

KILLER WEBSITE MARKETING SYSTEM FOR ATTORNEYS



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

WHAT LAWYERS ARE SAYING ABOUT FWM

“I've been focusing on top content by title and regularly review top search terms then follow up with posts that include those terms. I'm watching the numbers climb and the good news is that our traffic has picked up every month.”



Steve Lombardi
Des Moines, Iowa
www.LombardiLaw.com

Check out FosterWebSuccess.com to hear what our lawyers have to say about us!

Why Google Analytics is Something to Be Thankful For

According to Socrates, the unexamined life isn't worth living. According to Foster Web Marketing, the unexamined marketing plan isn't worth implementing.

Perhaps our biggest pet peeve ever is people who throw huge amounts of money into developing a marketing strategy—but never take the time to see if it's actually working. Putting real effort into your online marketing plan isn't just about launching campaign after campaign, it's about understanding who your potential clients are and understanding the most successful ways to capture their attention.



search ID: epln456

We believe strongly that marketing consists of two very different actions: 1) developing marketing campaigns and 2) taking a very close look at which campaigns reap results and which don't. How do we execute the second part? In many cases, it involves Google Analytics.

Very simply, Google Analytics allows you to understand what's working, what's not, and what you can focus on next. More specifically, this free tool can help you understand:

- How much traffic you are getting and where it is coming from.
- Which keywords people are typing into Google to find your business.
- Whether the people who find your pages stick around or leave (called a “bounce”).
- How your recent web traffic compares with other weeks or months.
- Which pages on your website are the most successful.
- How to better reach your target audience.

This information is absolutely vital when reworking your website, developing new campaigns, and optimizing your marketing dollars. For example, instead of blindly writing new content, you can see which pages generate the most traffic and which might need reediting. Instead of reinventing the wheel every time you update your website, you can preserve what is working and toss what's not resulting in new contacts and calls. There are even ways to keep track of the success of your offline campaigns.

In short, Google Analytics is not just a tool that shows you a bunch of graphs related to your traffic—it's your answer key and your guide to your future marketing plan. Be thankful for it! And if you need help cracking the code and fully understanding what your Google Analytics numbers mean, we can help. Just let us know. 🌐



Did you know that you can view your Google Analytics right from DSS, as well as which pages on your website are converting or bouncing web visitors? To learn how DSS can help keep your web marketing on track call us at 888.886.0939.



Staff Spotlight: Chad Foster

Chad Foster works out of sunny Tampa, Florida—but although he may well be wearing shorts and flip-flops, his mind is almost always on business. As Foster Web Marketing’s business development and online marketing strategist, he divides his days between working with prospective clients and assisting existing clients, all with the goal of education and enlightenment.

“I love that we’re here to help. I love our information-based approach. From web design to SEO, I am here to teach clients what they can do, to give them great tools like DSS, and to help them take action.”

“I love that we’re here to help,” Chad said. “I love our information-based approach. From web design to SEO, I am here to teach clients what they can do, to give them great tools like DSS, and to help them take action. Instead of preaching from a mountain on high, we give the people the ingredients they need to attain success.”

Chad’s unlikely career path started with culinary school, world travel, a bed and breakfast in the South of France, and restaurant management here in the United States. He then transitioned from the hospitality industry into sales and marketing at Bisk Education for the more reasonable hours. Soon, he found a new love for Internet marketing, business strategies, and corporate sales. When his brother Tom approached him about coming aboard, the time was right for Chad to add his energy, enthusiasm, and knowledge to the Foster team. “I hit the ground running,” he said.

Chad recently celebrated his ten-year wedding anniversary with his wife—and he spends his free time with his six-year-old son and four-year-old daughter. He’s forsaken his other hobbies to concentrate on his work and his family—though he vaguely remembers playing golf in the past. When asked about his favorite aspect of his job, he quickly replies, “helping people.” When asked about his least favorite aspect of his job, he pauses and says, “finding the time to help everybody who needs it.”

Chad said he originally moved to Florida for school as well as the promise of sun, beaches, and girls. Now his life is about marketing, helping clients, and family—but the sun still feels pretty nice. 🌞



Want to talk to Chad and get a no-nonsense analysis of your current website? Give us a call at 888.886.0939 and we’ll set it up!



DYNAMIC SELF-SYNDICATION



Please read more about these and other new DSS features in our DSS Release Notes—right in DSS! And follow us on Facebook and Twitter for more updates.

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

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



WHAT'S NEW IN DSS?

Content search features—we’ve rolled out an awesome new content search and edit feature in DSS. It is easier than ever to find and edit your content in DSS with the new sorting and filtering options. You’ll also notice that a list of all your content displays immediately when you go to the search / edit screen...and the columns in the display are sortable.

Check your contact log to see a link to the page user was on when they filled out a contact form. This will help you better understand which pages on your website convert.

You can now add your author tag to your Home page, About Us page, Contact page and to your Case Results. Authorship is a great signal to the search engines that your content can be trusted, so make sure you follow the instructions to set your author tag up right in DSS (just Google DSS author tags to read how!)

Do you wish your mobile site could have a link to the desktop version of your site? We can do this now, and can enable it for you if you ask.

Looking for a more ways to connect with your clients? Ask us about how to set up a review page on your website with links to places your clients can review you like G+ local, Yelp, and more. We can also help you use survey software like Survey Monkey to set up a client satisfaction survey—or any survey you want!

The December DSS User's Group is meeting on December 20 at 1 PM Eastern. Mark your calendars!

Don't Be Just Another Turkey: Five Tips For Quality Content

By now you know the basics of great content: be relevant, proofread, and offer useful information. Are you ready to bring your content to the next level? Here are some tips for those who want to go pro:



1 Ask yourself, "Would I read this?"

This is the ultimate test of the quality article: is it interesting enough that your interest is held while you type it? If you are bored writing it, chances are people are going to be bored reading it.

2 Inject your personality. Especially when writing a blog post or when working on marketing materials, remember that no one likes a dry, boring article that reads like a manual. Don't be afraid to show who you are and write in your own voice as long as you stay professional. You want your readers to get to know you and to be on your side.

3 Grab their attention with the first line. Studies have shown that a large percent of readers stop reading articles after the very first sentence. Fight back by writing a first sentence that is so interesting readers can't help but continue down the page.

4 Say something new. Offer your readers content that they can't find anywhere else. If everyone is writing about a recent legal issue in your area, make sure to give a new standpoint or present the information in a new and interesting light. No one wants to read the 100th article called "Five Things To Do After A Car Accident."

5 Longer isn't necessarily better. If you find that you are repeating yourself, it's time to end the article. In fact, anything over about 1,000 words on the web should probably be broken up into smaller articles. Keeping things short and simple is almost always best.

Remember: when it comes to online marketing, content is still king. Whether you write it yourself, have someone in your office take on the job, or let us manage your articles, make sure to keep your readers impress and informed. 🌐



Don't have time to write content AND practice law? We have content plans that can take either some or all of the content weight off of your shoulders. Curious?

Call 888.886.0939 today to find out more.

FAQ



Tom Foster

Photo by Jim Folliard of the Fairfax Video Studio.

Q: What Are Author Tags?

A: When adding content in DSS, you may have noticed a place to list an author under the headline. By selecting your name off of the list, you are adding an author tag to the page you are working on, whether it's a library article, blog, news

item, video, or report. An author tag may include a picture, a blurb, an email address, and links to the person's Facebook, Twitter, Google+, YouTube, and LinkedIn accounts.

What are the benefits of adding an author tag to your content? Simply put, an author tag lets the reader know who created the content, what they do, what they look like, and how they can get in touch with them. On another level, an author tag can improve your search engine optimization and help build a stronger, more personal connection with website visitors. If you link your author tag to your Google+ profile, your picture and information will appear next to your content in Google search results.



An author tag can improve your search engine optimization and help build a stronger, more personal connection with website visitors.

How can you start to take full advantage of author tags?

- 1 Edit your attorney bio in DSS and add a picture, your contact information, and your author tag summary.
- 2 Select yourself as an author each time you publish content in DSS.
- 3 Link your attorney website content with your Google+ profile using a verified email address. 🌐



Have questions about author tags or need help setting up and linking your author tag? If you are a Foster Web Marketing client, submit a customer service ticket. If you are a non-client and want to see how easy DSS makes it to set up an author tag go to fwmauthortags.com

Special Bonus Section! Lessons Learned from

SMX EAST

SMX East

Last month Danielle
and Mindy went to

an event that is always much anticipated here at FWM: SMX East. What is SMX and why do we look forward to it every year? First let's start with the basics. SMX stands for Search Marketing Expo and it is the premier event for learning the latest trends in SEO (which allows us to give YOU the best SEO consultation we can).

Now you must be wondering to yourself: "What EXACTLY did you learn at SMX and how can it help me?" Well, here are some of the main takeaways that can help you in your practice:

- Quality content is what search engines really care about.
- Make sure you are writing for your readers NOT Google
- DO NOT make changes to your site for SEO purposes only.
- Always ask yourself how you can make a visitor's experience better
- Track what is trending online and write content that talks about it
- Make sure your content is focusing on your keyword needs
- Adjust pages that have a high bounce rate
- Don't obsess over site visits and focus on conversion
- Track conversion and ROI by practice area so you know what areas need the most help
- You need to be an active participant in the world of Local SEO
- Social Media is growing as a trust and ranking factor

The biggest takeaway that we had by far is that content is still king and that you need to be actively adding content daily in order to succeed online. Keep adding and monitoring your content and you will keep on rising in page rank.



Need help with your SEO? We have SEO plans that give you access to the same SEO team that we use for our SEO! Give us a call at 888.886.0939 and ask about our SEO Plans!

How to Turn Your Database into a Cornucopia of Clients

If you've taken our advice, chances are that you now have a growing database of potential clients—the names and contact information of people who have requested information from you, call your office, downloaded a free report, or stopped by to chat. Unfortunately, though, a huge database isn't the ultimate goal of your marketing efforts: great new clients are.



Successful marketing isn't just about gathering names—it's also about what you do with those names once you have them. The contact information collected in your database is precious – each name represents someone who reached out to you. Be very deliberate and very smart when you contact them. **Here are three ideas:**

1 Follow-up sequences. Sending regular (but not too regular) follow-ups to potential clients is key to keeping your relationship warm and keeping your business in the mind of your reader. Make sure to send a follow-up welcome email very soon after your first contact, and make sure to send a variety of follow-ups, from tie-ins to tips and reminders. For extra success, segment your list so that people with different preferences receive the follow-ups that are most important to them.

2 Direct mail campaigns. If you have great leads, you have a great opportunity to create an effective and creative direct mail campaign. Not only can these mail campaigns result in great new clients, you can also track the success of your campaigns and measure the results.

3 Targeted offers. If you're smart, your database contains more than names, telephone numbers, and email addresses. It might also contain a person's location, how they contacted you, and even what free report they requested. Use this information to send subsets of your database targeted offers – based on where they live or what they are interested in. For example, if you have a list of people who found you through your mobile website, send them information about your new app.

It's important to remember that we aren't about creating websites and marketing plans for our clients and then running—we want you to succeed. If we've gotten you to the point where you have a large database to work with, we want to get you to the next step: turning your database into paying clients. 🌐



Did you know that DSS interacts with InfusionSoft, Constant Contact and Blue Orchid? To find out how DSS works with these database builders go to www.fosterwebmarketing.com and contact us!

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