



## Adding Case Results Brings Results

By Larry Buckfire

A great feature of the Foster Web Marketing DSS system is the ability to add Case Results to your web site. This not only provides visitors with more information about your settlements and successful jury verdicts, but also works in conjunction with other content to improve your placement in the search engine organic listings. Here are my tips for adding case results.

First, add as many relevant past results as you can and make a new entry for every case when you finalize the settlement. Second, be specific with the case description and include the location of the accident or incident, the type of case, and the type of injury sustained in the accident. Third, use an internal link in the case result back to the relevant practice page.

A good example is *"\$1,000,000-Detroit car accident settlement for woman who suffered spinal cord injury in rear-end auto collision."* Use an internal link on the terms *"car accident"* to the auto accident page of your site. You can also use an internal link or external link to other terms, like *"spinal cord injury."*

You would be surprised as to how often your Case Result entries are actually picked up by the search engines as the basis for high placement on the key terms searched by your potential clients. The frequent updates and fresh content will also separate your site from your competitors whose sites remain stagnant and stale. Adding these results will bring you quick and lasting results.

## New service lets you access your data no matter where it's stored

If you use several different computers and smartphones, it may seem inevitable that the file you need is on another device.

Data synchronization has always been a problem and many programs that claim to solve it have come up short. That's especially true if you work with PCs, a Mac and a BlackBerry. A new service called SugarSync does it right, according to Business Week's Stephen Wildstrom. It works by storing the most current versions of your files on its own servers. Any changes you make are automatically uploaded to the servers and replicated to your other devices.

There are SugarSync versions for Windows Mobile handsets and BlackBerrys, but your ability to use them will depend on the capabilities of your handset.

The cost is reasonable at \$25 a year for 10 gigabytes of server space. And it's easy to use after setup. To start, you download SugarSync Manager to each computer or handset and tell it which folders you want to synchronize.

You can choose full sync, which changes the download each time a file is saved on one of your computers. Or you can use lite sync, which downloads the latest version of the file only when you need it. You will also have a Magic Briefcase where files are automatically always kept up to date. And there are other capabilities and features that you could find helpful or convenient.

## Your Legacy

In this world it is possible to achieve great material wealth, to live an opulent life. But a life built upon those things alone leaves a shallow legacy. In the end, we will be judged by other standards.

Cesar Chavez

## DSS Webinar

Join us on Wednesday, July 16<sup>th</sup> at 1:00 PM EDT!  
In this session, you will learn how to navigate Google Analytics!

- What you need to know and what you can ignore about Google Analytics.
- The most important data from Google Analytics
- How to use Analytics and DSS to create a super site
- All this and more!

**Space is limited.** Reserve your Webinar seat now at:  
<https://www2.gotomeeting.com/register/266925475>

## What's Coming to DSS?

This is all stuff we are still working on for you:

- Video Upload. Gah! Don't get me started, this is harder than I thought!! Next month, cross your fingers (with me)...
- .mobi website updating. If you don't know what this is, I will explain soon.
- Much improved editor!

## Convincing Potential Clients That They Have Rights

You have to hand it to the insurance companies. They spend millions on lobbyists in DC and in state legislatures all over the nation. They write legislation that puts caps on punitive damages. They use computer software to minimize the claims that they have to pay out. And sometimes, like in the case of Hurricane Katrina, they just deny claims outright. Despite all this shabby behavior towards their customers, despite renting umbrellas to the entire country and then taking them away when it starts to rain, they have managed to convince the great majority of Americans that the problem is the lawyers.

The term "sleazy trial lawyers" gets thrown around, and so does the idea that it's nothing but lawsuits that are causing insurance rates to rise. The end result of this is that people have become quite hesitant to consult with attorneys, even when they should. They accept ridiculously low settlements or, in some cases, a total denial of a claim, and they do so because they think that doing otherwise is part of the problem.

They don't want to go to court. They don't want to get some "greedy trial lawyer" rich. They don't want to go through the hassle or inconvenience of it all. So now, unfortunately, part of your job is to convince clients that they do have rights beyond what they are told by their insurance adjusters, and that your job isn't to bankrupt anyone. Your job is to get for your clients what the insurance companies were supposed to give them in the first place, but didn't.

**This is why updating your site with information is crucial towards getting new clients.** To be sure, search engine placement should be your primary goal, but a secondary function of your site should be to educate potential clients who are on the fence about initiating legal action, or informing them that they have in fact been taken advantage of without even knowing it.

While this might sound like a mammoth undertaking, it isn't as hard as you think. Insurance companies do a pretty wonderful job of making themselves look bad if you look a little deeper than the talking points. The astronomical profits that they make every year are a pretty good place to start. You can also look into how they are automating the claims process, and explain how database software keeps injury victims from getting what they should.

You should also take the time to post your thoughts on the tort reform movement. To be sure, many of you are probably busy enough without having to preach for the AAJ, but describing how big insurance is conspiring to limit the compensation of the injured in order to maximize their own profits can have a very galvanizing effect on clients who aren't yet convinced about initiating legal proceedings.

There are several sites that you can visit regularly in order to get informed, and then you can set about the fairly simple task of educating the visitors to your website. Having the right information could cause a few people still sitting on the fence to fill out that contact form or pick up the phone.

Again, the point of your website is to get you noticed and to get you clients. Working the key phrases and updates will help you with the search engines, but getting the clients requires you to inform people and empathize with them. Providing them with a description of the behavior of insurers should help you do both.

# Important News!

## What's New in DSS?

We have been hard at work on DSS (as usual) to make it the very best CMS (Content Management System) the world has to offer. We listen to all of our clients suggestions to make it a better application for all. By the time you get this newsletter and log into DSS, you will find an entirely new interface that includes the following upgrades:

- DSS Update Reminder! This lets you set daily or weekly email reminders to yourself. The email will tell you the last time you updated certain areas of your website. As you know, updating your website consistently is essential to success. Another brilliant idea from Mischelle Davis of [injurytriallawyer.com](http://injurytriallawyer.com) (Thanks Mischelle!)
- Edit your Title, Header, Page Description, and keywords for your master listing pages. The page that lists all of your library items, FAQs, Case results, etc. This was always using a "default" page title, etc. Now you can make each of these unique. This is very important for SEO.
- Auto Backup of Home Page and Practice Area pages! Ever had that "oops" moment where you accidentally saved over your entire home page and deleted it completely? Ouch.... I have!! And after I freaked out, I decided that we would make sure that never happened again to me (and you). We now keep 5 revisions of each of your pages in case you goof up or want to try different pages.
- Guess the Kind of Library Item. Ever looked your library to try and figure out what was a web article, a link to an article, or a PDF? Not any more, we added a simple line to let you know.

## Summary of SuperConference 2008

Wow, we just got back over 13 hours of video tape from Ben Glass's SuperConference! Ben's editing it down just to cut out the "noise" but you get all of the presentations. (You don't get the conversations in the hall or at the meals, however...but this is the next best thing to being there.)

As soon as the editing is done and the tapes are off to the duplicator the price of these CD's and DVD's is going to be \$995.00. I highly recommend that my members who weren't at Ben's event order this set now.

(Just read the testimonials!)

## Hints from Gretchen!

### *GET FOUND: Google Local*

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!**

<http://www.google.com/local/add/lookup?welcome=false&hl=en-US&gl=US>



### **A burst of flame**

In everyone's life, at some time, our inner fire goes out. It is then burst into flame by an encounter with another human being.

We should all be thankful for those people who rekindle the inner spirit.

Albert Schweitzer

## Sites of the Month!

**Tortdeform.com:** is a blog run by the Drum Major Institute that stays very current on the latest in the Tort Reform movement. They cover all the bases, from medical malpractice to punitive damages caps to arbitration. If there is something going on in your state, they definitely know about it.

**Tortburger.wordpress.com:** is a site that keeps you up to date on recalls, settlements and judgments.

**Ncsconline.org** The National Center for State Courts: is a great site to get statistics that you can use to stop some of standard tort reform arguments dead. They are a non-partisan and unaffiliated organization that counts and categorizes the type of cases that are on state dockets all over the country. You'll find that the argument that "lawsuits are clogging up our legal system" doesn't hold much water at all.

## What will happen to your web site if you go temporarily insane and end your Content Management Program (CMP)

Our partners need to know that there are some very important aspects to the Basic and Pro levels of the Content Management Programs that are **fundamental to organic search engine success**.

Please see the chart below for specifics for each level.

**PLEASE NOTE:** If you are not involved in a CMP plan with FWM, all of these features and action items disappear. You are on your own. The DSS is a great tool that allows you to do most things you need to do. However, just be aware that unless you are at least in the CMP Basic Level, you cannot blog on your site through DSS and there are no RSS Feeds. You will not be dynamically linked to all other partners, so all of those high-ranking pages from other partners that would normally be pointing to your site endorsing you are gone. You will receive no newsletter and no invitations to webinars to learn how to make your site even more productive. The Pro Plan of CMP will not be there to help you with the innovative keyword rich content and you have the added pressure of knowing that you have to do it all on your own or you may drop in the rankings. The value is there, and you need to stay the course to make the most of the services that Foster Web Marketing is offering.

We are here to help you; however, if you are not involved in the CMP then you will be missing many of the tools that others are using to help their web sites realize much success. CMP is a true asset to your website - and ultimately your firm's - success.

Basic \$500/month	Pro \$1,500/month	Platinum \$2,500/month
<i>At the very least you need...</i>	<i>If you don't have time to do it all yourself!</i>	<i>This is the full service package, we do it all for you...</i>
<b>FWM Network:</b> Instantly connects you via contextual links to all other FWM clients in non-competing states giving you a huge boost right at new site launch.	<b>A CMP Manager:</b> A real live person that will make sure content is focusing on the kind of cases or prospects you want.	<b>Two additional articles (5 Articles!)</b>
<b>BLOG:</b> Blogs provide commentary or legal news. Your blog will easily let you add text and contextual links to internal pages of your website, links to other blogs, other web pages, and other media related to its topic.	<b>Three Fresh, Targeted and Unique Articles:</b> Professional, fresh, unique and custom written articles added each month. FWM only works with professional writers that have passed our high standards. These writers will be more like "reporters for your website". Relevant, contextual, local and current articles will be added using organic SEO methodology. The content is yours once we add it to your website. We do not duplicate content across other client's sites or advocate this tactic.	<b>Three additional news items (8 News Postings!)</b> <b>Three additional BLOG postings (5 BLOG Posts!)</b>
<b>RSS Feed:</b> RSS is a web feed used to publish frequently updated content such as blog entries. An RSS document, which is called a "feed", "web feed", or "channel", contains a summary of content from your web site with a link back to your site for the full text. RSS makes it possible for people to keep up with the content on your web site in an automated manner that's easier than checking them manually. People and other sites subscribing to your feed will help your website considerably with SEO.	<b>Five News Items:</b> News Alerts and Feeds we subscribe to allow our writers to add current news items to your website. We stay informed on local news related to your content. This content is unique to your website and will match your practice focus.	<b>FREE Admission</b> to Great Legal Marketing Seminars (2 per year valued at over \$6,000)
<b>DSS Webinar:</b> Monthly webinar where Tom Foster will go over tips and tricks and best practices for DSS. Also will go over other marketing and web technologies.	<b>Two BLOG Posts:</b> Your CMP team will Blog to other sites about content available on your website and link back to it. We include contextual content in the blog post with an active link back to an internal page of your site.	<b>Great Legal Marketing Coaching Program</b> (valued at \$4,800)
<b>FWM Newsletter:</b> FWM Publication with success stories from other FWM clients, resources, tips, software recommendations, vendor recommendations, etc...	<b>Web Marketing Coaching:</b> 30 minute quarterly site review and web marketing coaching call 1 on 1 with Tom Foster.	<b>Ben Glass' Great Legal Marketing Ultimate Practice Building Toolkit</b> (\$3,995 value)
<b>Web Traffic Report:</b> We setup Google Analytics for you and send a report to your email each week.		<b>Great Legal Marketing Newsletter</b> (\$199/per mo value)