



# FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys



Foster Web Marketing (888) 886-0939  
www.fosterwebmarketing.com

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## 2010: Bring It ON!!

**YAY!! I am so excited about 2010... Seriously, we are working on so many exciting and cool things to help get our clients more business from the Internet. I literally wake up every day at 4 am with a new idea. This New Years Day was no exception. Yes, I have issues, but this is FUN and we are Winning!...**

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#### **Ok, so what are 4 BIG lessons learned for FWM and me in 2009?**

##### **1 I Needed Help More Than I Knew.**

We grew so quickly that if I had not had my outstanding staff, everything would have collapsed.

**The Lesson: Don't be afraid to get help where you are weak.**

##### **2 Web Servers that Crash Suck.**

I know what the electric company feels like when a storm wipes out a grid. I realize that you can never be too careful or over-protective.

**The Lesson: Immediate response to customer concern is critical and you can't have enough back-up plans or resources.**

##### **3 Video and Social Media IS the Future.**

Seriously, still no Facebook for you? What are you waiting for, bankruptcy? You probably also thought the Internet was a passing fad too. We did more to integrate video and social media in our services than anything else in 2009.

**The Lesson: We will do much more in 2010 to integrate social media in your marketing. Don't be a victim of your own bull-headedness. Get on the bandwagon partner; we are all leaving the station with or without you. If you need help, go to [www.facebook-marketingforprofessionals.com](http://www.facebook-marketingforprofessionals.com)**

##### **4 We Are Better Than Even I Thought.**

IF our clients practice what we coach, they dominate the web. We have more success stories than failures, which is great, but also frustrating!

**The Lesson: The fact that we still have clients that fail sucks! It doesn't have to be this way. Everyone knows I will bend over backwards for clients that are doing the work they need to do, but if it isn't working – just call us! However, make no mistake, I don't have any patience for those that complain to me when they haven't lifted a finger to help themselves.**

### **What will we do different in 2010...**

**The first priorities we are focusing on at FWM are to invest even more resources into our servers, customer service, and quality control.**

Last year we had very little down time, but my goal is to NEVER be down. This is the worst thing that can happen to a web company and I blame these incidents for my hair exploding in tufts out of my head. Buster's was already gone, so he had a Hernia instead. It was a tough way to end the year. None of us want to experience that again, and we will make every effort to make sure we don't.

We are getting more great people to help us grow – in a healthy way. We have a great staff already (did you know FWM employs or contracts over 40 super awesome individuals?), but we need more great talent to take our web-marketing clients to the level we want. Major improvements will be made in our IT department, Customer Service/Response, Training, and Quality Control in the first quarter of 2010.

**Some big things we are working on in 2010 all have to do with video and social media.** As I say over and over, Web Video & Social Media is here and exploding.

— continued on page 4

**“Got my first case from [my site] yesterday. ...I'm really into this. It's fun.”**

**Alvin Wolff  
St. Louis, Missouri  
Accident Lawyer**

## **DSS: What Have We Done For You Lately?**

by Buster Tate

**Our team is always working on DSS Enhancements. We have completed these items that were requested by clients:**

- We have completely overhauled DSS.
- We are completing a DSS tutorial and it will be available soon!
- Tom has added many new SEO and conversion tips.
- It is even easier to place video on your new articles and blogs with the improved selection box in the Enhanced Video Module.
- We have provided the ability to re-generate the page name when you change a page title on Library articles.
- We have added alt tags on the bio pictures, it will display your name.



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Foster Web Marketing  
10521-A Braddock Road  
Fairfax, VA 22032-2250

Toll free: (888) 886-0939  
Fax: 703-997-1309

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

FWM has over 10 years of proven success creating high-ranking, high-conversion attorney websites, and works with over 200 law firms in the U.S. and Canada. While other attorneys chase after expensive keywords, FWM clients achieve high search rankings with FWM's proprietary DSS (Dynamic Self Service) software combined with advanced SEO and SEM techniques. Lauded for its outstanding personal service, Foster Web Marketing offers 4 levels of Web Marketing service:

### Basic – “For the Do-It-Yourselfers”

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

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

**Pro – “I'd Like a Little Help”** This is the first level where you get articles and SEO help directly from us. Same as Basic, PLUS:

- Optimized content added to DSS site, which includes articles, news items, and blogs.
- Link building through targeted and focused effort to improve search engine and Google local rankings for your top keywords, plus optimized inbound links.
- Group monthly web marketing calls which will have 5-10 non-competing FWM clients for a one-hour consultation, moderated by a FWM Web Marketing Coach.
- Enhanced Video Marketing. Video goes viral after being added to YouTube, Yahoo Video, Daily Motion, and others.

**Deluxe – “Done 4 You”** FWM becomes your marketing force. We add even more content, assist with conversions, headline and landing page copywriting. You get all the above, PLUS

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

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

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

# The 5 Benefits of Organized Keywords

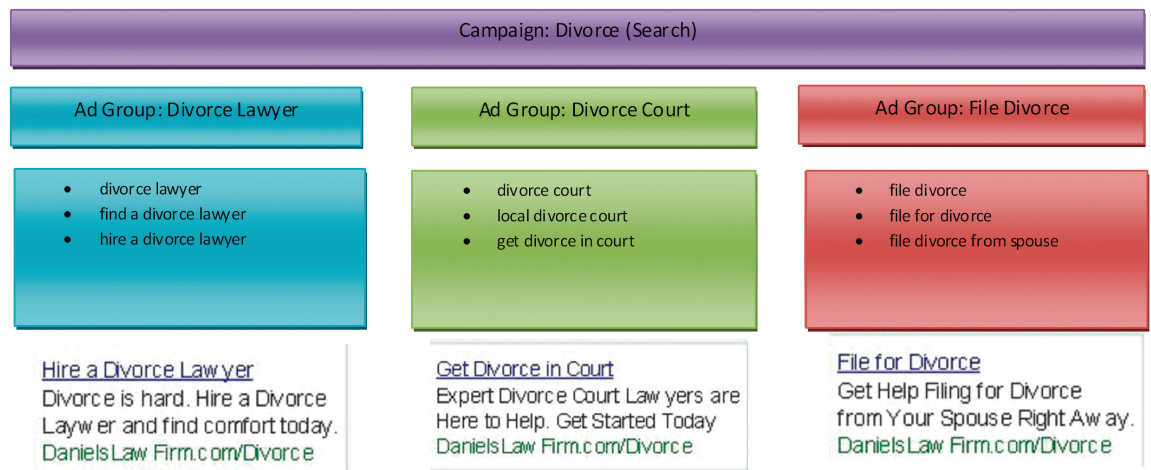
By Timothy Seward, CEO ROI Revolution

Organize the keywords in your account in a logical manner. If your campaign is named “Divorce”, then each ad group within that campaign should be related to divorce in some way, and each keyword within those ad groups should be divorce-focused as well.

Having a logical structure is a must for a successful PPC account. It can not only save you time, but it can also save you money.

Many advertisers create long keyword lists with hundreds of terms and dump them into a single ad group within one campaign, often times with nondescript names as well such as “Campaign #1” or “Ad Group A”. Then when the advertiser tries to manage their campaign, they’ve forgotten which keywords are where without a way of figuring it out by the campaign name titles.

Avoid this by creating a logical structure with multiple tightly-themed ad groups and use descriptive name titles. A tightly themed campaign would look like:



## Efficient time management is not the only reason to create well-structured accounts.

Other reasons are:

- **Clean Reporting:** With a well thought out account structure and naming system, it is much easier to locate and run reports on the specific aspects you’re interested in.
- **Budget Control:** Since budgets are set at the campaign level, grouping similar keywords together allows you to allocate your budgets according to the service value.
- **Targeted Ad Text:** Grouping your keywords into themes makes it much easier to write an ad that is relevant to all of the keywords within each theme. If your ad is shown with an offer that is relevant to the Web user’s search, the likelihood of your ad receiving a click and a conversion is much higher.
- **Quality Score:** A high click through rate plays a large part (about 60%) in your keywords’ ability to generate a high quality score. Google rewards advertisers who have high quality scores by offering less expensive clicks for the same or better positioning as a competitor.

Implementing these strategies will save yourself headaches later on when you work to optimize your account. The time and peace of mind you will save will be well worth the initial effort. 🌐



Timothy Seward is CEO of ROI Revolution, a Google AdWords Qualified Company located in Raleigh, North Carolina. For more insider PPC secrets and tactics, get your free copy of our 16 page pocket-sized guide entitled “50 Ways to Make Your AdWords Advertising Drive More Response and More Profit” by calling 1-866-235-3125 or going to [www.roirevolution.com/quicktips](http://www.roirevolution.com/quicktips).

# Client Success Story

## Jeff Rasansky



If you have your own law firm, you already know that building a quality practice includes a lot of factors that are outside of the courtroom. One such important factor includes including creating and managing an online marketing program. Over the past ten (10) years, I have worked with numerous web site developers, designers and programmers. But, I have never been completely overwhelmed with any of them – they typically over-promise what they can convey and always under-deliver.

So when our firm was looking to re-launch one of our main websites, we evaluated numerous different companies, compared their services, and evaluated all of their references. We were most impressed with Foster Web Marketing. From the outset and initial discussions with Ken Pearce, who never over-promised (i.e., instant number one placement for all of your keywords on Google within one week), to Beth O'Rourke, our extraordinary project manager, who was able to manage expectations and help all of us stay focused and on-task, to Jim Follard who produced excellent videos, to George Murphy, one of the leading SEO specialists in the

country, to Connie Grey who was always available to schedule and coordinate meetings between our team and FWM and who provided outstanding training on the DSS system, to Alex who worked diligently and non-stop to code a beautiful site, and to Tom Foster, the creative, patient,

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



ambitious and knowledgeable team captain, who led our entire group in developing a website of which we can all be proud. The entire FWM marketing team, the content writers and coders all exceeded our expectations.

From the beginning of the project, it was clear that FWM was unlike any business vendor or web site developer in which we had ever worked. Tom and his team acted more like a partner – they shared our common goals, listened and understood

our concerns and issues, and challenged us at the same time to re-think part of our strategy.

FWM was more than patient with me and my team and they allowed us to press the envelope on many occasions. For example, some of the ideas that we requested for our web site were

outside of their normal services. But, rather than tell us what we wanted to create was not possible, Tom was responsive, pro-active, and excited to help us build a site that accomplished our goals, going as far as re-coding part of their system to meet our requests.

I have no doubt that our investment and trust in FWM will be worth it. In fact, we have already seen a drastic difference and change in a couple of pieces of our analytics in just the first few days since the launch – our

bounce rate went from 75.34% to 59.31% and the average time on site went from 00:49 to 02:28.

In summary, I have nothing but the highest respect for Tom, his team, and the product and service his company delivers. It is rare these days to have partners and vendors on which I can rely and count on to get the job done as they did. We are extremely pleased with our decision to use FWM and look forward to a long successful relationship with them.

Please check out their hard work at [www.jrlawfirm.com](http://www.jrlawfirm.com). When you are on the site, please take a moment to click on our “Follow Links” and become a fan of the Rasansky Law Firm Facebook Page and follow our twitter feeds.

If you have any questions about our partnership with Tom and his team, please let me know as I will be more than happy to share my experiences with you about FWM. 🌐

*Jeff Rasansky, Partner*

*Rasansky Law Firm  
[jeffr@jrlawfirm.com](mailto:jeffr@jrlawfirm.com)  
[www.jrlawfirm.com](http://www.jrlawfirm.com)*

## FAQ

### Q: As a lawyer, what do I blog about?

A: You can blog about anything legal-related, but you should try to keep it specific to the location where your practice law. Blog about local news stories that relate to your practice area(s), like an auto accident on the local highway, or a recent verdict, and offer your expert insight and opinion on these topics. The more EXPERT information that you share, the more value that you're building with both your readers, and the search engines.



Tom Foster



# The MOST Misunderstood and the MOST Important Marketing Strategy: **CONVERSION**

by Rem Jackson

con-ver-sion - [kuh n-vur-zhuh n, -shuh n] - a change of attitude, emotion, or viewpoint from one of indifference, disbelief, or antagonism to one of acceptance, faith, or enthusiastic support, esp. such a change in a person's religion

I think most professionals don't take this last step and follow through for several reasons:

1. It's complicated. It is. To do this well, many (I recommend at least 18) steps must be loaded into the marketing database and delivered twice a month to the prospect. They must be a combination of offline (letters, postcards, Recorded CD's, newsletters etc) and online (emails, newsletters, etc). Most professionals look at this project and realize that it's a lot of copy writing and the copy has to be very very good in order to work.

2. In the case of lawyers, many mistakenly believe that if they don't convert a prospect into a patient within, say 30 days that they've decided to go with someone else. This is actually false. The research that we've done shows that often some of the best cases have come from people who originally entered the marketing sequences 6 months, 9 months, or even one year previously.

### How Many Cases are You Leaving Behind simply because you didn't follow up?

The cost to your practice can be enormous.

Continuing to spend time and money to develop new leads, to send them your book, or your shock and awe package and to then abandon them before they convert is a critical mistake and can cost you thousands (hundreds of thousands) of dollars over time.

As your conversion rates climb your Return on Your Investment (ROI) begins to climb higher and higher. The results we've seen show that those firms that don't follow up convert at one fourth the percentage that firms that do. That is serious money and no matter how complicated a process is to implement it is VITAL that it is in place.

### THE GOOD NEWS

I don't know about you, but I like to do things the easy way.

So here's the easy way. The big red easy button you can push to make this happen.

Foster Web Marketing and I have joined together along with several great database companies to help lawyers, doctors, and businesses implement marketing conversion campaigns. We wrote them, sequenced them, know how to implement them. They are already done and you can call your Foster Web Marketing Rep to find out a lot more. 🌐

Dedicated to your success,  
Rem

*Rem Jackson is the President and CEO of Top Practices, LLC, and the leader of the Top Practices Master Mind Group. Top Practices is a company dedicated to helping professionals and businesses reach their professional and personal goals by building their "perfect practice". He can be reached at rem@TopPractices.com. You can find out more about Top Practices at www.TopPractices.com*

## 2010: Bring It ON!!

Check out the video on our home page if you don't believe me. (Not the one of me blabbing, scroll down.) **Who will survive (Facebook vs. Twitter, et al) is irrelevant; you just need to join the party!** It's the medium in which much, and soon, much MORE, of your current clients communicate. If you continue to ignore or poo-poo social media or video on your website, you will become extinct and bankrupt – simple as that – your choice.

Hey, I want everyone to know how proud I am to know and be “web-master” to so many awesome people. We have the best clients who we love helping to be successful on the web. **Nothing is more gratifying to me professionally than when I hear about a client getting a case through their website;** or when they send me emails about how they are coming up for all kinds of different search terms they never did before they came to us! It's so gratifying to be able to help other business people achieve their goals.

**What is our “secret?”** I would say it is DSS, our own marketing expertise, and the fact I listen to and mastermind with very smart marketers like Ben Glass, Rem Jackson, Mischelle Davis, Dave Frees, Paul Partridge, Bob Battle, and of course all the ones that everyone should already be paying attention to like Dan Kennedy, Bill Glazier, Nido Qubien, etc. These brilliant people (and many more) influence my thinking and have opened my eyes to things I may not have thought of on my own – the power of masterminding is beyond description – I benefit greatly from their wisdom and I thank them for being so generous with their knowledge and time.

But here's the thing, gang - the simple fact is DSS works and works very well – but only if it gets used properly. It is simple to use. It's an awesome tool. What makes it so awesome? Our clients! We listen to all recommendations and suggestions and implement almost every one of them!

### One of the BEST recommendations we received lately from our new Dallas based client, Jeff Rasansky, was to create “Sub-Practice Areas.”

This is not a new concept, but Jeff is very persuasive and provided the “blueprint” for how it would work. Thank you, Jeff! Check out his site to see how the “Sub-Practice Area Module” (should we call it “SPAM?”) works at [www.jrlawfirm.com](http://www.jrlawfirm.com). This can be controlled in DSS and has many benefits. Please let us know if you are interested to know more about this powerful new feature.

Even with all the cool stuff it does now, DSS can always be much better! So what are we doing? Well, **first quarter of 2010 promises a redesigned DSS** that makes it easier to find things. There will be a much improved coaching and tips section, with videos to demonstrate to help you understand how your web pages are seen by search engines. The new features are too numerous to list and there will be more by the time you read this anyway!

I close this with a note of **thanks to all of our existing and future clients for everything you do** to make this company better serve you. We want to be the Nordstrom's of Web Marketing. Please continue to push us and demand more. We will rise to the challenge and celebrate our success together! 🌐

*Sincerely and from my heart, thank you for choosing Foster Web Marketing,*

*Tom*