.com!

