



FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys



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Personally, I like "Recess"

Inside This Issue

Personally, I like "Recess"	1
What Have We Done For You Lately	1
Creating Inbound Links	2
How positive emotions can help entrepreneurs during a recession	2
How Jeffrey Meldon & Associates Increased Book Requests by 600%	3
FAQ	3
Charles E. Boyk Law Offices, FWM's client	4
Knowing Your Numbers	4

"Foster Web Marketing has made it brain dead easy for lawyers to achieve both goals. Either by using their revolutionary DSS system (and doing it themselves, as I do) or subscribing to the Content Management Program, attorneys can exploit the advantages of the web as a critical marketing medium. Small to medium firms who don't take control of their web sites using one of these two methods are just throwing money out the window. I have been using DSS for years and our site consistently ranks highly and, more importantly, lures qualified potential clients to our firm. If your website isn't making your e-mail 'ding', call Foster today."

Ben Glass, Fairfax, VA
www.vamedmal.com

It is still my favorite period, second only to lunch. I am offended that others use this word in a negative connotation. Here's what the word "recess" SHOULD mean to us: *"OK, you all have been working hard and learning lots of new stuff, so take a break, go outside, swing on the swings, play kick-ball, and think about what you learned. Then come back inside and let's get back to work..."* But we don't have "recess" anymore – instead, we have "recession" and all the worries that go with it.

The media, in its desperate (now more even more so) attempt to bolster attention, drive ratings (and advertisers) - bangs on this drum every day. The media also bangs on any other negative campaign that it can find. Because this is what sells and what most people, sadly, are interested in hearing. The media feeds some people (and some companies) exactly what they want to hear: excuses. These people if given an out will take it, and that is exactly what is going on here. Most people are simply quitting or getting bailed out, which is the same thing really.

Unfortunately, for many of the rest of us, we need to take up the slack and work double-

time to make up for those looking for problems instead of solutions.

I say GAME ON baby!! Bring it.... I am ready to scoop as many opportunities as I can while others are buying into the doom and gloom of the six o'clock news. I am looking at the cup half-full — and I'm looking at ways to get that cup overflowing. We should all be doing this as it adds to our collective positive energy.

I was at the Glazer-Kennedy Super Conference last month and took away some very inspirational thoughts and ideas that really galvanized my focus. It was during a presentation by Bill Glazer that made my vision quite clear on what a savvy small business needs to do to battle the effects of Recession.

Here are some quick take-aways from that motivation presentation:

- Identify the top 5% and top 20% of your clients and design services or products that they need. (If you listen to them, they will tell you what they need.) Invest 80% of your energy in the top 20% - not in the bottom 80%.
- Ensure that every lead/prospect opportunity is being

handled and accounted for properly.

- Devise a strategy to offer your clients MORE services, special offers or other incentives to hire and do business with you.

- You can refer other businesses that relate to your services.

- If you keep doing the same tired routines that everyone else is doing, you are not distinguishing yourself.

- Implement up-sell strategies.

- There are "Riches in Niches" – so find a niche within your own core business and become the best at it.

- Communicate more with existing or past clients. It is easier to talk to existing customers that know you and get referrals from them.

- Don't emotionally throw in the towel when things get tough. There is often a great period of growth that follows a rough time.

So turn off that six o'clock news and give yourself a real recess! Clear your head of the negative campaigns and refocus your energy on how you can grow your business with only the sky as your limit.

Tom

What Have We Done For You Lately

Making DSS even more awesome by adding the following features:

- Ability to add Headers/Footers to improve your SEO
- Master Login to limit number of passwords
- New Office Setup makes it easy to add a new partner or office location
- Document Enable/Disable allows your to "hide" documents or articles
- Secure Area lets you set security levels for sharing confidential information
- DSS Search allows you to find your library articles based on keywords
- BLOG Comment Moderation lets you control how visitor comment on your Blog



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Foster Web Marketing has over 10 years of proven success creating high-ranking, high-conversion attorney websites, and works with over 100 law firms in the U.S. and Canada. While other attorneys chase after expensive keywords, FWM clients achieve high rankings on Google, MSN and Yahoo with FWM's proprietary DSS (Dynamic Self Service) software combined with advanced Search Engine Optimization techniques. Lauded for its outstanding personal service, Foster Web Marketing offers 3 levels of service:

Basic:

- Listing and dynamic linking in FWM Network (gives you a huge traffic boost right at new site launch)
- Your own Blog (brings you more traffic & helps you build content over time)
- Your own RSS Feed (increases your traffic & page rank)
- Monthly DSS Webinar & Newsletter (what other attorneys are doing to grow their business)
- Keyword and Web Traffic Report (so you can easily monitor & improve your site's performance)
- Listing and linking on Tom's personal Blog (lawfirmandattorney-internet-marketing.com)
- Listing in "Hire an Attorney" at www.hire-an-attorney.com
- Local Search Listing on over 85 local search engines (Google Local, Yahoo Local, etc)

Pro: Same as Basic, PLUS:

- A Content Management Program (CMP) Manager (to make sure your site & content bring in the kind of prospects you want)
- 3 Custom-Written, Unique Articles added to your site each month
- 5 News Items added to your site each month matching your practice focus
- 2 Blog Posts
- 30 Minutes of Web Marketing Coaching every quarter, 1-on-1 with Tom Foster
- Enhanced Video Module
- Priority web updates as needed

Premium: Same as Pro, PLUS

- 5 Articles
- 8 Blog Items
- Great Legal Marketing Newsletter (\$199/month value)
- Great Legal Marketing Coaching Program (\$4,800 value)
- Ben Glass's Ultimate Practice Building Toolkit (\$3,995 value)

Creating Inbound Links

by George Murphy

A lot of clients over the past months have been asking why their home page content includes outbound links to resources such as Wikipedia and other legal-related websites.

Over the past few years, certain aspects of SEO have changed. It used to be extremely important to link out to relevant resources in order to prove to Google and other search engines that your website should be considered a valuable source of information. However, those days have changed, and while linking out is still important, it is not as necessary as it once was.

Starting in May, clients with

monthly CMP contracts with Foster Web Marketing will start to see these external links disappear, and your writers will instead create library, blog, and FAQ items to replace those outbound links with links to other pages on your website.

Clients without monthly CMP contracts should create pages that you can link to and replace the outbound links.

An example, let's say you're an auto accident attorney in Maine and on your home page content you're linking out to the local DMV's website which shows auto accident statistics. This can cause the visitor/reader to lose focus after they

click on this external link and might not find their way back to your site after reading the stats.

Instead, create a library article that shows the statistics (don't just copy and paste, obviously, to avoid duplicate content penalties) and gives your opinion or a different spin on things to make it more interesting to the visitor.

The main focus in the next coming months will be on development and making sure that FWM client sites are developed in a way that make them a resource of valuable, useful information.

How positive emotions can help entrepreneurs during a recession

Recessions always end, though it's difficult to realize that when you're in the middle of one. For business owners, survival strategy and cost-saving moves should be the order of the day.

Having a positive outlook, in spite of current conditions, will take you much farther than being driven by fear of the future. That can lead you to poor, shortsighted decisions.

If you want your company to be one of those that comes out of the recession even stronger than before, be careful about which costs you cut and what kinds of deals you offer customers, advise the editors of INC. magazine.

Never reduce your selling efforts during a recession, and be sure not to cut back on the number of hours your business is open.

Showing your positive outlook at meetings is important to keep the morale of your staff running high. Share positive client comments or ask staff members to tell about someone or something that made them feel more positive since your last meeting.

Another good move, this one recommended in Small Biz magazine: Have your people discuss the organization's larger purpose and their contributions. Sometimes, this can also result in cost-savings suggestions.

How Jeffrey Meldon & Associates Increased Book Requests by 600%

by Paul Partridge
Conversion SWAT Team

In the first three months of 2009, Jeffrey Meldon was averaging a 4% conversion rate on his book request page. In April, he did two things: he ramped up his advertising and retained Conversion SWAT Team to redesign his book request page. In the next 30 days, he got more visitors than in the previous 3 months combined. Not only did traffic increase, so did conversion. With the newly redesigned request page, book requests jumped from a

4% conversion rate to a 26% conversion rate. That's a 6-fold increase. Here's how.

First, we can't underestimate the importance of the advertising. Jeffrey adopted a strategy that Ben Glass has been promulgating (and using successfully himself). Namely, leverage the good will that a radio personality has with his audience. When a radio personality recommends your book on the air, the prospects

coming to your landing page are much more predisposed to take action. It works like a referral from a friend. Very powerful. Very effective.

Our goal at SWAT was to make it easier for those visitors to order the book when they arrived. Here are some of the ways we changed MeldonLaw's "old" book request page:

- reduce banner clutter
- simplify the margins

- eliminate navigation
- show one book only
- make the book bigger and give it dimension
- add credibility boosters
- add a 2nd order form
- add testimonials
- improve order buttons

In short, a 600% conversion increase in one month. Just shows what you can do by attracting more motivated prospects and making your page more focused.

screenshot: old page

screenshot: new page

FAQ

Q: 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.

You can find out more about blogs in our free report here:

<http://fosterwebmarketing.com/reports/5-reasons-why-you-should-have-a-blog-by-now.cfm>



Tom Foster

Charles E. Boyk Law Offices, FWM's client



Charles E. Boyk

Q: What is my law practice all about?

A: Charles E. Boyk Law Offices, LLC is a three-attorney, nine-staff-member personal injury firm in northwest Ohio that specializes in car accidents, work injuries, dog bites, and motorcycle or ATV accidents. We also handle medical malpractice, hunting accidents, wrongful death, nursing home neglect, and trucking accidents. Our main office is in downtown Toledo, but we also have satellite offices in South Toledo, West Toledo, Swanton, Bowling Green, and Findlay, where we meet with clients on an appointment basis.

Q: What marketing do I do to support it?

A: We send a newsletter to over 4,600 people every month, which highlights changes in Ohio law, feature stories about what is going on in the office, contests, and cases we are handling that may be of interest to the reader.

We blog every week on numerous sites, and do a weekly review of where our Google ratings stand so we can pick and choose our blog topics accordingly.

Bi-weekly contact with over 850 people is done via eNewsletter, where we feature the most recent column of

Attorney Dale Emch. Attorney Emch writes "Legal Briefs," a question-and-answer column for *The Toledo Blade*.

Television advertising in the recent months has proven to be very effective. We advertise on three different channels, and all commercials advertise our most popular book, *The Ohio Accident Book*.

Our other three books, *The Ohio Work Injury Book*, *The Ohio Dog Bite Book*, and *The Ohio Wrongful Death Book* are all advertised in our numbers Yellowpages ads. Since we have five locations in northwest Ohio, we keep placement in books all over the area.

When people order these books, they are sent a packet of information that includes "The Charles E. Boyk Law Offices, LLC Difference," a copy of the requested book, a bonus CD "Insurance Company Secrets Exposed," a copy or two of a recent newsletter, and a DVD featuring interviews with all three attorneys.

After a client signs up, or at any request, we send out the Boyk Key Tag as part of our Key Return Program. Each person receives a key tag, each with an original number that can be tracked in the event that they lose their keys. The tag announces that a reward will be given to whoever turns in a set of lost keys, giving a Good Samaritan incentive to contact our office.

Q: What marketing ideas do I find work better than others?

A: We have found that adding content to the website has had a great impact on our exposure. The website, and

DSS, allows us to stay in constant contact with our clients and potential clients, and also gives us a portal to offer our free books. People can contact us 24 hours a day, seven days a week with any questions or concerns they may have, or if they don't want to speak to a person right away, they can browse the wealth of information available on our site.

Tom Foster's creation and maintenance of DSS has been pivotal to the success of our website and firm. We applaud Tom for being so forward thinking, and for finding ways to keep all of us on the cutting edge of marketing. We would also like to thank his awesome staff who keeps everything running smoothly behind the scenes.

Q: What is my monthly budget for marketing?

A: I prepay for all of my marketing instead of keeping a monthly budget, because I think that if I sat down and looked at all of the money I spend, I would vomit.

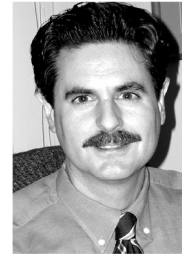
Q: What do I want to do when I grow up?

A: When I grow up, I want to have a virtual assistant – sorry, Anneke – who doesn't require me to take my phone calls, kind of like Ben and Tom. No, I'm just kidding! I don't think I could handle losing control of my cell phone like that. If I am not available for my clients via phone 24/7, then something must be wrong.

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Knowing Your Numbers

by Paul Partridge



Paul Partridge

Many FWM clients give away free books as the lynchpin of their marketing. This is smart, because everyone wants to do business with "the guy who wrote the book."

But when I ask attorneys, "How much do you make every time you give away a free book?" most don't know the answer. Instead they tell me, "It's impossible to know. One month we can send out 75 books and get 5 cases that generate \$30,000 in fees. The next month we can send out 2 books, get one case and earn \$250,000."

I agree, it SEEMS like random chance. But unless and until you ascribe an ACTUAL number to each book giveaway, you'll be tilting at windmills.

Imagine you sent out 1,040 books in 2008 (20 books/week). And let's say you generated \$750,000 in fees from the folks who requested books. Included in that \$750k figure are \$5,000 cases, \$100,000 cases and everything in between. While we can't predict what kind of revenue one or two or 5 book requests will generate, we can say with certainty that ON AVERAGE every book request is worth \$721 (\$750,000/1,040).

Let's say you try some conversion testing and book requests increase by 30% (not uncommon – see this month's client feature about how we increased book conversion by 600%). That means you're now sending out 130 books/month instead of 100. And you're generating \$21,630 more/month in revenue (30 x \$721), or an extra \$259,560 per year.

Make sense? I hope so. If not, you'll never be able to make reliable decisions about how well ANY of your marketing is working.

Paul Partridge is a direct response copywriter and the creator of the SWAT traffic conversion program. He can be reached at (908) 233-6935 or ppartridge@comcast.net