

STANDING OUT IN A SKIPPABLE WORLD



FWMWEBINAR.COM



Help me faster

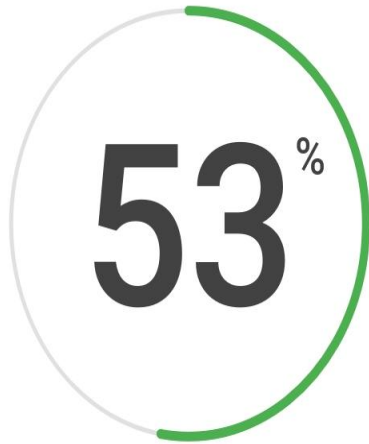


Know me better



Wow me everywhere

“Help Me Faster”



of visits are abandoned if a mobile site takes longer than 3 seconds to load.

“Help Me Faster”



As page load time goes from one second to five seconds, the probability of bounce increases by 90%.

People Are Mobile!



2017 was the first year across all FWM websites that mobile sessions overtook desktop

2017: 51%
2016: 44%
2015: 39%
2014: 29%

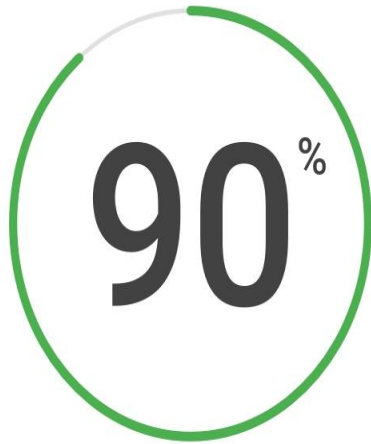


How to Help Faster



1. We will be rolling out an AMP solution for DSS websites in 2018 - not a ranking factor...yet
2. [Resize and compress images on your website](#)
3. Don't make potential clients hunt for answers!
4. Is your website is fast enough? - fwmdesign.com

“Know Me Better”



of organizations that invest in personalized consumer experiences say that it significantly contributes to increasing business profitability.

“Know Me Better”

As the driver of a car, a motorcyclist, a bicyclist, or a pedestrian, you cannot avoid all **truck accidents**. Many accidents are the fault of the trucker or the trucking company and there is little, if anything, that you can do to prevent those crashes from occurring. However, since you regularly share the road with trucks ranging from big rigs to box trucks, it is important to know what is within your power to do to avoid a crash and what to do if you are hurt by someone else’s negligence.

Four Tips for Preventing a Truck Accident

You can avoid dangerous truck collisions by:

- **Being aware of—and avoiding—blind spots.** There are some spots that truckers just cannot see, even with mirrors, due to the large size of the vehicle. Thus, if you are traveling on either side of or immediately behind a truck, you should be aware that a trucker may be unaware of your presence.
- **Keeping a safe distance from trucks.** Because of their size, trucks take longer than other vehicles to stop. Thus, it is important to keep a safe distance away from a truck that you are traveling behind to avoid being part of a collision if the trucker can’t stop in time to avoid a crash.
- **Being patient and following the rules of the road.** Do not let anger or impatience escalate into a dangerous crash.

ABOUT THE AUTHOR



by **Jason F. Abraham**
Managing Partner, Hupy and Abraham



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LIBRARY

Posted on 11/22/2017

**Protect Your Future After a Truck Accident
Burn Injury**

Posted on 11/21/2017

**What Can You Recover After a Truck
Accident Amputation?**

Posted on 11/17/2017

**Different Types of Truck Accidents Can All
Lead to Serious Injuries**

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NO FEES UNTIL YOU WIN

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Semi-Truck Accidents

Contact Us Now, Absolutely No Obligation

FREE CASE EVALUATION



Common Semi-Truck Accident Questions

1

How much is my semi-truck accident case worth?

2

What makes a semi-truck accident case different from other accidents?

3

How long do these cases typically take to settle?

4

What if the police report places me partially at fault?

5

Why is the insurance company for the semi driver so aggressive?

6

How much does it cost to hire Keller & Keller?

“Know Me Better”

FAQs

Was your home or business damaged during a recent hail storm? Is the insurance company trying to deny, delay or underpay your hail insurance claim? Our [bad faith insurance claim lawyers](#) know all the tricks of the insurance companies. Check out some of the questions we receive most often about hail insurance claim, or give us a call at **1-800-215-0507**.



What Can I Do If the Insurance Company Refuses to Replace My Entire Roof After a Hailstorm?



Insurance companies like to save money, which means that if they can get away with replacing some shingles instead of an entire roof, they will. If they indicate that hail damaged the front portion of the roof, they may only approve shingle replacement instead of paying for a new roof. However, if you disagree with them... [learn more](#)



Is My Farm Covered for Hail Damage?



Will the Insurance Company Cover Both Roof and Water Damage Caused by Hail?



How Can My Business Maximize a Hail Insurance Claim?



How to Know Users Better



1. Not always a good idea for attorneys and doctors
2. Retargeting and display advertising
3. [Facebook audience advertising](#)
4. [Promote content on LinkedIn](#) (if it makes sense)
5. [Choose the right topics and ideas for your content](#)

“Wow Me Everywhere”



of people expect brands to deliver a consistent experience, whereas only 42% think most brands do so.

“Wow Me Everywhere”



of people are likely to recommend a brand if it delivers a frictionless experience across channels.

How to Wow Everywhere

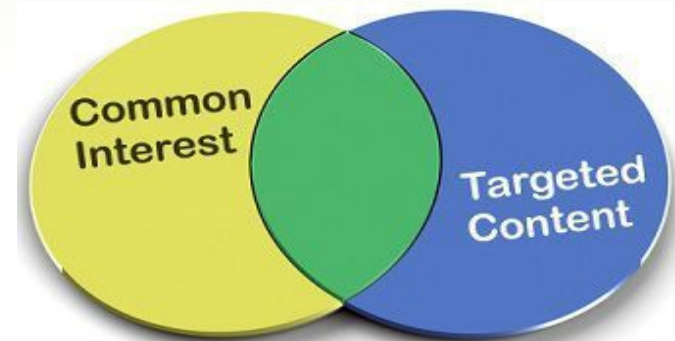


1. Consistent branding across all channels
2. Be available when/where they need you
3. Standout from the rest of the crowd
4. Harmony between online image and real life experiences for your potential clients

Understand Intention



1. Define your perfect client
2. You can't offer value until you know what your audience finds valuable
3. Find the REAL reason they are looking for you



Capture Attention



1. Take advantage of “micro moments”
2. Risk of ad numbness and fatigue
3. Don't follow the pack, stand out!



Drive Action



1. What do users think they should do?
2. What do they expect from you? - [4 CTA Tips](#)
3. To drive actions you must address expectations.





Questions?

Lawyers

FWMDesign.com

FWMAnalysis.com

Doctors

FWMDoctorDesign.com

FWMDoctorAnalysis.com

Additional Resources:

<https://www.fosterwebmarketing.com/blog/how-attorneys-can-stand-out-in-a-skippable-world.cfm>

<https://www.fosterwebmarketing.com/blog/what-online-audiences-want-from-digital-marketing.cfm>

<https://www.fosterwebmarketing.com/blog/the-wrong-way-to-stand-out-in-a-digital-world.cfm>