



WEBSITE MARKETING SYSTEM FOR ATTORNEYS

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WHAT LAWYERS ARE SAYING ABOUT FWM

"I just wanted to tell you how happy I am with the new site. We've been getting a lot of quality inquiries and a whole lot more web traffic. I can't tell you how many compliments that I have received from the site both from other attorneys and from clients. I have become one of your greatest marketers in the Midwest. Thank you so much."



Jim Hacking
Hacking Law Practice, LLC
HackingLawPractice.com

Check out FosterWebSuccess.com to hear what our lawyers have to say about us!



Here's How to Get THE BEST Reviews

For a small business like yours, reviews can be the deciding factor for a customer or client. But getting reviews can be tricky.

First of all, while the majority of people read reviews when making purchase decisions, less than 25 percent of those who read them have actually written a review. Also, for many business owners, asking for reviews can be uncomfortable.

Here, we offer our top tips on how ease you, and your customers, into the review process.

1 Prepare. Before you begin asking for reviews, you need to make sure that your business is present on multiple review sites. Make sure that you have a profile on every review site that makes sense for your business.

PRO TIP: To find the sites that are most appropriate for your business, perform a search that includes your law firm name, your own name and your main keywords. This will show you exactly which review sites are ranking high in your market.

2 Ask. It can be awkward to ask for a review, but it's a necessary evil. The good news is that more people are reading reviews, so they understand their power and are more willing to write a review.

PRO TIP: Ease into the review request process by asking for feedback about your services instead of for a review. "Please feel free to respond to this email with honest feedback about your experience working with us" will probably do the trick. This will open the door, and will tell you which people are willing to give feedback.

3 Make the most of every review. If you receive a glowing review and you know who wrote it, turn the reviewer into a brand ambassador.

PRO TIP: Ask the happy camper to do a video testimonial. Embed these videos on your website, post them on social media and add to your YouTube Channel.

Video is truly an awesome online marketing tool—but only if you use it correctly. Don't put time, effort, and money into videos that don't pay off with web traffic and conversions.



We can help you ask for great reviews! If you are still not confident in asking, give us a call at 844.531.4797.



DYNAMIC SELF-SYNDICATION



Please read more about these and other new DSS features in our DSS Release Notes—right in DSS! And follow us on Facebook and Twitter for more updates.



[Facebook.com/DynamicSelfSyndication](https://www.facebook.com/DynamicSelfSyndication)



[Twitter.com/FWM_DSS](https://twitter.com/FWM_DSS)



We're full throttle with final testing on the CRM, and already eye-ball deep into post-launch enhancements.

In the meantime, we managed to wrap up some tasks that we've been working on along side the normal CRM development.



Our DSS Team: Danielle, Chris, and Yung

WHAT'S NEW IN DSS?

We Knocked Out Some Requests

What a whirlwind! We're full throttle with final testing on the CRM, and already eye-ball deep into post-launch enhancements.

In the meantime, we managed to wrap up some tasks that we've been working on along side the normal CRM development. A collective sigh went through the whole DSS team tonight after verifying this release on the "live" server.

Enough is enough! Here's the break-down.

Features:

- New option to define CDN (content delivery network) addresses (accessible only through super admin for FWM staff). This is primarily to accommodate our international clients, but offers flexibility to expand later on, as needed. [DSS/Site]

Enhancements:

- New option to adjust viewport settings for mobile sites. Techno-mumbo-jumbo for our developers to make sure your mobile site is configured as nice as possible. [Site]
- An update to the v3 mini contact forms for consistency between all instances of the mini contact form on the site. This will rollout to all v3 sites over the coming week. [Site]
- Further restructuring and optimizing of v3 architecture. This will rollout to all v3 sites over the coming week. [Site]
- Update the copyright date to the current year. Yikes! Will rollout to all sites over the coming week. [Site]
- Update the FWM branding at the bottom of every site. Woot! It's now just a single link to FWM home page with some simple font styles for more consistent branding. Will also rollout to all sites over the coming week. [Site]
- "Episode 2: Return of the content editor theme, once again, for another time!" Not only does the editor look dead sexy again but we've updated the core files which was reported to fix another couple dozen bugs. Nice. [DSS]

Fixes:

- Added fail-safe logic to fix a bug that prevented videos from playing when there was no splash image defined. Very rare, but lame bug. [Site]
- Validation not allowing the upload of .jpeg images. Huh? .jpeg? [DSS]
- Expanded interface to allow more optimized Google custom search code for v3 sites. Even faster. [DSS/Site]
- Shut down Google analytics from reporting and all robot indexing of sites on our crazy developer sandbox "dev" server. Before a couple weeks ago, we had to custom configure a special network file on our computers, which naturally kept out the bot traffic and reporting. Since then, our IT master created a sweet technique for reaching a "dev" site with a simple URL trick, so some of our testing traffic got reported and bots slipped in. Sorry about that. [Site]
- Bug when assigning videos to a service area. There was only one known case concerning this. Yee-haw! [DSS/Site]



Could Your Testimonials Win America's Next Top Testimonial?

Not all testimonials are created equal. There are some that attract and others that repel. Here's our hierarchy of testimonials. Where do yours fall? Are your testimonials hot or not?

★☆☆☆☆ **HOMELY**

Short phrase, no author. This is a bare-bones testimonial—one we wouldn't rush to put on your site. "Mr. Jones was a good attorney for my family." -Anonymous

★★★☆☆ **AVERAGE**

Longer, more detailed phrase with author. "We hired Mr. Jones to handle our car accident and couldn't be more pleased. He was knowledgeable, answered all of our questions personally and got our family a sizable settlement." -Betty Walker

★★★★☆ **CUTE**

Longer, more detailed phrase with a photo and author. The above quote, with a professional-grade picture of Ms. Walker conveys a sense of truth. After all, Ms. Walker was willing to have her picture displayed, so she must be a real customer.

★★★★★ **RUNWAY READY**

Video testimonial. A video testimonial is the hottest, most desirable type of testimonial. This rich content comes off as the most real and sincere, adding considerable weight to the words of a happy client.

TALKING THE TALK, WALKING THE WALK

It's one thing to tout the importance of testimonials, but quite another to acquire these elusive feats. But as a small business owner, you have an advantage.

Small businesses are fortunate enough to have relationships with many of their clients or customers. This means that as you get to know them better, it becomes easier to ask for testimonials. So don't be afraid to ask!

Too many people don't ask for testimonials because they don't want to be seen as pushy or greedy. What they don't realize is that most clients would love to help out the person who helped them. Instant karma!

So ask away, and don't be afraid to go for broke and suggest they shoot a video testimonial. After all, don't you want your website to be seen on the arm of the hottest testimonial around? 🌐



Not sure how your reviews are ranking? Let us consult with you! Give us a call at 844.531.4797 to see how your reviews can improve.

FAQ



Mike Knetemann

Q: What should I consider before committing to a CRM product?

A: Before you sign up for CRM (Customer Relationship

Management) services, you need to ask the provider the following questions.

- ✔ *Am I able to import my contact list seamlessly into the CRM?*
- ✔ *Can I export a client list to create mailing lists that I can send traditional marketing pieces like sales letters, brochures and postcards to?*
- ✔ *Can I create and send emails to my contacts right from the CRM?*
- ✔ *Can I segment my contacts to determine who I will send certain campaigns to?*
- ✔ *Can I create web forms that will work on my website and initiate follow-up sequences and contact records?*
- ✔ *Does the CRM allow me to set up follow-up sequences?*
- ✔ *Will the CRM and my website cooperate together?*
- ✔ *Does your webmaster have the API knowledge necessary to make sure that these marketing tools work with, instead of against, each other?*

If their answers don't check every one of these boxes, walk away. There is no need to waste your time and money with a sub-par CRM.



Our Big CRM News

We are excited to announce the launch of our very own CRM system. If you would like a FREE

demo of the new CRM capabilities in DSS go to www.fwmdemo.com or call the CRM hotline at 888.281.8961.

FAQ



Zach Stone

Q: How can I get better reviews?

A: Before you even think about setting a review gathering strategy into motion, you need to take a good hard look at your business.

It's time to get brutally honest and ask yourself some hard

questions: Are your customers or clients happy? Do you offer exceptional goods or services? Do you have several bad reviews online? Do you often find yourself defending your business or apologizing?

If so, you have some work to do. Without a solid brand and good business practices, there is no hope of getting better reviews. Well, unless you cheat, that is.

Don't Cheat!

We often speak with business owners who have participated in unethical review practices. These include:

- Offering incentives for positive reviews.
- Setting up a computer for reviews in their place of business.
- Getting employees, family and friends to write reviews.
- Hiring a service to write reviews.

These practices are not only unethical, they could land you in hot water with the law and every major review site. Dirty reviews have become such a problem that the state of New York set up a sting operation and busted 19 companies who had been buying and selling reviews. The businesses had to shell out a total of \$350,000 in fines. And beyond the steep fines, they were named publicly as participating in illegal review gathering. I'm guessing you have no desire to pay the price—monetarily or reputation wise—that dirty review gathering practices cost.

The moral of the story? To get better reviews, run the type of practice that people would be happy to review. Get out and get involved in local charity efforts, be receptive to any criticisms you receive and keep your customers or clients happy. Do this and reviews are sure to follow—no cheating necessary.



Have any great chairity or awesome review stories? Let us know about your great work by emailing info@fosterwebmarketing.com.



Bill Turley: King of the Bootstrapping Legal Leaders

To date, Bill Turley, of California's Turley Law Firm, has five offices. He is a leader in his field, elected by his contemporaries to be President of the Consumer Attorneys of San Diego. He's also been Amicus Council on 22 California Supreme Court Cases. To say his practice is thriving would be an understatement.

But this isn't the way it always was. Four years ago, Bill was struggling to keep his practice afloat. He had just signed with FWM, and while we built him a beautiful new website, he didn't have the money to pay our team to maintain his site.

At this point, Bill was putting in 20 to 30 hours a week on his marketing, using DSS to add content and run his marketing campaigns. So after working a full day at his firm, he would come home, sit down at the computer, and write content, run analytic reports and update his website.

Soon, his efforts began to pay off. He was getting a ton of referral cases and doing well. In fact, he was doing so well that he decided he didn't need to spend all those hours staring at the computer screen late into the night. Bill stopped writing, stopped marketing, and instead began relying on the law firm who was sending him his clients. This was to be the biggest mistake Bill made.

"I had made the classic mistake and put all my eggs in one basket...and they all broke," lamented Bill. "At one point I owed a lot of money. I knew I wanted to pay off every dollar I owed, and that I was going to work my butt off to do so."

And so he dusted himself off, rolled up his sleeves, and began building his brand...again.

He knew that he could lie down and give up, go bankrupt and walk away, but he just couldn't admit defeat; his stubborn pride wouldn't let him.

Second Time Is the Charm

It took Bill two years to pay off the debt he had accrued—but he did it. He paid off every penny. He was still doing all of his own marketing and website maintenance, but he soon found that he no longer had the time to do so.

"It got to the point where the phone was ringing an awful lot," said Bill, a smile on his face. "I didn't have the time to do it anymore; a pretty great problem to have."

To solve this "great problem" Bill upped his services. We now write content for his site each month, ghost write books and keep track of his site's SEO.

We'd like to congratulate Bill on his many successes. I hope that his story will inspire you to take control of your website and your future, to build the practice you've dreamed of. 🌐



Unsure how your site is doing? Our team can show you exactly what is going on. Schedule a free website analysis at www.fwmanalysis.com.

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