



FOSTER
WEB MARKETING

Killer Website Marketing System for Attorneys

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Good Relationships Lead to Good Links

With all the hype about social networking, which involves relationships via the Internet, you can easily lose sight of the significance of in-person communication. You know what we're talking about—the actual face-to-face interaction that occurs in the real world. No keyboards, mouse clicks, or online postings.

Building good relationships is not a new concept. It's "Business 101." When attempting to advance your practice and acquire more cases, you must focus on networking. It can help you get referrals, raise your profile, and increase word of mouth advertising. Another huge benefit of networking that people often overlook is the positive impact it can have on your Internet marketing campaign.

Old school networking has become even more important because of link building.

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“The more I use DSS and the more I study our Foster site, the more impressed I am with the entire setup. I love that I can so quickly add content, video, images, and links, among other features.

The versatility in DSS enables me to get creative with our site—to the point where I've accepted the fact our site will never be finished as it's constantly growing and developing.”



Jon Dykstra

www.DykstraLaw.com

WHAT HAVE WE DONE FOR YOU LATELY?

Thanks to a suggestion by a DSS user we have enhanced the footer/header functionality in DSS.

What's new?

- On the Header/Footer Edit Page you can see how many times you have used each.
- When you delete a Header/Footer, you now have the ability to assign a different one.

What does this mean for you?

- If you determine that a particular Header/Footer is incorrect or out of date, you can easily add a correct version and replace the incorrect one in one easy step.
- The page count enables you to better manage the saturation level of a particular Header/Footer. For example, has your "Car accident book" footer been used 435 times and the "Medical Malpractice book" footer been used 2 times? Spread the love and use this feature to target potential clients.

I'm new to DSS... What's a Header/Footer?

Headers and Footers are important pieces of your website that you can use on multiple pages without having to re-type it everytime. Use them to promote a book or link users to other relevant pages on your site.

Have a suggestion for DSS? Email us at dsstech@fosterwebmarketing.com



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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.

What Does It Take to be Indexed by Google?

Remember, your site is not about you! It's about your potential clients and pleasing the search engines.

Let's take a step back and explain what it means to be indexed on Google. Basically, Google has an index server, which it refers to as something “similar to the index in the back of a book.” When someone searches a keyword or phrase, Google's index shows which pages contain terms that match up with the query. You can see why you would want YOUR Web pages to appear in Google's index!

What does it take to be indexed by Google?

Really, the answer is not that complicated. You need to have content, and a lot of it, as well as links that point to your site. I'll explain these two factors in more detail:

1 Content

I'm sure by now you are sick of me talking about the importance of content for your website. You are going to have to hear it again. If you want to be indexed on Google and

other major search engines, then you need relevant, high quality content. You have to write a mix of informative articles, blog entries, frequently asked questions, and news updates. Don't make the mistake of believing that a few pages of content on your website will get you highly listed in Google's search results, because chances are it won't.

Your content also needs to be optimized for search engines. What does that mean? It means you need to include your targeted keywords in your page title, article body, and meta keyword list. If you use DSS,

there are places to put this information when loading your content.

2 Links

Link building is the more “mystical” of the two factors that go into indexing, but also one of the main elements involved.

You want Google to come across your website, and a great way to do that is through links. For example, if Google is crawling a website, the term used to describe Google's process of reviewing Web content to update its index, and it happens to find a link to your site, guess what? Google will start to crawl your site

and index your Web pages. Eventually, as more websites link to yours, Google will frequent your site and index more of your pages.

All of this information leads to the next question that must be answered: **How long does this entire indexing process take?** Unfortunately,

there is no concrete timeframe. I have heard of the process taking anywhere from a couple hours to a couple weeks. It really depends on your website content and if you have quality links pointing to your site. If you have everything in place correctly, then your website will be indexed faster. 🌐

If this information overwhelms you, or if you feel like you just don't have the time to deal with it, we can help. We have SEO experts on staff who know what it takes to get indexed by Google and to rank well in search results. For more information, give us a call at 888.886.0939.

Client Success Story | This New Jersey Attorney Gets It!

Just like many of the lawyers who eventually contact Foster Web Marketing, Steven Richardson realized that he needed to improve his online presence. Steve is a New Jersey attorney who focuses his practice on bankruptcy, foreclosure, traffic and DUI/DWI cases.

Steve told us that according to Google Analytics, his website's bounce rate has only been 64.36 percent. On average, Web visitors are spending well over two minutes on his website—not bad! He has received 958 visitors since the website launched in mid-August, 75 percent of which were new!

Steve has been able to utilize DSS not only to update his website, but to also manage his progress. He refers to DSS as “a great tool to keep you on top of updating your site, letting you know when you need to update the site



Steve uses DSS not only to update his website (www.RichardsonLawOffices.com), but to also manage his progress. On average, Web visitors are spending well over two minutes on his website—not bad!

and how you compare to other Foster Web Marketing websites.” He recognizes the importance of regularly posting content and has proceeded in full force. Steve says that he is current on just about everything on his website, including blog posts, articles, frequently asked questions and news updates.

“One contact I had this month, who came in for an interview, said he looked at several attorney websites besides mine, and observed, ‘What a bunch of pompous @\$%&!’. Obviously, these were sites that talked about the attorneys and not what was important to the potential client. He picked

me because I seemed like a real person who was willing to help him,” explained Steve. 🌐

What can you learn from Steve's story? You need to continuously update your website, with interesting and relevant content. Why rely on a Web developer to post your content, when you can use our powerful DSS system?

SEO CORNER



George Murphy

How Does Your Market Affect Your SEO?

A lot goes into effective search engine optimization (SEO). You cannot simply create a few Web pages and sit back to wait for the major search engines to rank your website. Instead, you have to focus on content and link building. Keep in mind, your market impacts the amount of effort you have to put into SEO.

If you are a personal injury lawyer looking to attract cases in Los Angeles, California, then you are going to have a much harder time than an attorney in Topeka, Kansas. This stems from the fact that you are competing in a crowded market. A larger number of attorneys in your area are vying for the top placements of the major search engines. You therefore will need to step up your efforts and develop a strong SEO campaign.

For information on how we can help you with SEO, give us a call at 888.886.0939.

Should I Outsource My Pay-Per-Click Ads?

You may think that pay-per-click advertising goes something like this – you sign up for an ad campaign, pay for the number of times people click on your website, and all the magic happens on its own! Well, pay-per-click advertising actually is much more complex.

Pay-per-click advertising involves paying a host, such as Google or Yahoo!, to place your ad on its website. For example, Google pay-per-click ads will show up as “sponsored links” on the right side of the page. Each time someone clicks on the link, you pay a fee to Google. Here’s where things start to get complicated. You need to be able to identify which type of website copy attracts the most contacts.

Therefore, you should consider outsourcing your pay-per-click ads. These ads need to be optimized, and tests should be done on the landing page copy to see what has the best conversion rate. Even the slightest of changes in the copy can make a huge difference. All of these efforts can be time consuming, and if you aren’t taking these extra steps, you could be throwing your money away on an ineffective ad campaign. 🌐



Google pay-per-click ads will show up as “sponsored links” on the right side of the page.

For more information regarding pay-per-click advertising, call us at 888.886.0939.

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Good Relationships Lead to Good Links

Link building, a major component of Web marketing, refers to attracting quality inbound links, or websites that link to yours. What makes a quality inbound link? The higher the “Page Rank” of the page - the higher the “Authority” – that’s how it works. It is where a link that comes from a website that been deemed by Google to have a “high authority” or “Page Rank” (of 3 or better).

So, how can networking help you build links? It’s all about popularity. If you can get someone who has a high profile or is well known online (such as a well-known blogger), to link his or her website to yours, you will start to attract a lot of attention and other people will start linking to your website too. For example, let’s say Brad Pitt thinks you are the smartest person he has ever met and decides to endorse you by mentioning your website, people will instantly view you as someone of importance. Okay, maybe you won’t be able to get Brad Pitt, but hopefully you get the idea.

It’s all about connections and who you know. If you already

have some good contacts, great, you’re halfway there. All you need to do is to request that they link to your website. The other option is to hire a publicist. Publicists can connect you with people who have a strong public presence and who can help you succeed.

Get enough high profile individuals to link to your website and over time, people will start to view you as an expert. Plus, Google and the other major search engines will recognize your website as a relevant source of information. 🌐

For information regarding our link building service, contact us today at 888.886.0939. You can also read more about link building in Tom Foster’s awesome book, Explode Your Practice Through Internet Marketing! It is a book EVERY attorney needs to read.

Dedicated to your success!

Tom