



# FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys



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

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## What...There's Even More Awesome Tools in DSS?!



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*We're always looking for ways to make things just a little easier for you and our new additions to DSS are no different. Already, this awesome system gives you the opportunity to upload your content and Web videos with little hassle. You can even find out which keywords are effective and the quantity and quality of Web contacts you are getting through your site. Now, you can do a whole lot more!*

*I can't even tell you how excited I am about these great tools we have created for you in DSS. Here is a brief summary of what we have added:*

*“We have posting, on the average, five blogs a week along with adding articles and other content on a regular basis. This is following the road map that Tom Foster laid out for us. The results have been unbelievable. Within 3 weeks I signed up my first case form the web site. When asked how he found me the response was that he had done a Google search, found me on the first page, liked the web site and called.”*

**Mike Schafer**  
The Schafer Law Office

- **EVM Now Uploading in HD:** Now, your HD videos shot at the Fairfax Video Studio or with your own HD 720p camcorder can be loaded in to EVM and syndicated to video search engines such as YouTube in HD quality. Videos will maintain high visual quality when they are embedded in to other web pages and blogs.
- **Editor Log for Client Admin:** If you are signed up for our CMP Pro, Deluxe or Premium Web Marketing Programs, you no longer have to wait for your monthly report to see what your writer has been up to. This tool allows you to view what content has been uploaded in a specific time period.

- **CMP Level and Launch Date:** When you are on your page within DSS, you will notice that your CMP level and launch date are located at the top right of the screen.
- **Customer Support Link:** We want you to be able to reach us quickly and easily when you have questions, concerns or helpful comments. This link will give you a chance to send a message directly to us. The appropriate person will then follow up with you.
- **DSS Tutorial:** If you want to find out about all the cool functions we have within the DSS or how to get the most out of this program, all you have to do is download our DSS Tutorial. This tutorial will teach you everything you need to know about DSS.

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### FAQ



Tom Foster

**Q: When I am doing a TV or Web Video interview, do I look at the camera or at the interviewer?**

**A:** This is a question we ALWAYS get from our attorney clients. When you are doing an interview—you should look at the INTERVIEWER and NOT the Camera.



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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.

# Tell Your Potential Clients What to Do...Really!

By Timothy Seward, CEO ROI Revolution

**Paid Search Strategy: Always include a call to action in your online paid search ad text to get the searcher to take action.**

You often see sponsored listings that are descriptive but not action oriented. **With pay-per-click becoming more popular, the need for differentiation in your ad text along with clear calls to action is becoming imperative.**

If you are utilizing pay-per-click you are most likely hoping to drive Web users to your site to send you their contact information for a consultation. Whether that be the case or if it



is another desired action that you want the visitor to take, try to include the call to action in your ad text.

**Including a call to action directly in your paid listing can not only differentiate you from other attorney offices but it can also lend itself to beginning a 'conversation' with the Web user.** If your ad has a call to action, is clicked on by the searcher, and that visitor sees the same call to action prominently displayed on the Web page they've arrive at, your initial desire is reinforced and therefore the likelihood the visitor will take action increases.

Additionally, implementing a call to action in your ad text can create a sense of urgency or immediacy, especially if you dedicate enough space in the ad to communicate the offer.

### [Injured on the Job?](#)

**Don't be the latest victim! Talk to Boston's injury experts now, Free [www.BostonInjuryHelp.com](http://www.BostonInjuryHelp.com)**

In the example above, nearly the entire ad is a call to action. The ad message describes who the attorney is (Boston personal injury lawyer),

provides the call to action: get a free consultation, and targets that action with immediacy through emotion (don't be a victim!).

*Implementing a call to action in your ad text can create a sense of urgency or immediacy.*

However, you do not have to set aside so much real estate for your call to action. Very quick and effective calls to action that don't take up much space can

also be effective. Some examples that may be effective include: free help, free consultation, get help now, no obligation help, act now, reserve, and call today.

**The ability to communicate your offer in such a short amount of space directs the Web user to take action if they visit your site, therefore increasing your return on your advertising investment.**

Lastly, utilizing enticing words such as immediate, enhanced and aggressive, can work very well in tandem with calls to action in your ad. **Words of this sort continue to target the Web user's emotional concern to get their case in order.**

By implementing calls to action in your ads, you will be ahead of the game again, differentiating yourself from competing attorneys while educating your potential new clients before they visit your Web site. 🌐



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).

# DSS Saves the Day!

## Client Success Story: Phillips & Garcia, P.C.



A little over two months ago we had a big problem and a big opportunity all rolled into one. We had no worthwhile and useful general law firm website to promote our main practice area of consumer protection, which includes class actions and serious personal injury. We had been developing a site with FWM, but we had fallen behind and had not completed all the tasks necessary to launch the site by the start of 2010 as planned.

In early January 2010, the opportunity came in the form of a serious consumer case against Bank of America we were about to file. Bank of America wrongly seized our client's home in Florida. Bank of America was supposed to foreclose on and seize a house ten houses away but, instead, foreclosed on our client's home, seized it and threw out their possessions. All of this despite the fact that they had no loan with the bank and owned their house free and clear of any mortgages or liens. We knew the case was press-worthy but had not yet launched our website, and, "bank foreclosure and seizure" cases were a new consumer law niche that we had not even anticipated featuring on our new site.

With the help of Michelle Davis and my wife, Aimee, we put together a good press release and packet after filing the case in federal court against Bank of America. Media requests poured in – newspapers, local news, national news shows such as Fox, Good Morning America, the Today Show, radio morning

talks shows. But we were deer caught in the headlights because we had no web site to steer people to!

Enter FWM, Beth O'Rourke and "Captain DSS." We called Beth and asked to move up the launch of our site, even though most of the content wasn't done and approved and video clips we shot in Virginia hadn't been added. Never once did anyone

to the front page of the site. After the first news story ran on an ABC local station, we were able to quickly embed the video onto the front page of our site with DSS (with the help of Yvette Valencia from "We Do Web Content").

The story about our case had tremendous legs in the media and went around in cycles, eventually ending up on the

national ABC News website, just below a picture of Tiger Woods and across from a snapshot of the famous "Brangelina" pair.

I then started blogging my fingers to the bone on DSS as the news stories came out.

When a story

came out, I tried to write about it and steer traffic to our site regarding the story. We also purchased the URL [www.sloppybankpractices.com](http://www.sloppybankpractices.com) and FWM linked it to our site. We were able to use this URL with radio and newspaper reporters.

At the same time we continued our plan of having We Do Web Content write 14 weeks of content for our other practices areas which was also being loaded to the site daily via DSS and the help of FWM. This daily content put us on search engine radar screens.

What is the result? Two months ago we had no site. But now, we have had 3,847 visits to our site since its launch. We have picked up at least 10 solid, real good case leads on wrongful foreclosure and home seizures in various states. We are being told that our blogs are now being discussed on other consumer websites. We are getting between 5-10 new client contacts per week from a combination of the website contact form and phone calls where callers tell us they found us "on the Web." We are #1 on Google for "Wrongful Foreclosure and Seizure Attorneys," which we basically created as a new niche practice area. I just received our first web site originated call regarding a potential class action where a bank is assessing illegal fees on small business checking accounts.

And, we're just getting started. We have not even added the video we shot for the site in Virginia with FWM. Two months ago we were wondering if any of this marketing stuff really works. We are now working feverishly to put systems in place to track and convert all these new contacts into clients. 🌐

**Phillips & Garcia, P.C.**

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The screenshot shows the website for Phillips & Garcia, P.C. The header includes the firm name, a toll-free number (877-892-5620), and navigation links like Home, Practice Areas, Profiles, Library, Case Results, FAQ, Resources, and Contact Us. The main content area features a 'Practice Areas' sidebar with links to Car & Truck Accidents, Child Injury, Consumer Class Action Litigation, Insurance Denials and Reductions, Pedestrian, Bicycle & Motorcycle Accident, and Wrongful Bank Foreclosure. The central focus is the 'Wrongful Home Foreclosure, Massachusetts Personal Injury & Class Action Attorneys Specializing in Consumer Rights' section, which includes a video player and text explaining the firm's expertise. To the right, there is a 'Free Book' offer titled '5 Steps You Can Take to STOP Wrongful Home Foreclosure/Seizure' and a 'Contact Information' form with fields for Name, Phone, Email, and a 'Submit' button.

*"Two months ago we had no site. But now, we have had 3,847 visits to our site since its launch."*

at FWM say, "No Can Do." Actually all they kept saying was, "Yes, we can do that."

At our request, FWM launched our barebones site on January 29, 2010. As the press was breaking the news about the case, I was working OT at night writing site content on DSS to add "Wrongful Foreclosure" to the front page of our site, add "Wrongful Foreclosure and Seizure" as a practice area and write a practice area page. We also created a free report for wrongful foreclosure and seizure, which FWM posted

# Are You Getting Accurate Numbers in Google Analytics ?

*Google Analytics provides a great way to track your online traffic, giving you a sense of how visitors are finding your website.* This information can be impacted, though, by the number of times you or your employees visit your firm's website. Google Analytics has anticipated this problem and allows IP

addresses to be excluded when analyzing your traffic. If you think that your data is skewed in Google Analytics because of internal visits, simply contact Connie at [connie@fosterwebmarketing.com](mailto:connie@fosterwebmarketing.com) and we will set up this filter, so that you are able to see more accurate results. 🌐

## YouTube™ is Now Transcribing Web Videos—This is HUGE for SEO!

*Web video has so many benefits and really, there isn't enough room in this article to list them all.* Some of these tremendous advantages include improving your client conversion rate, building trust and credibility with your prospects, capturing the attention of Web visitors and boosting your SEO efforts. Well, the good news is that YouTube, the second largest search engine that is just behind Google, has made it easier to realize the benefits associated with SEO. **YouTube launched a feature in November 2009 that transcribes online videos automatically.**

In order to fully understand the major impact this transcription service will have on SEO, you first need to understand how search engines operate. Search engines use what are called "spiders" or "robots" to scour content, which ultimately determines how Web pages are ranked in search results. These search engine spiders and robots only have the capability to understand text and when it comes to Web video, they have to rely on the links and the content that surround it.

Previously, YouTube provided users with the ability to insert video captions, but this new video transcript service makes the process a whole lot easier. **Everything is done automatically, meaning YouTube generates captions and transcripts, without you having to create your own.** This content can be searched and indexed by search engines, helping your video obtain a better ranking.

To create transcripts of the video, YouTube utilizes Google's automatic speech recognition (ASR) and voice search technologies, as well as its own captioning system. **When you post a video on the site, all you have to do is download the transcript and edit it where appropriate.** Since it is computer-generated, you probably will have some corrections, so be sure to review it carefully for mistakes.

*If you already have existing content on YouTube, you can go onto the website and click on the "request processing" option to add captioning.* 🌐

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*continued from page 1*

## What...There's Even More Awesome Tools in DSS?!

- **List Pages:** I can't reiterate enough, the importance of list pages. These are pages such as your Practice Area page, News page, Client Testimonials page and so on. You can now add page titles, meta descriptions and attention-grabbing headlines to these areas of your website.
- **Contact Page Edit- Office Locations:** Your staff won't have to spend valuable time giving directions to your clients and prospects. This new function gives you the ability to provide step-by-step directions to your office.
- **Thank You Page for Contacts and Reports:** You can now change the content on your "thank you" page as many times as you want, with little hassle! Use this tool to create a unique Web or email response when someone contacts you through your website or orders your free book.
- **Report Notification Email:** Whenever anyone downloads a report or book, an email will be sent to you or anyone else you designate in your firm. You can even list multiple email addresses, if you want more than one person to be notified about a download.
- **Secure Area on Your Site:** If you want to include a secure area on your website that only certain people can access, it is now possible. There is a one-time fee to set this area up for you. 🌐

*For more information about these additions in DSS, send us an email or give us a call.*

*Dedicated to your success!*

*Tom*