



WEBSITE MARKETING SYSTEM FOR ATTORNEYS

PHONE (888) 886-0939 WWW.FOSTERWEBMARKETING.COM



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You can always read, download and sign up for our newsletter at www.FWMnewsletter.com

WHAT LAWYERS ARE SAYING ABOUT FWM

“One of the things that I have learned as far as marketing a law firm is concerned is it’s not just a website, it’s not just Yellow Pages, it’s not any one thing. You need to be able to get out there to the public and give them something that they need. They will be attracted to people and to law firms that give them something.”



Scott Ray

Scott Ray Law Firm
www.lawtonlawyer.com/
Check out FosterWebSuccess.com to hear what our lawyers have to say about us!



Small Businesses Need to Look at Yelp for Help

Do you have a page on Yelp, the most popular website for local business reviews?

If so, when’s the last time you visited the website, communicated with reviewers, or invested effort into getting more reviews? While lots of small business owners understand that Yelp is an important site, they may not know just quite how important, especially as smart phones continue to gain popularity.

Here are a few recent statistics to hit home the point:

- Small businesses with Yelp accounts made \$8,000 more in annual revenue than businesses without accounts.
- Small businesses that advertised on Yelp made \$23,000 more in annual revenue than businesses who didn’t advertise.
- 93 percent of consumers make purchases at one of the sites that they read about when they visit a review site.
- 72 percent of consumers say that online reviews are just as trustworthy as personal recommendations.
- 77 percent of small businesses say that Yelp helps them deal with customer issues and complaints.

But even with these impressive numbers, only 22 percent of small businesses with Yelp pages even look at their page. At Foster Web Marketing, we can’t tell you how important it is to be in that 22 percent!

Convinced? Here’re eight things you can do to get started and get reviews:

- 1 Claim your Yelp page if you haven’t already.
- 2 Make sure your Yelp profile is complete, correct, and optimized.
- 3 Ask your best past and current clients to leave a review on Yelp.
- 4 Add a “Review Us” page to your website with a direct link to Yelp.
- 5 Reply to all Yelp reviews that ask questions or share criticism.
- 6 Upload pictures of your business to your Yelp page.
- 7 Promote your Yelp page on your other social media accounts.
- 8 Don’t bribe clients to leave reviews or try to cheat the system—Yelp deals out harsh punishments! 🚫

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Want to learn how review sites can benefit you and your firm? Call 888.886.0939 to learn if your reviews are helpful to prospects!



Staff Spotlight: Buster Tate

For years before he joined Foster Web Marketing, Chief Operations Officer Buster Tate would shoot pool with Tom Foster on the weekends, listen to Tom talk through various issues related to starting his new company, and tell his old friend exactly what to do to solve them. Finally, Tom had had enough: "Quit telling me what to do," he said. "Come work for me and do it yourself!"

In 2008, Buster Tate did just that. After a 32-year career with the Department of Defense, and after two one-year stints in Iraq aiding in the economic recovery of the provinces, Tate knew he needed a change. His work as a senior official at the Pentagon had left him with a deep and wide knowledge of business, while his second trip to the Middle East left him wishing for more professional challenges. He realized that working at Foster as COO fit the bill perfectly.

On any given day, Buster deals with a plethora of challenges at Foster Web Marketing, from client relations to personnel concerns to technical issues to budgeting questions. There is no typical day: "My job is to take all of the pieces of the company and get them to work in harmony—to confront challenges and identify priorities. I try to get everyone to work together, find common ground, and reach our goal of taking care of our clients."

After work, Buster spends time with his wife, his two adult children, and his two grandchildren, Tyler and Campbell. He enjoys mountain biking (sometimes with Tom), exercising, and outdoor activities.

What does Buster love most about his job? "I like the challenge of building a successful business in a tough market. I enjoy the complexity of the work. And I'm proud of the fact that we have built a good ecosystem within the company culture."

What is Buster's biggest career challenge? "Managing expectations and trying to be all things to all people. Sometimes people expect more than the reality of what we're offering. Communicating clearly what we do and what the expected results should be."

What does Buster like about Foster's mission? "I love the idea that we are an education-based marketing firm. For those people who can't afford it or want to do it themselves, we will teach you everything you need to know. Or if you aren't inclined to do it, we will do everything for you. That range of services is very attractive and it makes sense." 🌐

"I like the challenge of building a successful business in a tough market. I enjoy the complexity of the work."

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Think you could be a valuable asset to the Foster Web Marketing team? Check out www.linkedin.com/company/fosterwebmarketing periodically to see if we are hiring!



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)



Danielle Ruderman

WHAT'S NEW IN DSS?

You may have noticed something new when you logged into DSS. That's right, DSS has been updated and is now even faster and more user-friendly than ever!

We had two main goals with this major update to DSS:

- 1 **Improved usability** – making it easier for you to work on your website and find what you need in DSS
- 2 **Code cleanup** – "behind the scenes" work to make DSS faster and more reliable

Here are some specific things you'll notice when you log on to the new and improved DSS:

- There is now a fixed header that will always show you important information and navigation at the top of the page
- On the left of the screen you'll find a handy floating utility bar to give you quick access to important tools and links
- All navigation has been restructured to make it easier to find DSS features you probably didn't even know existed
- Clear, consistent and logically segmented user interface – now all content pages have a similar look and feel
- Search screens have a more consistent look and feel, and the search function itself is improved
- Character count in Page Title field to keep you from writing overly verbose page titles
- Much easier to sort and update practice areas and sub-practice areas
- If you forget to fill out a required field, DSS has a new and improved way to show you the error – without leaving the page you're working on



Beyond Hashtags: The New Searchable Twitter



When it comes to social media marketing, we believe Twitter is one of the most important platforms to utilize when promoting your law office or small business.

The microblogging site has a staggering 500 million users who post 450 million tweets per day – and it is a great way to both connect with potential clients and establish yourself as an authority in your area and industry.

Twitter is now fully searchable!

One of the past annoyances of Twitter has been that there is simply too much information and no good way to wade through it. Although many microbloggers use hashtags to categorize their tweets, it remained nearly impossible to search for specific tweets or find tweets from months or years in the past. In fact, the Twitter stream as a whole is referred to as the “fire hose”—there is just so much information flowing so quickly that it’s hard to keep track of.

Now, however, San Francisco-based social analytics company Topsy is offering advanced Twitter search tools that can help you find tweets, links, videos, images, and more from tweet streams of yore. While Topsy has been offering these services in the past, last month they opened the vault on Twitter’s entire history of tweets, 425 billion tweets dating back to the very first tweet in 2006.

Wait, what does a searchable Twitter mean for my marketing plan?

You might be wondering why being able to search Twitter means anything to you, a business owner with little interest in what Justin Timberlake tweeted about his socks in 2009. The answer? You may be surprised what kind of research you can now conduct with Topsy’s analytical tools. Businesses are already using the service to:

- Gauge public opinions on certain subjects.
- Analyze how many times users tweeted certain terms and keywords.
- See who has tweeted about you and your business.
- Track which of your tweets have a big impact on users.
- Understand the topics that are most important to your followers.
- Strategize for your next awesome Twitter campaign. 🌐



Feeling lost when it comes to Twitter and Twitter analytics? We can help. Contact our team at 888.886.0939 to learn how your next marketing campaign can take advantage of the new, fully searchable Twitter.

FAQ



Laura Johnson

Q: What SEO tools are available online free of charge?

A: The best things in life are free—and that includes some really useful and ingenious search engine optimization tools. There are literally hundreds of these tools available to help you better understand how to market your business and how to fine-tune your website and marketing campaigns. Here are six of our favorites:

- 1 Broken Link Checker.** Scan hundreds of web pages for dead and broken links—both internal and external. Fixing broken links can help you keep readers and improve your search engine ratings.
- 2 Get Listed.** Can your potential customers find you online? This free website tells you which listing providers and review sites have your information, which pages you have claimed, and where you need to create new listings.
- 3 Open Site Explorer.** This free link analysis tool lists a number of useful stats about your web page, from link counts to anchor text distribution. In addition, the site allows you to compare information from two domains, side-by-side.
- 4 Google Keyword Planner.** We get tons of questions from clients about how to zero in on the best keywords for SEO and online ad campaigns. This is a great resource that can connect you with free keyword tools and aid your keyword research.
- 5 Spyfu Keyword Groupie.** This is another tool to help you organize your keyword list and gather missing data. Provides info on search volume, cost per click, and clicks per day for any keywords you enter. It also allows you to go local.
- 6 Google Trends.** This free tool from Google itself helps you understand the current hot and rising trends on Google, along with helpful analytics such as related searches, interest over time and regional interest.



Need help understanding SEO and these tools? Contact our SEO team at 888.886.0939 for more information.

FAQ



Zach Stone

Q: What is a good Google PageRank for a law firm website?

A: We get a lot of questions about PageRank, the scale that Google uses to determine the general quality and usefulness

of a website. Perhaps the most common question we get is: what number should I be aiming for? Or, why isn't my number higher? Or, why is my number still the same after a year of investing in improvements?

 Let's back up a little: PageRank operates on a 0-10 scale, with 0 being the lowest rank and 10 being the highest. New, poor, or spammy websites will have a rank of 0-2, while the very best, most authoritative, and most well-known websites score a 9 or 10 (examples include CNN, Twitter, and the United States government).

So, with that information in mind, what PageRank should your law office be? Most good and respectable websites have a PageRank of three, with some as high as five or six. It may be on the lower end if you have a new site, if you have just started improvements, or if you are using black hat SEO techniques. It may be on the higher end if you have consistently been working very hard on making your site great.

But we really, really want you to stop thinking about your PageRank so much. Why? There are much better and more helpful measuring sticks for how well your site is operating, how well it is attracting your ideal client, and how you are stacking up against the competition. PageRank, like your weight, is just a number – it's useful, but in the end it doesn't tell you all that much about the overall effectiveness of your website.



Worried about your website's performance? Get a free website audit by going to www.fwmwebaudit.com/



Click to Call: Track Mobile Calls & Improve Your Mobile Marketing

If you've worked on a mobile website with our team, you've probably gotten this memo: mobile marketing is vital to the future success of your law office or business, and smart phone searches are becoming more and more popular with each passing day. Not only are more consumers using their smart phones to search for local businesses while they are on the go, as many as six in ten mobile searches lead to immediate action.

How are you tracking your mobile contacts?

We are going to assume that you have a great mobile website and that you have a great big button on your website and on mobile ads that allow potential clients to easily click and call you (if you don't have these things, we can get them for you!). You may even be tracking how many people are clicking your click-to-call button. These are great steps to take toward an effective mobile marketing strategy, but we'd like you to go a step further.

Even though you may be tracking your click-to-call clicks, you may not be engaging in actual *call tracking*. That is, while you may know how many people clicked your button, you don't know much else about the call, such as:

- Was the call answered?
- When did the calls come in?
- How long did the calls last?
- What are the demographics of your callers?
- Why was the person calling?
- Did any of the calls result in an appointment?
- Did any of the calls result in a case?

The difference between tracking clicks and call tracking can be huge: while one button may be getting more clicks, another button may be actually generating leads and clients. The only way to pinpoint which call button is better is through call tracking.

Track calls, not just clicks!

One of the fundamentals of marketing is analyzing your results. This couldn't be truer for mobile marketing and click-to-call buttons. If you don't know how your click-to-call campaigns are performing, you don't know how to improve them or how to better invest in them. Call tracking (not just click tracking) is the best way to understand how you can get more mobile users through your door. Contact us so that we can help you get those clicks turned into clients. 🌐



Want to talk about mobile marketing options? Call our experts at 888.886.0939 to learn how we can help.