



## What Is “Duplicate” or “Shared” Web Content?

*Must have* information all attorneys need to know to make sure that Google does not boot you from its Index!

I get this question A LOT from my attorney and professional web clients, so I thought I would explain what exactly duplicate or shared content is and how Google and other search engines treat shared/duplicate (S/D) content. Ultimately, the point is to help you avoid having your pages banned from the search results. Google does not send you a nice little notice that this has happened. You will not likely have any idea that it has!! You just need to make sure YOU DO NOT DO IT. First things first, though - you need to understand what s/d content is:

**Shared/Duplicate content can be thought of as any content on a web page that's identical to content found on another web page! Simple – right?**

The following are the **3 most widely known types of duplicate content**:

1. **Duplicate Web Pages:** These are web pages that are identical in content to another web page. These may include affiliate web sites that use one particular page design and content for all affiliates as well as ecommerce sites using identical product descriptions supplied by the manufacturer. Landing pages are also at risk if they are similar to other landing pages found across the Internet. I am not going to mention any “competitor” names; but I KNOW of other lawyer web design companies that use the same exact content for all of their clients. Consequently, only a few of these sites will come up in the search engines.
2. **Content That is “Scraped”:** This is when content from another website is repackaged in such a way that it appears new and unique, but really is just a combination of content originally published on other sites. As blogging continues to grow and popular posts are widely syndicated across multiple blogs – this will be a growing problem for search engines to tackle. However, this is not typically an issue for lawyer websites that I have seen only because most attorneys do not even understand how to do it! I am at a loss to understand what Google will do as this is such a part of blogging.
3. **Duplicate Article Publishing:** There are some publishing or news organizations that pitch “news feeds” or “content feeds” to their lawyer clients. They have clients pay a monthly subscription to receive the content and then the organization provides them with some code to put on their web site. What attorneys might not know is the content is not unique and is more than likely being displayed in the same way on hundreds of other attorney websites.

**How to Avoid S/D Content Issues:** There are many things that attorneys can do to minimize the risk of duplicate content problems. As a general rule, use common sense and stay away from shady SEO methods. If something sounds too good to be true – as you know it probably is - it could get you in hot water with Google. There are some other precautions lawyers should take with their website. Here are some specific and simple strategies to consider for content on your attorney website:

✓ **Article Mining:** If you use another attorney’s or news articles as the content for your lawyer web site, think about whether the article is of any real relevance to your practice areas. Always mine for articles that complement or bolster the content of your practice areas. Make sure that whatever you add to your site is contextual to what your website is about. There is nothing wrong with finding a good article topic that gives you a good idea and then rewriting it to fit your needs. Always try to rewrite an article and change it by at least 60 percent from its original form. Rewriting by more than 60 per cent will allow you to avoid duplicate content issues. Do not just use a thesaurus to change certain words. You may find an article about seatbelt laws in another state, rewrite that for your own state and change it A LOT! The bottom line is to use other articles to generate ideas of your own.

✓ **Develop Unique Content:** Writing unique and useful content specific to cases you want is still the safest way to protect your site, the fastest way to get indexed, and quickest way to grow your web audience organically. You must continually come up with new content. Implement a schedule either weekly, or at the very least, monthly to ensure a steady flow of new content. You don’t need to write a novel, just 400-600 word articles are perfect and that is all most web readers have the patience for. Most visitors will come to your site, read a few paragraphs of this page and a few from another page and decide whether or not they want to talk to you or have you help them. No one, except you, will read every page of your website. Foster Web Marketing’s Pro and Platinum level of CMP provides a variety of article updates to your website. All of the content we do on behalf of our clients is unique and specific to that attorney’s practice areas. Our writers get RSS Feeds from local sources close to the client they are assigned and then write articles. They are like newspaper reporters for our CMP Clients website.

✓ **Link to Other Contextual Content:** Link out to other sites that provide the same kind of information you are providing. Link from specific and meaningful keywords to get the most benefit from this! Do not be scared of linking out from your website. Sure, some visitors might click on a link on your site and leave forever, but most will not click on these links. The benefit that your site receives from Google for these links is far more important than losing 1 or 2 visitors, besides, this is the game you NEED to play!!

In conclusion, you need to write unique content, rewrite other content you find that complements your site contextually by 60 per cent, and link to other websites that offer information that bolsters your site. Your success is our success.

# Helpful Tips

## DSS Webinars

I am very excited to let you know we are having our second DSS Webinar on May 21. The first one was a great success and based on the responses I received; most of you got a lot out of it. Join Mischelle, Rem, and I for another informative hour. Here is the plan for the training on May 21:

- The Power of Page Title
- Demystifying Keywords
- Using Your MetaDescription for Conversions

Register NOW at [www1.gotomeeting.com/register/276389490](http://www1.gotomeeting.com/register/276389490)



## The Top 7 Page Title Rules for High Ranking Lawyer Websites

Hands down, the page title tag continues to be the most important part of each page of your Lawyer website and organic search engine placement.

1. **Title Length:** When creating titles for your home page, practice area pages and library pages, anything more than 63 characters is mostly unnecessary. From a search engine ranking perspective, you should limit titles to only your best keywords. Typically, pages rank better when there is more than one keyword within the <title> tag. You can use so-called stop words (words that are ignored by engines), such as the, is, of, a, and, as well as punctuation. This means that you can use stop words to make your <title> tags make more sense to users without running the risk of diluting the importance of your target keywords.
2. **Word Proximity:** Search engines actually do pay attention to the distance between words for multiple keyword searches. For example, use Virginia Medical Malpractice Lawyer instead of Smith and Smith Medical Malpractice Lawyers serving Virginians for 100 years.
3. **Keyword Location:** Generally, the closer you place your keyword to the beginning of the <title> tag, the better the ranking advantage. Make sure your keyword is before your firm name.
4. **Word Order:** The search engines do pay attention to the order of your keywords, so be sure to position them in the most likely order that real people typically use when expressing them in everyday language. However, be aware of the keyword search opportunities that may also be available when you switch the keyword order around. There may be instances where you will find that reversing the keyword order sends good traffic with less competition. Try different variations on different pages.
5. **Repetitions:** Can or should you use the keyword more than once in the title? Sure, but do it logically. Do not repeat keywords one after the other as in keyword, keyword, keyword. However, you should keep in mind that the vast majority of the top scoring lawyer sites do not repeat keywords within the <title> tag. Once is usually enough. Certainly, you should take into consideration the typical search-phrase usages as well as research the top scoring pages before you decide. Just be sure to bear in mind that simplistic duplication of words without regard to human readability will typically work against you.
6. **Titles for Humans:** Be compelling - there is one enduring constant of <title> tag content creation that must remain a top priority—how well the text appeals to your human prospects. Because the <title> tag is displayed as the headline for your page in the search results, its role is to motivate people to click your link. Therefore, the <title> tag becomes the headline for your page. Its job is to reassure the searcher that, indeed, your page's content is all about exactly what they are looking for. Otherwise, why would anyone bother to click your link?
7. **What Words to Use:** It should be clear that you should carefully select your best targeted keywords as your <title> tag. However, it is surprising to see how many sites are apparently unaware of this very basic and simple fact of search engine marketing and optimization. We still see many, many attorney web sites that use the same <title> tag on every single page of their site — usually the name of the attorney or firm. That is a big mistake. By inserting descriptive, keyword-rich <title> tags into your web pages, you'll be giving the engines exactly what they need to better index and rank your pages and bring you the prospects you are looking for.

# 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!

## Marketing Conference 2008 is ALMOST FULL!!!

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:  
[www.glmsuperconference2008.com](http://www.glmsuperconference2008.com)

## Take a NAP!

Want to be more productive and happier? Experts agree that 20 minutes a day is all you need to improve your mood, relieve anxiety, decrease stress, and be happier overall. It's OKAY to do it!

## What do people REALLY search on to find Lawyers?

Typical attorney requested keywords like "Virginia auto accident attorney" don't produce contacts or queries like the intelligent searches. Below is an abbreviated list of the search terms people have typed into a search engine (Google, Yahoo!, AOL) in the last week.

- bad faith claim insurance advocacy
- rotator cuff tear + medical malpractice
- Child in wreck in Hattiesburg, Mississippi receives settlement
- 911 phone call bike accident death mistakes
- lawyer female Washington dc personal injury
- hospital medication mistake
- NH injury in any accident laws
- statute of limitations on Tort malpractice in Virginia
- CHILD CAR SEAT FEDERAL LAW
- car accident claims by lawyer in Alexandria, VA
- how to file nursing home abuse in Virginia
- reckless driving school, VA
- North Carolina social security hearings process
- Michigan lawsuits company death
- Atlanta apartment complex liability laws
- Michigan food lawyer
- Will I win my lawsuit in Raleigh NC due to a car accident?
- Virginia speeding above 100 mph

You will notice people type in the most unexpected phrases. Sometimes **the search terms don't include a city or state or the words lawyer or attorney**. But, after their search, they did indeed contact a lawyer.

You may ask – "**How do I cover all my bases?**" or "**How do I get found for these off-the-wall terms?**"

In the information on these contact forms, it lists what page the visitor went to first. The page they were lead to isn't the home page. In the majority of the cases, it was a library article. So, the answer is: **write more content**. Add library articles to your site. The more pages you have on your site - the more likely you are to have the word combinations that visitors may search for.

## Tips of the Month!

#1 very important rule: DO NOT BE LAZY. Write some articles. You do not need to write a Pulitzer Prize winning novel!

#2 very important rule: DO NOT simply copy and paste other website content word for word to your site. You will get snagged and no one will tell you.

## 8 Reasons for Attorneys to Use Web Video – Now

You need to do 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 stuff that is 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 guys do first and see what happens.
3. Attorneys can really be informative through the use of video clips.
4. Video Testimonials from clients are very powerful.
5. More and more attorneys are embracing video.
6. It is very easy to do yourself now without looking like an amateur.
7. The equipment you need to do it yourself is very inexpensive: camera, tripod, your computer.
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 client's websites, please contact Ken Pearce to discuss it and/or schedule one.

## 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*

## Simple Sudoku

To solve a Sudoku puzzle, you only need logic and patience. No math is required. Simply make sure that each 3x3 square region has a number 1 through 9 with only one occurrence of each number. 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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Use a highlighter, color in

We chose 1 because there are several of them in the puzzle.

Now observe. In the bottom middle region and the upper left region, what is the only possible location for the 1?

This technique is called scanning, and you usually do it with your eyes.

The difficulty rating on this puzzle is medium.

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