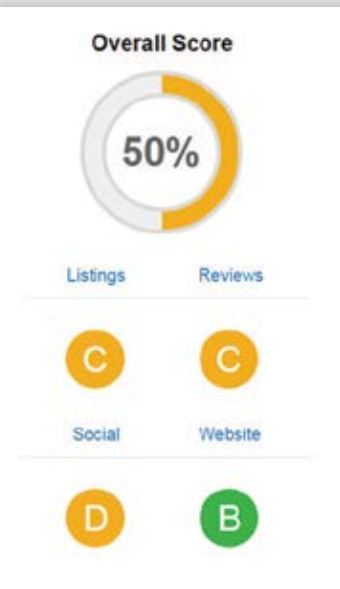




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IS YOUR WEBSITE
BROKEN? DO YOU
KNOW?

Let us help you
find out for free!
FWManalysis.com



We'll give you the insight you're looking for by providing a comprehensive analysis of your website, marketing, and online presence.

You'll get a report that spells out exactly what is working, what is wrong, and—most importantly—what needs to be done to correct it.

Find out how to improve at FWManalysis.com or call 888.886.0939.

“What Is the Best Thing to Do?” You Ask...

by Tom Foster, Founder | CEO

I talk to my clients every day, all day. I listen to you guys tell me your successes, your goals, and your dreams, but I also hear all the dreadful problems and suffering you deal with relating to your practice and the marketing of it. I ask a lot of questions. You ask a lot of questions. It's generally a fun time had by all. Our discussions usually last 30–45 minutes, but some go over an hour. It's free consulting, really. We get a lot done, and lots of action items come out of these calls.

I personally get a lot from these “reach out” calls. They are purposeful. They're part of our strategy to keep good clients successful, comfy, cozy, and happy in the big blanket of FWM, where everything can be worry-free...

It's way better to hang out with those of us who live and breathe everything internet for lawyers. We stay on top of EVERYTHING because we have to. It's the only way to make sure DSS, our award-winning marketing automation software, remains at the top of its class—and continues to lead our clients to online success. The proof is in the pudding; DSS has received a bunch of accolades, including four recent awards from G2 Crowd.

So what IS the best thing to do? This is the most frequently asked question we get. (By the way, the answer is super simple, but carrying it out is a bit more complex. The devil is in the



This is the most frequently asked question I get. (By the way, the answer is super simple, but carrying it out is a bit more complex.)

details, of course, as it is in all things.)

But first, let me tell you what the BEST THING IS NOT:

Tactics without a strategy and a mission.

- Mindlessly bidding on Google AdWords (PPC) for your vanity/ego-based keywords. Or, even worse, letting some other knucklehead do it for you and burning up your cash.
- Hiring multiple service companies—that don't know each other or don't coordinate their efforts—for SEO, local, reviews, content, and video.

Putting all your eggs in the fragile basket of PPC.

- This is just stupid, gang. When you stop organic efforts (SEO, content, social media, etc.) to divert the majority of your budget to Google Adwords, you have sold your soul. You will forever be in an increasing bidding war where the only winners are Google and the digital marketing company managing your AdWords account.

— continued on page 4



Create Powerful Online Content With Your **CASE STORIES**



The very best way to reach potential clients and sell your brand is to show people what you do, honestly and authentically. The good news is that you probably already have a treasure trove of content ideas to pull from that can do just that: the stories of your clients and patients. When written and leveraged with potential clients in mind, your case stories can be the showroom for the real help you offer.

Why You Should Tell Case Stories

Case stories are powerful, unique content. They stand out from—and even support—your other digital content. Stories of real individuals and real-life situations are more memorable than dry information and warnings, but they can still carry the same messages and bring those messages to life. Case stories also highlight your expertise by illustrating a problem and showing exactly how you helped resolve it.

When you tell compelling case stories, you build trust by personalizing and humanizing the work you do—and it's good for your SEO, too. Case stories help you attract more qualified leads, convert more visitors, and naturally generate a powerful mix of organic keywords.

How You Should Tell Case Stories

Facts are great, but people are mostly interested in the story of the case. Choose past cases that are like the kinds of cases you want to bring in now, then explain:

- *The challenges your client was facing*
- *Why the client decided to reach out to you*
- *What the client was looking for*
- *How you worked on the problem and provided support*
- *How the client and his or her family was affected*
- *How the outcome benefited the client*

Share as many details as you can. Write simply and explain difficult concepts. Teach by showing common issues in action, and always focus on what is most

interesting to someone who is seeking your help.

Where You Should Tell Case Stories

You've written and proofread your case stories. What now? First, feature your case stories on your website. Add relevant links to informative content on your site and weave the stories of your real-life cases into more general articles about the same topic. Case stories are also compelling content to share on social media or promote in your newsletter.

Do you need help writing case stories that convert? Reach out to our content marketing experts at 888.886.0939 to talk about your ideas and get help making them happen, or visit fosterwebmarketing.com/stories to learn more. 🌐



Site Redesign and Fresh Strategy INCREASE LEADS BY 137 PERCENT

In April 2016, Digital Marketing Specialist Cody Moulton started an ongoing marketing services plan for the Law Offices of Molly B. Kenny. At the same time, our expert design team began to redesign her website to be more contemporary and effective. It was a challenging project, but it paid off for Molly in the form of huge increases in traffic, conversions, and CLIENTS!

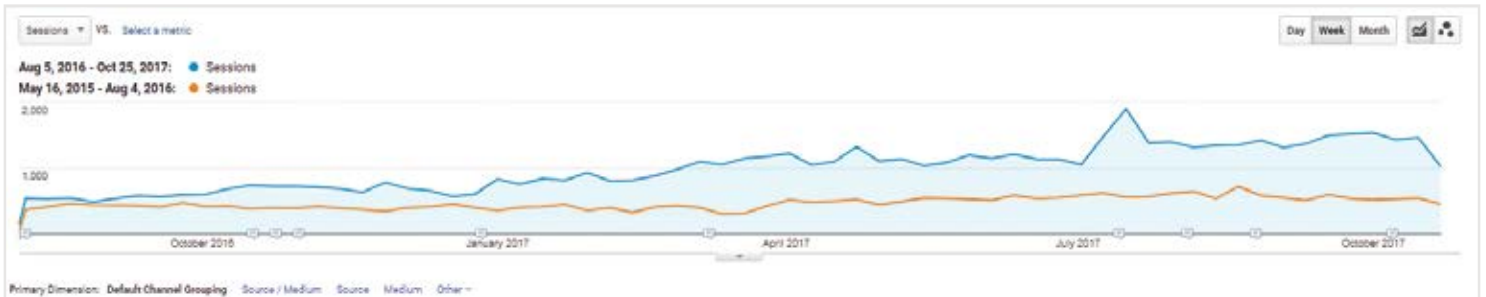
A Modern Website Makeover

The new website had several custom features that helped improve user engagement, overall site traffic, and conversion rates. The redesign improved mobile performance and gave the site a complete visual makeover. We used a sleek panel-style design that looks great and supports the major improvements we made to the website's architecture and navigation.

The redesign ushered in impressive results for the site, including an increase of 180 percent in mobile sessions and an increase of 71 percent in desktop sessions. Total website sessions also increased by 114.61 percent, with a 140 percent increase in organic. Overall, the site has continued to outperform itself, month over month and year over year:



Our expert design team redesigned Molly B. Kenny's website to be more contemporary and effective.



Expert Marketing Services and a Fresh Content Strategy

Once the redesign was set, Molly B. Kenny entered our monthly services plan. We used the wealth of helpful information she had already created for her site as a foundation to build toward her goals. Our methods included:

- **Complete content audit.** We analyzed, updated, rewrote, and made informed decisions about every piece of content on the site to bring everything up to the most current SEO standards. We also implemented a content strategy that helps her continue to produce helpful content for her perfect clients.

Contact us (Goal 1 Completions)	Download Report (Goal 2 Completions)
90.24% ▲ 390 vs 205	353.09% ▲ 734 vs 162

- **Optimization for conversions.** We focused on conversion rate optimization (CRO) throughout the redesign and services plan. For example, after performing a little CRO magic, we saw a 90 percent increase in contact form completions and a 353 percent increase in report downloads.

— continued on page 4

“What Is the Best Thing to Do?” You Ask...

Doing nothing.

- My favorite! Lots of people just don’t do anything, and they wonder why “it isn’t working.” Duh!
- By the way, if I have to explain why “doing nothing and expecting brilliant results” is bad, I’m happy to do that—let’s talk about it!

Honestly, a lot of you do nothing because you simply don’t know what to do. Not your fault, you say? It’s not because you lack the desire, but maybe your past efforts didn’t pay off. I get that your expectations may not have been met, but it doesn’t mean you should stop. Marketing—the right way—is freakin’ hard!

If this is you, give yourself a break. You can’t always be perfect, and not all marketing campaigns are slam dunks. Actually, way more campaigns fail than work. It’s complicated.

But wait! There IS a BEST THING!!!

Yes, folks, there is a tactic you can use right now, this moment, that will help you more than anything else. The only thing it will cost is maybe an hour or so of your time.

Here’s the BEST thing you can do to grab attention and get more of the cases and clients you want:

Write a story based on one of your best cases.

Think of the very best cases you’ve had, the ones you loved working on in all respects. Don’t think about the ones that paid you the most. Just think about the client, the circumstances, and what you did that you enjoyed or are proud of. What did the client get out of it? Now write about the case in a storyboard format. Add some drama. Humans feed on drama. It’s not about the money for everyone. For most of us, it’s about finding a connection that can help solve a problem.

We all go to the web seeking answers to our questions—the really good cases and clients come from those organic searches. Your job is simply to use a case story, written from your own viewpoint, to answer those questions. The story should talk about is your client’s success, not yours. You are an advocate for them, so tell THEIR SUCCESS STORY. It doesn’t have to be *Dr. Zhivago* or *War and Peace*—just tell the story.

TIP: Go to our website (fosterwebmarketing.com/stories) for more instruction on how to write a story like this.

Bottom line is that you write your case story, publish it on your website, and post it on social media (tagging the client). Send an email to everyone on your list. Tell everyone—get the word out.

This is the most consistent, inexpensive, authentic, organic, ethical, and targeted method for attracting potential clients, and it will work—if done correctly. Again, the devil’s in the details, ugh, so check your work.

Helping people with their marketing—connecting my clients to their clients—is what I do best. If you want to get inspired about your marketing efforts again, please call me at 888-886-0939 or email me at tomfoster@fosterwebmarketing.com. Let’s talk!

Let us know if you want us to do this for you! Visit FWManalysis.com or call us at **888.886.0939**.

Dedicated to the truth of excellent marketing,



Site Redesign and Fresh Strategy Increase Leads by 137 Percent



- Local citation cleanup. We cleaned up numerous local citations and directory listings and created new ones that were better suited to the law firm’s goals. This effort brought great improvements in how the site appears for our targeted keywords, including a 134-percent increase in sessions for our top targeted region.

For Molly B. Kenny, all our efforts have driven toward the common goals of increasing quality and bringing in more relevant leads for her law firm. By implementing proven methods with our client’s goals in mind, we have been able to increase her website leads by 137 percent since August 2016.