



# FOSTER WEB MARKETING

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[www.fosterwebmarketing.com](http://www.fosterwebmarketing.com)

## "What is Search Engine Optimization?"

Answer: A law firm should understand that Search Engine Optimization (SEO) consists of multiple levels with many layers. Search Engine Optimization is a subset of search engine marketing. A web site can either try to improve the quantity of visitors or the quality of visitors to their web site. To use a term that everyone can understand, this is like the foot traffic to a store at the mall. The more advertising that is done to promote the store, the more potential shoppers will stop by the store. SEO is like advertising to the Google shoppers on the web.

The law firms need to reach a client that is willing and needing to use their professional services. The law firm should use all the factors that are available to them to attract these clients. A few of the main factors associated with increasing your page rank (that is the term that will have your firm be found first on the search pages) are link equity, site age, and unique published original quality content.

1. Link equity is having other web pages point to your site as a source of information. The more sites that point to your site the higher your page ranking, but your web site should be linked to others as well. This is known as reciprocal linking.
2. Site age is important since the longer the site has been on the web it will be of more value than a site that has just been launched on the web. This is an important issue, because domain names need to be renewed over a specific time period and your law firm would need to maintain the same name that it has been using for the past years. Make sure that your domain name does not expire. Another law firm could acquire your domain name upon expiration and use the value that you have spent years creating with your law firm's good name.
3. Unique published original content is a very valuable commodity. If you have the time and the energy and enjoy writing this is an excellent way to boost your page ranking on Google. With billable hours, family time and everything else that has to be done the attorney may not be able to provide the new content.

*We can help, call us!*

## Here are some important and shocking facts about your Website...

### Google AdWords™ Will Soon be Using Video in (SRP) Search Results Pages

It's really a pretty straightforward concept, one that should be easily understood by many attorneys because lawyers use similar methods in their daily practice. **Citing law and other documents, or "linking" to them, through footnotes and other methods are what most attorneys do everyday.** Once you equate PageRank to your daily work process, you will easily see how and why it works so well.

Let's start with the basics, "page ranks" are numeric, from 1 through 10, with 10 being the highest. Only a very few web pages have a page rank of 10 (google, yahoo, ebay), and for an attorney web page, anything above a 6 is very respectable and difficult to attain and keep. There are many things that determine a page's rank, but the real deal seems to be based on how many other web pages link to your page. Notice, I am using the term "page" and not "site". The difference is that your web "site" is made up of many individual "pages". **PageRank grades EACH PAGE of your website.**

The higher the PageRank of the OTHER pages (from other websites) that link to your site, the better off your site will be. Simple!

In other words, 10 links to your page from other high ranking web pages will easily and consistently outweigh five times that amount of links from unknown sites with low page ranks. And because Google does not compromise and just to make it more fun, the amount of page rank "credit" your site gets from incoming links, is also divided by the amount of sites you link OUT to!

Your site's actual content is also critically important. It needs to be information that people can use and take active interest in. The content must match your keywords. The content should be at least 200 – 700 words and use various formatting on the page (bold, italic, underline).

PageRank is extremely important as it determines just how high you get on search engine result pages (SERPs). The Internet is a community based on linking and so, just as it's helpful to have your incoming links be from relevant sites, your outbound links will also be more valuable to those pages you do link out to. This is important when negotiating for link exchanges with other sites. The higher your page ranking, the more desirable a link from your page will be to others.

It's like a popularity contest, in order to be popular, you need people to talk about you and you need to talk about other people – that's the way real life works and Google does a great job at bringing that sense of community to the Internet.

There is nothing more important than PageRank if you want to be indexed on Google. PageRank is a very real and vital aspect of web marketing that should always be a priority.

### Notes from Tom Foster

I am very excited to let you know we are having our first DSS Webinar on April 29. I will be going over some important aspects of DSS and will have Power User Mischelle Davis on the call with us. As always, my best buddy Rem Jackson will be in charge of shutting me up when I go on for too long! Here's the plan for the call:

Web Marketing Tips \* DSS 101 \* DSS Best Practices \* Q&A \* DSS Updates

Register NOW at <https://www1.gotomeeting.com/register/276389490>

## Important Questions to Ask About Your Site:

**"How recent is your content?"** - Is the information on your site current and update, and can it help someone who is seeking the most current information? I.e., does the owner of the site take proper care of this site and ensure its continued relevance to the public?

**"What other sites link to yours?"** - Are there other sites that can vouch for the value of the information on your site? Do other sites link to your site to reference information? If so, this contributes to your PageRank score, a critical factor in Google's index.

**"How old is your site?"** - How long have you owned your domain name? On today's Internet, the number of spam sites greatly outnumbers legitimate sites. If you've owned your domain name for a year or more, then that gives your site credibility. The longer you own it, the better your placement.

Ability is what you're capable of doing. Motivation determines what you do. Attitude tells how well you will do it.

*Lou Holtz*

The most expensive piece of real estate is the six inches between your right and left ear. It's what you create in that area that determines your wealth. We are only really limited by our minds.

*Dr. Dolf de Roos*

## About Google Index Updates

From time to time, Google performs a major update on its search index to extract and jettison sites that it deems SPAM or which contribute nothing to the annals of human expression and knowledge. When Google claims that there are 8 billion pages in its index, they want to ensure that all 8 billion have value to someone (other than the publishers of the pages). Google uses updates to identify suspect pages and banish them from Google land.

Google doesn't tell anyone about these pending updates, of course. No announcements or press conferences are held, no broadcast messages go out to site owners across the world. No warnings or alerts are provided. One day, an update just happens, and many site owners are left with a site that isn't what it used to be.

Google's most recent update – dubbed Jagger in the search engine consulting community – took place in October. Since then, many attorneys who've enjoyed top positions for their favorite keywords in recent months may be wondering where their site went. Other attorneys, especially those with sites using the services of Foster Consulting, didn't feel a thing, and in fact, may even have a better presence in Google's all-important index.

Foster Consulting has always espoused a hands-on approach to maintaining our client sites. Through the development of a simple and effective content management system – Dynamic Self-Service – we provide our clients with the means to match Google's hunger for new content and information, on pages designed to appeal to search engine indexing standards. By educating our clients about the way Google sees the Internet, we've helped them develop profitable strategies that make the most of their investment on the web.

While other site developers may promise an easy path to the top pages on Google, MSN, Yahoo and other important search engines, those in the know realize that (short of paying thousands a month in advertising costs) consistent placement on the engines takes time and effort. Foster Consulting can show you these important marketing steps. And if you don't have time to do it, we can do it for you through CMP, our monthly content management program. For more information about how our services can work for you, contact Foster Consulting today.

## ***WOW, talk about amazing SEO Results!!***

The results, shared with me by our client Mischelle Davis of the Davis Law Law Firm ([www.injurytriallawyer.com](http://www.injurytriallawyer.com)) demonstrate that you can indeed dominate the search engines by using new online video technology. It's easy to do and makes a huge impact.

How did she do it? She created a specific subject video about "mild brain injury" and of course related that to an attorney in Seattle. This, of course, being her firm. She has the phone number and web url on the video itself. This video was blasted to several video directories and video search engines. Which combine video SEO with traditional web SEO.

This is the future, your future success depends on you doing online video.

Let us know if we can help you achieve this!

# Important News!

## What's Coming to DSS?

We are working on some seriously cool stuff for DSS to make your website rock the competition! Here's what is currently in development:

- Video upload to site and blast to video search engines
- Update reminder!
- Multiple Practice Area selection (instead of just one)
- Master Keyword Lists for all added pages
- And many more!

Our goal is always to provide you with an easy to use, yet amazingly powerful application for updating your websites. If you have ideas on what you would like DSS to have in the future, please shoot me an email and let me know your thoughts!

- Tom  
tom@fosterwebmarketing.com

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## New Employee!

I feel like I hit the lottery when I hired our new Technology Director, Toby Crandall. This guy is super smart and a super nice guy! Easy to work with, patient, did I say SMART? I dare say, he maybe even smarter than ME!!

So I have dubbed him "Obi Wan Toby" as he will guide me, and all of you, to greater success on the Web. He knows a lot of junk I have no clue about and can fix stuff that is beyond my comprehension. That is why I hired him – he IS smarter than me. Toby's primary job is to keep the sites running and keep our servers well fed and happy. He is also in charge of hiring our developers. I am looking forward to big things from Toby!

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## Shameless Promotions!

Tom has a rock band with his teenage girls and his best friend and we don't suck. Check us out at madbrenda.com

## Welcome!

Clients are the lifeblood of our business. We realize that you have a choice, and we are proud that these new clients have chosen us as their web solution provider!

### We proudly welcome the following new clients to our partnership:

Decker, Decker, Dito & Internicola in Staten Island, New York

J. Kevin Stockstill in Lafayette, LA

Katzman, Wylupeck LLP in Windsor, Ontario, Canada

Bucci & Dix, LLP, Virginia

### New client websites that have launched this month (YAY!!):

Bisnar & Chase in Newport Beach, CA: [southerncalifornialawyers.com](http://southerncalifornialawyers.com)

Sharon Christie in Towson, MD: [sharonchristielaw.com](http://sharonchristielaw.com)

Steve Lee in Houston, TX: [attorneystevelee.com](http://attorneystevelee.com)

Jim Brown in St. Louis, MO: [castlelaw.net](http://castlelaw.net)

*Thanks for Partnering with FWM!*

## Website update!

Yay! We finally finished our update to our website. This new design is more in line with the latest coding techniques. Leaner, faster loading, and bigger! Check it out and let us know what you think! We also added better contact information for support.

## Check This Out!

Wow, I just signed up on Technorati.com. Basically, this is a blog searching blog that allows people to search blog posts!! Huh?

Just go to there and sign up and follow the directions. The bottom line, the more links to your website the better. The more links to your blog the better. You blog about stuff you have added to your website.

[www.technorati.com](http://www.technorati.com)

## Marketing Conference 2008 Announced

The Great Legal Marketing Super Conference 2008 is now set for June 20-21, in Reston, Virginia. This year's event will include presentations from members of Great Legal Marketing who have revolutionized their lives by taking action.

Get more information here:  
<http://www.glmssuperconference2008.com/>

## Tip of the Month!

Have you added your firm to Google Local? You should! It's free and easy. When potential clients submit a search looking for your services, Google Local makes it easy for them to find you on Google search and on GoogleMaps. Sign up today!

## What is the Google Sandbox and how you can avoid it.

The Google sandbox is many things to different organizations. Some experts think that it is a holding area for new web sites to prove that they are worthy before having access to the higher ranking pages of Google. Other analysts say that it is an unusual and unpredictable algorithmic element that is difficult to define. There are theories that the sandbox is like a filter that will place newer web sites on top of older web sites that will funnel out of the bottom of the sandbox in an unspecified amount of time (anywhere from two to six months) from the launch site date. It has been theorized that the 'Google sandbox effect' is a method of keeping the spamming web sites out of the higher page rankings for a short term, but at the same time is affecting the truly valuable web sites that have been recently launched.

The Sandbox effect usually happens to web sites in the English language. It is noticeably absent from the Dutch and Italian websites. It seems to affect the commercial and private sector sites and does not seem to trap the .gov, .mil or the .edu sites. It started showing up after 2003 and does not affect well established web sites that were published before that time. Recently releases web sites on Yahoo, MSN and Ask Jeeves are usually seen in a quicker time frame than on Google search engines.

Foster Web Marketing can help you get through the sandbox effect quicker. Foster Web Marketing will provide you with a high level of design and a top-notch information architecture. We will create exceptional quality content and through our CMP (Content Management Program) will continually update your web site while allowing you ability to add content to your own web site through the DSS (Dynamic Self Service) program. Adding new content is the key to high page ranking on the Google search engine and will get you out of the sandbox quicker. Foster Web Marketing will assist you with a legitimate link gain at the beginning of your web site development to avoid the sandbox and high traffic is another opportunity to boost your Google ratings. We will also help you with your Search Engine Optimization strategies. This is another area that will shorten your time waiting in the sandbox. Unless you are planning to do a government or educational web site in Italian or Dutch we can help you avoid the "Google Aging Delay".

## Win a FREE GIFT by giving us a COOL TESTIMONIAL! Why not give it a try?

Would you like the chance to win a special **FREE GIFT**? Each month the free gift changes. This month we are giving away *an APPLE iTOUCH!* (*wow, that's cool!*) Unlike other contests, the odds of you winning this contest are *really good*. Why not give it a try? To win you need only need to think creatively and say some nice stuff about how we have helped you in some way be more successful on the web. Please shoot an email to [tom@fosterwebmarketing.com](mailto:tom@fosterwebmarketing.com)! The best testimonial (in our opinion) will win an Apple iTouch! You could be our winner this month. *Are you ready for a big hint?*

*Video Testimonials are the best kind  
Audio Testimonials are second best  
Written Testimonials also work great if written well*

## Crazy Eights Sudoku

Sudoku is gaining popularity all across Europe and the United States. Only logic and patience are required. No math is involved. Simply make sure that each 3x3 square region has a number 1 through 9 and that the number only occurs once. Each column and row of the large grid must have only one instance of the numbers 1 through 9.

		3	1	5		7		
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your eyes and not a

Here's a tip for playing. We'll call the 3x3 squares "regions." With a highlighter, color in all the rows in the large grid and all the columns in the larger grid that have a 8 in them. We chose 8 because there are several of them in the puzzle. Finished? Now observe. In the middle top region, what is the only possible location for the 8?

		3	1	5		7		
7	4						8	
		8		9		3		
		2			4			
3	7			1			5	6
			3			2		
		5		2		4		
	8						3	1
		9		7	1	5		