



FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys



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?? You Doing OK? ???

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“...a comparison of the cost of the website (including the value of my time blogging and keeping it current) with average fees of cases generated, is too narrow a standard of evaluation. There is value in adding those clients to a herd of fans. There is value as well in capturing the contact information of the hundreds of people who have ordered books, and in staying in front of them by monthly mailings. That’s the long-term view.”

Ches Crosbie
Newfoundland and Labrador PI Attorney, Canada
www.chescrosbie.com

Is your website doing as well as you want it (or need it) to? I’m asking this question because I have been looking over many of our clients’ Google Analytics and conversion numbers lately; I probably already know the answer for many of you.

One of the first things that we try to do for our clients is determine what kind of Internet Marketer they will be. This determination is very important to success. We discuss what it takes to be effective in today’s world of lawyer Web marketing. Many clients think they can do this “SEO thing” themselves, and some are very good at it. Others prefer that we do some (or all) of their content and link building for them.

If you have decided to do it yourself and have been getting the visitors you are after, then keep at it! You know that it works, and works well. Over time it’s maybe not so fun to keep adding content to your website. Days get filled up with other priorities and doing another blog post is the last thing you want to do. If this sounds familiar, we can help you. We have several plans and options available.

If you are simply not getting any visitors, then you need real help. Don’t waste any more time, please let’s talk!

Well, maybe you’ve got tons of visitors, but these visitors just aren’t contacting you. No one is downloading your books, reports or DVDs. Generally this is known as a “conversion” issue, and can be very frustrating. However, **these issues can usually be drastically**

improved by (1) updating the design of your website, (2) adding stronger call to action tools like video and (3) adding free consumer reports (or more of them).

The design of your book order and contact pages (landing pages) and

the design of the cover of the book itself are vitally important to the success of someone **ACTUALLY PLACING THE ORDER OR CONTACTING YOU. If you want, we can talk about improving your design and calls to action. We are here to help you.**

Like everything else in the world, website design and content are subject to changing trends and become dated quickly. Right now, it’s about every two years. So, just like you need a new computer and a new car to keep within

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DSS: What Have We Done For You Lately?

by Buster Tate

- Our team is always working on DSS Enhancements. We have completed these items that were requested by clients:*
- On the book landing page, you can now specify the email and the subject line of the book notification email. If you don’t fill in this blank, all the contacts on the site will be sent to the address(es) listed on the Contact page Edit > Edit Contact Email page.
 - We are focusing efforts of Quality Control on sites that launch. When it is time to launch, client DSS access will be turned off for QA process. Once it is reviewed, access will be turned on again.
 - You are now able to set which video in the Enhanced Video Module is your default video.
 - The DSS Tutorial has been added to the menu in DSS.



FWM has over 10 years of proven success creating high-ranking, high-conversion attorney websites, and works with over 200 law firms in the U.S. and Canada. While other attorneys chase after expensive keywords, FWM clients achieve high search rankings with FWM's proprietary DSS (Dynamic Self Service) software combined with advanced SEO and SEM techniques. Lauded for its outstanding personal service, Foster Web Marketing offers 4 levels of Web Marketing service:

Basic – "For the Do-It-Yourselfers"
For those that want to do it on their own, have a full staff, or need no direct help from FWM for content or marketing, we offer the Basic program.

- Unique, dynamic, contextual linking of your practice area pages out to our entire network.
- Your own Blog (brings you more traffic & helps you build content over time) listed on blogrolls.
- Monthly online marketing webinars showing you tips and tricks, how-to's, and informative guest interviews.
- Monthly E-Zine with valuable tips, client spotlights, and inspiring success stories.

Pro – "I'd Like a Little Help" *This is the first level where you get articles and SEO help directly from us. Same as Basic, PLUS:*

- Optimized content added to DSS site, which includes articles, news items, and blogs.
- Link building through targeted and focused effort to improve search engine and Google local rankings for your top keywords, plus optimized inbound links.
- Group monthly web marketing calls which will have 5-10 non-competing FWM clients for a one-hour consultation, moderated by a FWM Web Marketing Coach.
- Enhanced Video Marketing. Video goes viral after being added to YouTube, Yahoo Video, Daily Motion, and others.

Deluxe – "Done 4 You" FWM becomes your marketing force. We add even more content, assist with conversions, headline and landing page copywriting. You get all the above, PLUS

- Monthly site optimization and maintenance to ensure correct META information in page titles, descriptions, and keywords for all pages, including pages you add.
- FWM copywriters will write targeted headlines and landing pages to convert visitors into clients
- Weekly analytics monitoring done by FWM using Google analytics.
- Private monthly call with your FWM Web Marketing Coach.

Premium – "Only Big Dogs Need Apply" *You work directly with Tom and we only have a few slots. Need we say more?*

Contact us at 888-886-0939 to discuss any of these programs in more detail.

Video Sites That Allow Linking



A question came up in our last webinar regarding video submission sites and which ones allow you to post links back to your website. This is a great question as most of our clients have a plethora of videos and submitting those videos to sites where they can be viewed by potential clients and also get some links back to the site to help with your search engine rankings is pretty much killing two birds with one stone.

So, below is a list of video sites that will allow you to submit your legal videos and also allow backlinks to be posted to your website. All of these sites are also Dofollow (meaning that Google and other search engine spiders follow the links and count them towards your "link juice"). If you think we've missed any, please leave a comment with the video site's URL and we'll be sure to review it and add the site to the list.

- **Mixx** www.mixx.com Google Pagerank of Home Page- 8/10
- **Blip.TV** <http://blip.tv/> Google Pagerank of Home Page- 7/10
- **VideoBomb** <http://www.videobomb.com/> Google Pagerank of Home Page- 6/10
- **Viddler** <http://www.viddler.com/> Google Pagerank of Home Page- 6/10
- **Ovi** <http://share.ovi.com/> Google Pagerank of Home Page- 6/10
- **Graspr** <http://www.graspr.com/> Google Pagerank of Home Page- 5/10
- **WonderHowTo** <http://wonderhowto.com/> Google Pagerank of Home Page- 6/10
- **SelfCastTV** <http://www.selfcasttv.com/> Google Pagerank of Home Page- 0/10 (BETA Site)
- **GUBA** <http://www.guba.com/> Google Pagerank of Home Page- 6/10
- **MetaCafe** <http://www.metacafe.com/> Google Pagerank of Home Page- 7/10 

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You Doing OK?

the current "style," you also need a website tune-up or complete overhaul upgrade.

Also, be aware that more and more attorneys are re-allocating their marketing budgets away from Yellow Pages and more on Internet marketing!

This means more law firms are competing for the same turf. They are building websites, blogs, adding content, doing video and writing books. Stay ahead of the pack!

One of the BEST ways to get traffic and visitors to your website these days is through Google Local. **George Murphy and I recently wrote a report on Google Local.** This FREE Report (of course!) gives you some great tips

on getting your site listed in the top ranks of Google Local – considered by many to be the "new" Yellow Pages!

I will send you a copy of this report for free if you just ask for it!

This month I just wanted to reach out to all of you to let you know we are here to help you if you need it. Please shoot me an email at tom@fosterwebmarketing.com and let's setup a time to talk. 

DEDICATED TO YOUR SUCCESS!

TOM

Client Success Story | James Roswold



Hi. I'm James Roswold of the Kansas City law firm Roswold Law Group, practicing in Missouri and

Kansas. When we got serious about practice building, we spent hours educating ourselves and it quickly became clear that the web was an essential piece of the marketing puzzle. We spent many more hours educating ourselves about web marketing because we had been burned in the past. In doing so, we learned that success on the web depends on both content and site design. An extensive search for the best web marketer brought us to Tom Foster and Foster Web Marketing. We talked to a bunch of web providers and it was clear that only Tom and his team had taken the time to understand lawyer marketing. Tom's site design is awesome. He and his team helped us set up our site so that its not just another pretty

website. He built our website so that people not only like what they see but they stick around and convert to clients. What really sold us, though, is his DSS system that allows us to easily and instantly add

along as we add articles, blogs, news, and videos, constantly improving our website. We are getting better and better at adding our own content under Tom and his team's constant guidance. They are almost

are simply the best. As I like to say, he provides all of the information, confirmation and corroboration that we need to be successful in our web marketing endeavors. Thanks to Foster Web Marketing, we have come out strong and our placement continues to improve every day. I'm confident that with Tom and his team's continued assistance we will be at the very top in no time. As you can see, I'm a raving fan of Foster Web Marketing. If you're wondering if I'm getting anything in return for this testimonial, the answer is no, nothing but a great website and great service that I am happily paying for. 🌐



www.kansascityaccidentinjuryattorneys.com

content. This separates him from all of the others, who might give you a pretty site but no ability to expand on it daily, which is essential to getting traffic. Not only that Tom has a top notch team that has been teaching and coaching us all

instantly responsive to our inquiries and their advice has been invaluable. Look at his site, look at our website www.kansascityaccidentinjuryattorneys.com, look at all of the 200 or more lawyers websites he has done and you see that they

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FAQ

Q: What about "Reciprocal Linking" how does that happen?

A: A good search engine optimization company will be concerned about gathering quality inbound links to your website because "link popularity" plays a big factor in rankings. In Google, PageRank™ manages this. Because finding quality links from quality sites is very time consuming, many search engine optimization companies have tried to automate the process.

One adverse approach to link building is automated reciprocal linking schemes, often responding to the ever-present emails that are sent to anyone with a website, looking for link exchanges to boost a site's link popularity. The danger here is that an outbound link from your site is counted as a "vote" for the site to which it links. If that site gets penalized, your site may get penalized in turn. (Google refers to this type of linking relationship as a "bad neighborhood.")

A good search engine optimization company will concentrate instead on getting context matching, quality links to your website and adding the type of content that makes it worthy of non-reciprocal links from a variety of sites. Foster Web Marketing provides you with a "Link Exchange" page that offers reciprocal linking opportunities to other websites that want to link to you.



Tom Foster

Ten Basic Link Building Techniques for Attorneys

By George Murphy

Sometimes, when we start getting caught up in advanced Internet marketing techniques like social media marketing and blogging, we start to forget some of the basics of search engine optimization SEO is, despite what a lot of people have been saying lately (probably because they're mad about not ranking well for their keywords or because they hired an unethical firm who used some black hat techniques to build links and have now fallen off of the face of every search engine out there), still important when trying to get more visits to your website.

We can show you a number of Foster Web Marketing clients whose traffic and leads have dramatically increased over the past few months because of these standard practices: proper web development (adding content on a DAILY basis) and basic search engine optimization techniques.

But when it comes to the point where your site and every site competing with yours have been optimized online, when they all have thousands of pages of content and features such as blogs and library articles included on their site, how do search engines decide whose site has the more authority and should rank better?

That's easy, the amount of inbound links it has. **Building links is VERY IMPORTANT.**

So, back to basics. **It's not enough to just write content.** You, as an attorney or webmaster, always have to keep that thought in the back of your head: is this a link opportunity?

Google ranks sites and pages with more inbound links to them based on the fact that, if this is useful and informative content, then more people will be linking to it and sharing it.

But does this always come into play as attorneys? You have to remember that the area where you practice is geographically limited (or it SHOULD be! I can't stress the importance of marketing yourself to one niche market as opposed to trying to conquer the world and rank for the entire east coast with only one website) so the chances of sites and blogs linking to you are as small as the size of your target audience.

You could always take the "link baiting" approach and come up with a story that will bring in readers from around the country or world. But, even though we always stress the importance of increasing your exposure online and that everyone, no matter where or who they are, is a potential client because of referrals and social networking, this usually results in a high bounce rate and a very low ROI.

Sometimes you have to take a more pro-active approach to link building. When it really comes down to it: link building is like everything else, the more personal and grassroots ways you use, the better.

Here are 10 basic and usually overlooked linkbuilding techniques you can use:

- 1 Posting on Craigslist.** Sometimes it's good for leads, but it also counts as a link. Don't stress over the fact that the link is "nofollow", look at your Google Analytics traffic report and see how many visits Craigslist resulted in next time you post. TIP: sometimes the services section postings get flagged or get lost in spam postings, so be creative with it.
- 2 Register with your local Better Business Bureau and Chamber of Commerce** if you're not already. This almost always leads to a link or two.
- 3** We've mentioned this before, but take a few minutes out of your day to **answer questions on Yahoo! Answers, Fluther, and any law-related message boards you can think of like Injuryboard.** Dropping a link back to your site on these kinds of sites, as long as you ADD VALUE TO THE CONVERSATION and answer the question can result in pretty good traffic.
- 4 Build relationships with local bloggers.** George's Maryland SEO blog actually has a Maryland Blogger Alliance who all share links, not a bad idea at all.
- 5** You SHOULD, by now, realize that you need to **be active on Twitter, Facebook, and LinkedIn.** But do you have a link to your website or blog on there? No? (smack forehead)
- 6 You have a blog...** is it linking to your website? Is your website linking to your blog? TIP: utilize site-wide footers as well.
- 7 Sometimes you have to look in the mirror.** Is your own site or blog linking internally to other pages? Are you taking the time, when writing a blog post, to link to other blog posts and web pages? These count as links as well. ALWAYS think about how you can link internally, it's very important.
- 8 Google local searches.** Know those maps and local business results you see for certain searches in your area? You should be concerned about not being ranked number one. Obtaining a number one rank for these isn't something I'm going to share quite yet, but contact George and he may be able to offer some insight on how you can.
- 9 Look for linking opportunities from local government and law-related websites.**
- 10 Create a Squidoo page.**
- 11 Okay I lied, there are 11. ALWAYS DEEP-LINK AND USE DIFFERENT ANCHOR TEXT.** You don't want everything going back to the homepages and you don't want search engine spiders seeing the same anchor text when crawling for inbound links. Switch it up, you're constantly adding content to your site for a reason, use those other pages! 🌐