



8 Reasons for Attorneys to Use Web Video – Now

You need to put video on your attorney website BEFORE your competition does. This will be prime real estate on the web, and it is a virtual land grab right now!

1. Your future clients, who are today's teenagers, **use Youtube constantly** to watch music videos, funny shorts, reruns and all kinds of other clips that are constantly being uploaded for free.
2. All media and entertainment websites have video – these industries are always first to market. They were some of the first to generate websites. It's always good to watch what these sites do first and see what happens.
3. Attorneys can really be informative through the use of video clips.
4. **Quite often you can use the same videographer that does your video depositions!**
5. Next time you have a video deposition ask the videographer to do a few clips-easy and convenient!
6. **Video Testimonials from clients are very powerful.**
7. **More and more attorneys are embracing video for marketing.**
8. **Every day you wait, you could miss out on a case.**

If you want a professional version of video like you see on our website and our clients' websites, please contact Ken Pearce to discuss it and how we can help you with your video needs.

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Google Adwords Will Soon Be Testing Video in Search Results Page!

When Google's new Universal Search began listing videos into their search results, they proved that video clips in the search listings were suitable to their users. There were no negative reactions and certainly no adverse effects on the \$16 billion Google makes annually from online ads. That cleared the way for Google to take the next step.

Beta testing has begun on a new opportunity for PPC campaigners that will allow the adding of video advertisements into Google's main search results. These will be different from the organic listing results in that the video ads will appear with the other PPC ads on the top and right side and will be marked with a + sign which can be clicked to drop down a video screen.

Google knows that this could be a difficult balancing act. On one hand, they want to provide more relevant content to their users and increase their already insane advertising revenues. But on the other hand, they don't want the Google search results full of extraneous flashing video ads, which will ruin the site's standing for a clean search interface.

The plus sign to denote video content allows Google to keep their aesthetically-pleasing look—but will also allow users to view the videos if they want to. Google has indicated they may go a lot further by inserting thumbnail images into the video ads and even begin testing other formats.

It's early yet and we haven't yet captured any screenshots. Don't worry, we will be watching this opportunity as it opens up to the public, and we'll let you know how to do this with your videos as soon as it's available.

The strongest single factor in prosperity consciousness is self-esteem: believing you can do it, believing you deserve it, believing you will get it.

Jerry Gillies

DSS Bootcamp at GLM Super Conference

We are not having a DSS Webinar this month because we will be providing a DSS "Bootcamp" on Sunday morning for those clients attending Great Legal Marketing Seminar in Fairfax Virginia (June 21-22). We will be holding bootcamp from 8 AM - 12 Noon on Sunday morning. Our very own Gretchen Upright and DSS power user Mischelle Davis (injurytriallawyer.com) will be on hand to train you on specific DSS tasks that are guaranteed to give amazing results. All questions will be answered that we have time for! You must be an attendee at the super conference to come to the bootcamp. More information at www.glmsuperconference2008.com.



BIG CHANGE COMING FROM THE BOSS:

Google's Universal Search Is Right around the Corner and You Can Be Ahead of Your Competition

Google wants to return the most relevant information when someone types a search request into its box. Now, 'relevant' has gotten bigger, even 'universal.'

Google "Universal Search," which we are expecting to see in November, lists maps, news, images and books related to a search query. Right now, you can get these returns by clicking on different tabs on the Google search bar. In just a few months, they will be combined into one. Video will be next!

Google's VP of search products and user experience, Marissa Mayer, spoke recently at a major search engine strategy conference. According to Mayer, the infrastructure of the search page will be changing to produce a more functional results page.

In other words, Boss Google wants to help your prospects find you, even if they don't know where to look. With universal search, it's not an option anymore to not have optimized images, videos, news, local maps or blogs in your search engine marketing strategy; it's a necessity. (Note that at this conference, Mayer said that paid search (Adwords) will not be incorporated into the natural search results. They will still be there, but your potential clients will know which ads are paid ads.)

This is good news! Google's launch of Universal Search has opened up the possibility for even more tactics to be applied and requires a new focus on your SEO strategy. Good news again! You have way more control over how you are found than ever before!

It sounds easy. Search engine rankings respond to three things: links, content, and relevancy. However, it gets complicated because of the unlimited ways to create relevant content and earn relevant links. One of the secrets to website optimization is finding the most relevant content and earning relevant links. Another secret to website optimization is finding the most effective updating application (CMS – Content Management System) AND developing a process to update your website in a consistent, methodical, and scalable way. Today there's no excuse for a web developer to not have a look for you that allows you to update your own site, instantly. This is not just blogging, but you must have the ability to update all of the content on your site.

For us at Foster Web Marketing, the search strategy remains the same: develop relevant, contextual content and get links to and from. The only difference is the list of "types of content" we can play with and the tactics we use.

As Google's new algorithm builds momentum, we will begin to see more Universal Search influence on search result pages. This process will take some time. It won't happen overnight, and there will be bumps in the road. Expect and prepare for fluctuation.

Here's the bottom line: We believe Universal Search is designed primarily for two reasons: More diverse and varying content for users and more opportunity for ad targeting.

Boss Google wants you to use its other engines such as Video and News, among others. What better way than to force-feed that data into primary organic search results? It's no coincidence Google is beginning to serve video and image PPC (and CPM) ads on its content network (AOL, et. al.). And, as usual, Google wants to create more ad space. What better way for the Boss to promote himself?

Important News!

What's Coming to DSS?

Video upload to web site and top video search engines like:

- Youtube.com
- Video.google.com
- Video.yahoo.com
- And more!

Auto Reminders! Yes, we will bug you to make sure you are updating your site.

Integration with Blue Orchid Marketing CRM.

At Foster Web Marketing, we talk to clients daily about what we do and how we can help with the optimization of the sites through the proper use of content, design and the coding of web sites. We offer the Dynamic Self-Service (DSS) capabilities to our clients which is a proprietary content management system that gives attorneys and their staff the ability to update their own information on their web sites.

Through DSS you have the ability to add new or update existing content to your web site. You can add or edit:

- library articles
- news items
- blogs
- client testimonials
- case results
- books and reports
- links to other informative sites
- Frequently Asked Questions
- attorney bios

These are the CRITICAL areas that you need to create and constantly update to make a web site work for the search engines.

Beginning today, treat everyone you meet as if they were going to be dead by midnight. Extend to them all the care, kindness and understanding you can muster and do it with no thought of any reward. Your life will never be the same again. Og

What is Universal Search?

Here's a summary of what we expect that Universal Search will ultimately include.

1. Google Blog Search: You better have a blog already. This important Web 2.0 tool has revolutionized the way law firms interact with prospects, clients, peers and the media. More important, you need a blog with an associated RSS feed for discussing your cases, other cases, your opinions on medical, tort reform, or anything else you want to be found for. Don't forget to tag (dig, del.icio.us, reddit, stumbleupon, etc.), and then submit to broaden your reach for all target queries on Google. Remember that it's not just consumers that are looking at your blogs. Many of my clients report getting calls from reporters. Blogs are much more powerful than old-fashioned press releases.

2. Google Maps: Local search is hot, and your firm can benefit from a local presence. Mobile search is huge, and I don't need to point out the growing importance of the PDAs. Go to the Google Maps Local Business Center for a free basic and/or paid listing. (Type "Fairfax, Virginia Personal Injury Attorney" to see what we did for Ben Glass. You may have to click "see more results" as these ads appear to rotate randomly. Always think "outside the box."

3. Google Video: This is really exciting to me in particular. With Video you can do anything, and Google has made the search parameters very easy to follow. The cost of creating video content can vary, depending on your budget. You can launch the video on your web site—remember to optimize the content using traditional SEO tactics. Create page titles, description tags and text (transcription, captions, commentary, etc.) that are keyword friendly. Submit to Google Video, YouTube and other video search engines.

4. Google Image Search: Clients can find you via images with ease. Unlike most other Universal Search results, images (and blog search results) are not being integrated into the top ten results, but are being served to the top (or bottom) of search result pages. This positioning gets plenty of views, so you'll want to optimize your images with descriptive ALT tags that make use of your keywords.

5. Google News: Using press releases added to your site library to enhance SEO listings is now a standard practice. Keep your releases newsworthy and the information will be displayed and indexed as news. News is informative when you announce case results and changes in the law that would be important for your client base to know.

Tip of the Month!

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 things you have added to your website.

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>
FWM Network: 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.	A CMP Manager: A real live person that will make sure content is focusing on the kind of cases or prospects you want.	Two additional articles (5 Articles!)
BLOG: 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.	Three Fresh, Targeted and Unique Articles: 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.	Three additional news items (8 News Postings!) Three additional BLOG postings (5 BLOG Posts!)
RSS Feed: 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.	Five News Items: 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.	FREE Admission to Great Legal Marketing Seminars (2 per year valued at over \$6,000)
DSS Webinar: 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.	Two BLOG Posts: 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.	Great Legal Marketing Coaching Program (valued at \$4,800)
FWM Newsletter: FWM Publication with success stories from other FWM clients, resources, tips, software recommendations, vendor recommendations, etc...	Web Marketing Coaching: 30 minute quarterly site review and web marketing coaching call 1 on 1 with Tom Foster.	Ben Glass' Great Legal Marketing Ultimate Practice Building Toolkit (\$3,995 value)
Web Traffic Report: We setup Google Analytics for you and send a report to your email each week.		Great Legal Marketing Newsletter (\$199/per mo value)