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You can always read, download and sign up for our newsletter at www.FWMnewsletter.com

WELCOME TO THE FAMILY!



Eric Mitchell of Bill Freedom, Mitchell Legal Advocates, P.C.

A huge congratulations to the newest member of the Foster Web Marketing team, Bill

Freedom Law, a bankruptcy and foreclosure defense law firm.

We are so impressed with their ability to put clients at ease, and we look forward to working closely with their team.

Check out the new website at www.BillFreedom.com!

The Top Marketing Must-Dos

by Tom Foster, Founder and CEO at Foster Web Marketing

Do you have a plan for marketing your firm? There are foundational

elements that are critical to your success, and they are often overlooked when you are busy trying to run your law firm. To help you out, here are the top marketing must-dos:



1 Create a Brand Strategy

This is THE MOST IMPORTANT STEP! You need to determine exactly what services you plan to offer, what your competitive advantage is for each service, and how you plan to position yourself. At this time, you should also develop a way to track and measure each element of your marketing so you will know what is working and what isn't.

2 Website

Your website must represent your brand online, both in design and content. Not only do you need brand consistency, but you need a website that is actually USABLE! Pay attention to the conversion elements on your website (forms, phone number, chat, calls to action), and have your website tested for site speed and tested by users to make sure it isn't too hard to find critical information.

3 Local Search

Web searchers will be looking for information about you and your firm in places other than your website. You need to claim and optimize social, local, and business listings as well as listings on directories specific to the legal profession. Google+, Facebook, Avvo, Justia, Martindale, NOLO, and FindLaw will all have profiles for you to create or claim, and they will reward you with legitimate leads (note that some are paid directories).

4 Review Strategy

Reviews are quickly becoming the most trusted referral method online, and you want to ensure that you are receiving plenty of positive feedback. Ask your happy clients to leave feedback about their experience online, and provide them with a few options for where they can leave this feedback—with clear instructions. Never solicit or offer payment for reviews.

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Karen's Customer Service Corner

by Karen Hoff

Many people—clients and non-clients—have experienced issues with putting images on their website. If you are having trouble with this, I am here to help! First of all, kudos for understanding the power of images! Now, let's solve that problem.

Your website has a certain amount of space available for content and images. The size of your image will determine where you want to put it, but let's use a bio picture for example. A typical bio picture should only be about 150 pixels wide in order to fit into the space allotted for the image. If you upload an image that is 3,000 pixels wide, it will squeeze down to try and fit that area, or it will spread out and "break" the other elements on the page. It will also slow your page-load time, which will affect your overall user experience and can affect your ranking.

You should always resize an image before adding it to your site. To do so, you can use an image editor such as Microsoft Office Picture Manager to reduce the size and crop the image so it fits better into that bio image area of your site. Once you have resized the photo, you can upload with success! 🌐



Our Happiness Director can help you resize images before you upload them to your site to ensure they fit into the allotted space.



If you need help, please contact our Customer Service Team. You can click on the question mark icon in DSS, email us via tickets@fosterwebmarketing.com, or give us a call at 844-531-4797. We can walk you through any process in DSS, and we can help you resize your images!



Having a professional, modern website design is essential for impressing potential clients when they compare you against your competition.



Our software, Dynamic Self-Syndication™ (DSS™), is a website content management and inbound marketing tool for professionals.



Get the clients and cases you want with creative and strategic marketing solutions that are proven to work.



High-quality professional videos help you build trust, improve your website's visibility and show off your personality to attract and convert more of your perfect clients.



Our DSS Team: Chris, Yung, and Shannon

WHAT'S NEW IN DSS?

We care about your online security and privacy!

To improve our product and service offerings to all clients seeking a more secure web experience, we have invested significant money, time, and energy in modifying our technical infrastructure, updating our administrative policies, and providing training to our staff to comply with all HIPAA (Health Insurance Portability and Accountability Act) and HITECH (Health Information Technology for Economic and Clinical Health Act) requirements.

Wow! Ok, so what does this mean for YOU? It means that all the data we host for you on our servers and in DSS—your website, your contact information, marketing data about your clients—is that much more secure. At Foster Web Marketing we really are dedicated to the privacy of our clients and the privacy of your clients!

These changes are part of what clients get just for being with Foster Web Marketing. We are constantly looking for ways to improve the quality of the products and services that we provide—at no additional cost to you! If you have questions about the new security features or our move towards HIPAA compliance, please contact our Customer Service team at 844-531-4797 or tickets@fosterwebmarketing.com.



[Facebook.com/DynamicSelfSyndication](https://www.facebook.com/DynamicSelfSyndication)



[Twitter.com/FWM_DSS](https://twitter.com/FWM_DSS)



The AdWords Move That Netted One Law Firm 50 Percent More Cases for One-Third the Cost

by Zach Stone

One of our star clients made the switch from AdWords to AdWords Express early this summer. Like many businesses, they were unsure that AdWords Express would match the great results they were getting with AdWords. But once the numbers started rolling in, they found that they had **increased their cases by 88 percent** in the first month.

The increase in cases is impressive, but what really struck me was how much money the switch saved the law firm. With AdWords the law firm was paying around \$25,000 a month on pay-per-click ads. After the switch to AdWords Express, they were only paying \$7,000. Talk about an increased ROI! They were paying a third less for 83% more traffic. Truly fantastic results!

The next month they saw an even bigger jump in cases, increasing their caseload by another 53 percent. However, this probably didn't have to do with the Adwords Express Campaign as the amount of cases leveled out at the original increase in the third month of the campaign.

Is AdWords Express Right for You?

While this law firm benefited from the switch, it doesn't mean that you should run out and change your ad accounts; it just means that AdWords Express is worth looking into. Express is especially effective for businesses that aren't trying to win out against the big dogs with highly competitive keywords.

And if you're tired of the constant maintenance that AdWords requires, Express may be for you. With AdWords Express, many functions are automated. This means less work on your part and, hopefully a higher ROI.

Something to Think About

Just because Express is doing a better job at automating bids and other features, it doesn't mean you can set up your ads

and walk away. You'll still need to monitor your account; you just don't have to tweak it as much as you do AdWords. And of course the system isn't perfect, so monitor your ads to ensure they're getting in front of the right audience.

One of the downsides of Express is that you can only use preset categories, which are limited to the categories coming directly

from your Google My Business account.

If your Google My Business categories don't accurately describe the types of cases you want then you need to update those first. Also, many law firms want to focus on specific types of cases that don't have a category in Google My Business. The final big downside is that you can only assign up to 10 negative keywords (keywords you don't want your ad to show up for), which you have to contact the Google Help desk to add.

Are You Going to Try AdWords Express?

If so, I highly recommend that you gather data now, before you make the switch.

Make a list of exactly how much you're

currently paying for AdWords a month, how long it takes you to maintain your account, how much traffic the ads get you and how many cases they bring you. Then, when you switch over to AdWords Express, you'll know within a month or two if Express is helping drive traffic and save you money.

If you try it, please let us know! We love hearing from clients who have made measurable changes in their marketing. And who knows, maybe you will be the featured star client in our next newsletter! 🌐



Express is especially effective for businesses that aren't trying to win out against the big dogs with highly competitive keywords.

FAQ



Jamie Kelly

Q: How do the recent Google updates affect my local listings?

A: Like most Google updates, the recent “Pigeon” search algorithm update aims to improve the experience of the searcher. In this

case the update zeroed in on local listings.

This makes it more important than ever for you to have good quality, robust listings all across the web, especially on industry specific directories and local listing sites. But with thousands of listing sites out there, it can be hard to know where to focus your efforts.

To help you decide where to begin, we’re providing you with a list of local listings sites that we recommend to our own clients. We have found that post Pigeon, these sites are coming up more frequently in searches; searches that your potential clients or patients are performing.



The recent “Pigeon” search algorithm update zeroed in on local listings.

Local listing sites recommended for attorneys:

- | | |
|-----------------------|-----------------|
| 1 Avvo.com | 5 bbb.org |
| 2 Lawyers.findlaw.com | 6 yp.com |
| 3 Justia.com | 7 thumbtack.com |
| 4 Lawyers.com | 8 nolo.com |

How to Make the Most of Your Listings

With local listings taking center stage in Google search results, it’s crucial that each of your listings, especially those listed above, are complete and accurate. This means making sure you have an identical phone number, address and business name on each and every site you’re listed on. You also want to make sure you’ve CLAIMED your listings, added images, written an interesting description and selected the right categories (categories are CRUCIAL to many listing sites!) The more detailed your listing, the more likely searchers are to choose you over the other guy!

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The Top Marketing Must-Dos

5 Create and Promote CONTENT

The search engines reward sites with excellent content—but it isn’t enough to just write content for your website. You need to actually PROMOTE it to get it out in front of your perfect client. Use tools like social media, your print and email newsletter, your email campaigns, the newsletters of your relevant business associates, TV or print ads, paid advertising, and other avenues available to you to reach your target audience.

6 Community Involvement

Is there anything better than giving back? How about giving back and getting leads and quality backlinks because of it? Serve your community in a way that matters to you, and then post about it on your website, social media, and your newsletter.



Do you have a plan for marketing your firm? There are foundational elements that are critical to your success, and they are often overlooked when you are busy trying to run your law firm.

7 Social Media

Treat social networking the way you would treat face-to-face networking, and put the SOCIAL in social media! Be entertaining, engage your clients and other local businesses in conversation, and experiment with creative photo, content, and stats to see what resonates with your audience.

8 Follow-Up Campaigns

Building your list is the key to your success. When people fill out forms on your website, use their information to send lively and engaging email and print newsletters as well as targeted follow-up campaigns designed to keep your firm front of mind. 🌐



Visit FWMNews.com to learn more about quality local listings that can bring in the leads you’re looking for!



Go to FWM.tips and click on “August 2014 Webinar: The Top 10 Marketing Must-Dos” to watch our pre-recorded video and slides that go into much more depth!