

FWM September 2014 Webinar

# **MOVING YOUR WEBSITE?**

# **PROTECT YOURSELF FROM THESE SHADY TRICKS**

# What will you learn today?

1. Shady tactics used by unethical providers that can make it hard for you to leave them...or that will take down your site after you go
2. Steps to take BEFORE you leave
3. Steps to take AFTER you leave

# Presentation Disclaimer



# #1

# Who owns your domain name?

# Domain name

- You need to own your domain name
- All domain registrars will allow the transfer of ownership—time consuming!
- Protect yourself and do this NOW

***Leasing your domain name? Transfer to one you own.***

# #2

# Email hosting

# Email hosting

- Does your provider host your email?
- Domain name changes can affect email
- Be prepared with a new email solution if you are going to tell your provider you're leaving
- **CLEARLY** communicate transition dates

# #3

**All your logins are  
with your  
provider**

# Account logins

- Are your accounts under your name...or your providers?
- Check EVERYTHING...Google+, social media, Avvo, Justia, Healthgrades, Yelp, review sites, local citations...
- Start transferring all accounts to you
- Give providers manager access, not admin
- Change passwords to EVERYTHING as soon as you leave

# #4

# Access to analytical data

# Analytical data access

- Do you have access to Google Analytics (GA), Google Webmaster Tools (WMT), Omniture?  
`_gaq.push(['_setAccount', 'UA-20342XXX-1']);`
- Get login information or have them set up read-only access
- Ask if you can keep the GA and WMT codes they were using so you have history. If not, add your own GA and WMT codes to the site BEFORE you leave to start collecting data

# Analytical data access

- Store 6-12 months of analytical data before you leave to look for issues
- Store monthly lead data for 6-12 months
- 12 months is ideal for seasonal trends
- Historical data will allow you to measure your website success and hold your provider (old or new) accountable
- Analytics can help you decide which content to move

# #5

# Leased content

# Leased content

- Check your contract. Some large legal marketing providers only LEASE you your content. **You do not own it.**
- If you leave, you have to pay a hefty sum (\$60,000 for example) to take your content.
- Before you leave, build up an inventory of content or prepare a content surge.
- **Ensure your new provider only brings over what you own, with proper 301 redirects!**

# #6

# Moving content

# Moving content

- Scrape your site (there are many tools available) so you have a copy of all your content and design elements before you leave.
- **CHECK FOR DUPLICATE CONTENT!!!!!!!!!!!!**
- Be prepared to pay to move content—it can be VERY tedious!
- Automated tools to move content are finicky.
- Make darn sure your new folks know how to move content with 301 redirects and Google WMT changes.

# #7

# PPC gone, leads dry up

# PPC issues

- If your current provider is relying on PPC to support your web presence, leaving them may cause a huge traffic drop
- Start investing NOW in building your organic presence online
- Be prepared to support your new site with PPC when you leave if organic has not caught up

# #8

# The lead buying crutch

# Lead buying ends

- You think you can buy leads, but you have no control over the quality
- If your provider relies on “guaranteed” leads, these leads will end if you leave
- Start investing NOW in organic growth
- Save the leads to build your herd and turn them into referral sources
- Be prepared to invest in alternatives to boost traffic and leads if you leave

# #9

# Toxic backlinks

# Toxic backlinks

Have you or are you working worked with any provider who was:

- Building local visibility
- Increasing your local visibility
- Link building
- Producing videos and "syndicating" them
- Working on your online reputation
- Providing PR management services
- Using YellowPages

# Toxic backlinks

Quote from the FWM SEO team:

*“These keywords generally let us know that they were doing shady link building practices. **The results of these practices make us want to rip our hair out. The problems that result are difficult to fix and require a long tedious process.** If you suspect that your provider has done shady backlinking, let your new provider know. Have you looked at your backlink profile lately? If not someone should, it's something to be aware of.”*

# Toxic backlinks

## Key points:

- Even if you have not worked with a shady provider recently, backlinks can continue to pop up for YEARS
- Low-quality directories are hard to update and take a long time (over a year sometimes!)
- Then, Google has to crawl the low-quality directory again and see the changes
- New directories scrape old directories...and the problem just keeps getting worse

# #10

# Bye bye good links

# Bye bye good links

- If you leave a shady provider, they could submit a disavow file to Google or Bing to disavow high-quality links to your site.
- Or, they can reach out to sites where you have good links and ask to have them removed.
- Or, you may be part of their link network or proprietary directory, and will lose those links when you leave.

# Bye bye good links

- Ask for user access to Google Webmaster Tools or get screenshots
- Remove their access to Google and Bing webmaster tools when you leave
- Make sure the codes for WMT are NOT on your new site!
- **Check your backlinks and monitor both good and bad ones after you leave.**

# #11

# Third party tools

## 3<sup>rd</sup> party tools

- What besides your website does your web provider do for you? Live chat, trackable phone numbers, CRM systems, etc.
- Plan to transfer phone numbers (you can), chat code (if it is yours) and CRM data.
- Make sure your new provider can handle these things or provide good alternatives.



**Questions?**

## Resources

- New book **“How to Break Up with Your Web Provider”** will be sent to all attendees!
- **Want to know what’s up with your website?**  
We offer a free review of your website with a one-on-one consultation. Fill out [www.FWMAAnalysis.com](http://www.FWMAAnalysis.com)
- **Oct 24-25:** Join us at the 2014 Great Legal Marketing conference in Arlington, VA  
[www.GLMSummit.com](http://www.GLMSummit.com)
- **Oct 26:** FWM Marketing Boot Camp, email [www.FWMBootcamp.com](http://www.FWMBootcamp.com)