

# FWM February 2015 Webinar

# LEARN TO LOVE YOUR WEBSITE AGAIN!



# What will you learn today?

1. Refresh of the FWM TEN MARKETING COMMANDMENTS
2. Review of Commandment #2: “Thou shall update your website regularly”
3. Which pages need to be updated regularly – and WHY – and what to do with them!

# The 10 Marketing Commandments:

1. Thou shall have overall VISION, GOALS, and STRATEGY
2. Thou shall update your website regularly
3. Thou shall optimize local search / niche directories
4. Thou shall create a sustainable review strategy
5. Thou shall create and promote excellent content
6. Thou shall promote community involvement
7. Thou shall be social on social media
8. Thou shall nurture your herd with follow-up campaigns
9. Thou shall embrace PR and court the media
10. Thou shall respectfully and wisely use paid advertising



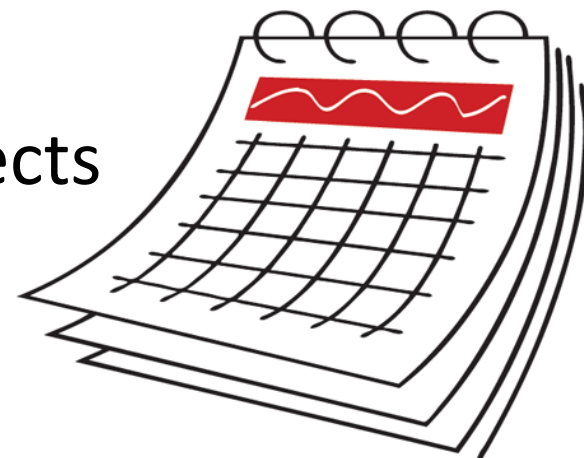
# YOUR ONE TRUE WEBSITE



*One brand, one website*

# What do we mean by “*update your website regularly*”?

1. Every quarter or every 6 months
2. When something changes:
  - Partner or key employee changes
  - Office location changes
  - New badges, awards
  - New charity, community projects
  - New ads (online, offline)
  - New media attention

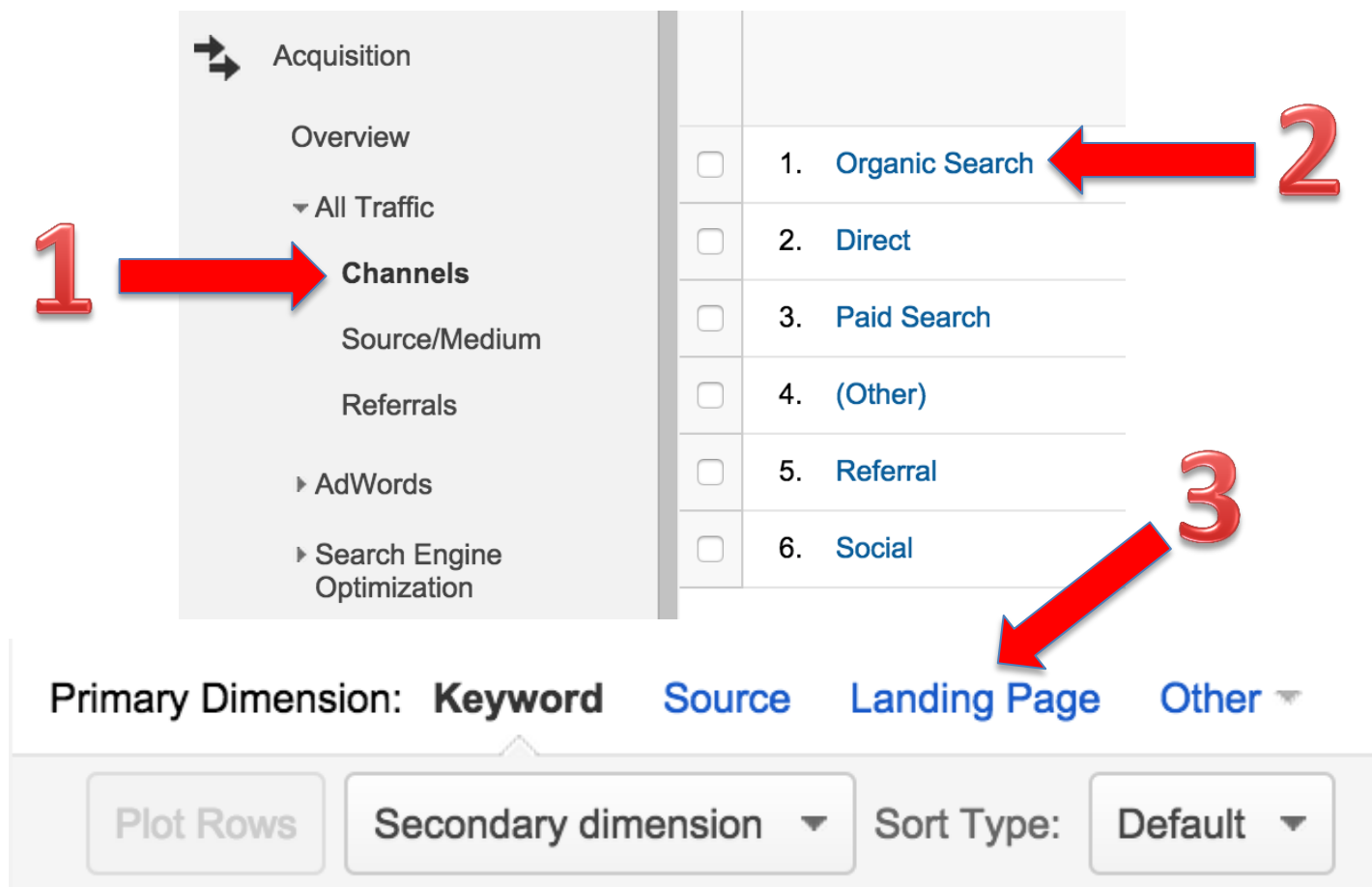


# Which Pages to Audit?

Pages accessed from your main nav bar  
are a great place to start.

# Which Pages to Audit?

## Top Organic Landing Pages



The screenshot shows the Google Analytics interface. On the left, the navigation menu has 'Channels' highlighted with a red arrow and the number 1. In the center, a list of acquisition sources is shown with checkboxes. 'Organic Search' is the first item, with a red arrow and the number 2 pointing to it. At the bottom, the 'Primary Dimension' is set to 'Keyword', but 'Landing Page' is selected with a red arrow and the number 3. Below the dimension filter, there are buttons for 'Plot Rows', 'Secondary dimension', 'Sort Type', and 'Default'.

Source	1	2	3	4	5	6
<input type="checkbox"/>	1.	Organic Search				
<input type="checkbox"/>	2.	Direct				
<input type="checkbox"/>	3.	Paid Search				
<input type="checkbox"/>	4.	(Other)				
<input type="checkbox"/>	5.	Referral				
<input type="checkbox"/>	6.	Social				

Primary Dimension: **Keyword** Source Landing Page Other ▼

Plot Rows Secondary dimension ▼ Sort Type: Default ▼



# Which Pages to Audit?

## Promoted pages...

- ✓ PPC landing pages
- ✓ Books / reports
- ✓ Landing pages from drip campaigns
- ✓ Landing pages from offline ads



# What to look for?

# Brand Consistency:

- ✓ Color
- ✓ Logo
- ✓ Taglines
- ✓ Message

# What to look for?

## Is it clear what visitors should do on each page?

Don't waste any time: download your **FREE** copy today!

**COMPLETE THE CONTACT FORM TO REQUEST YOUR FREE COPY!**

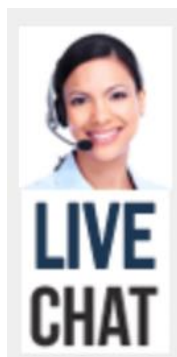
First Name \*

Last Name

Email \*

☒ Please sign me up for your ENewsletter

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# What to look for?

Make your English teacher proud...

- ✓ Page has logical flow
- ✓ Proper spacing and sub-headings
- ✓ Professional editing is a MUST!

2. ~~A simple modification of these notions was made by~~  
~~Smith et al. for determination of the constructs.~~

*Handwritten red annotations:*  
- Above "A": "q1"  
- Above "modification": "y/n" with a slash  
- Above "ed": "ed" with a slash  
- Above "notions": "q1"  
- A red bracket underlines the entire sentence.  
- Below "Smith et al.": "to" with a slash  
- Below "for": "e" with a slash  
- Below "determination": "q1"



# Test Your Forms



# Call Your Phone #



# Test Your Chat

# **SPECIFIC EXAMPLES...**



# Home Page



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## HAVE QUESTIONS ?





☐ Agree [Privacy Policy](#) \*

**SUBMIT**



**SPORTS INJURY**



**SURGERY**



**REGENERATIVE MEDICINE**



**HEEL AND ARCH PAIN**

# About Us Page



We trace the roots of our Milwaukee Law Office to *Attorney Lloyd Barbee*, who started the *Milwaukee Public School Integration Lawsuit*

## **A Message From Milwaukee Attorney Michael F. Hupy:**

*Posted October 16, 2007*

When a law office is founded or what it traces its roots to is not always an easy determination to make.

I was in high school in the mid-60s when our Milwaukee law office was founded. For some time, I was under the impression that our Milwaukee law office was founded in 1969. When I joined this law firm in 1989, it was already well established. Later, someone asked me how I could be sure that our Milwaukee, Wisconsin law firm started in 1969 when I hadn't graduated from law school until 1972.

# Bio Pages

## Jim Keller



Jim Keller has practiced with Keller & Keller since 1989. He has represented clients whose problems range from closed head injuries to wrongful death actions. His practice has a strong focus towards helping victims of serious automobile and semi-truck accidents.

After receiving his undergraduate degree from Indiana University, Mr. Keller then obtained his Juris Doctor (J.D.) from the Thomas M. Cooley Law School in the state of Michigan. He is honored to bear the title of Super Lawyer, as well as included in the Million Dollar Advocates Forum. He is mentioned in the publication "Best Lawyers" and is a current member of the Association of Trial Lawyers of America, Indiana Trial Lawyers Association, and the Marion County Bar Association.

**"IT'S MY BELIEF THAT IF YOU DON'T HAVE A STRONG DESIRE TO HELP PEOPLE, YOU HAVE NO BUSINESS BEING A TRIAL LAWYER."**



In addition to the personal attention given to each of his clients, Mr. Keller also lends his efforts and resources to the community in which he resides. Particularly of note is Mr. Keller's role as founder and President of the Samantha House Foundation. Mr. Keller invites you to read more about Samantha's courageous story at [www.samanthashouse.com](http://www.samanthashouse.com). As well, Mr. Keller is also a board member of I.U. Hillel and past President of Temple B'nai Shalom.

### EDUCATION

- Undergraduate School: Indiana University
- Law School: Thomas H. Cooley School of Law

### AREAS OF PRACTICE:

- Semi-Truck Accidents
- [Car Accidents](#)
- Wrongful Death
- Dog Bite Injuries



### CONNECT WITH ME:





# Practice / Service Areas

1. Main keyword terms
2. Need them all?
3. Content relevant?
4. Images
5. Testimonials
6. Case Story links
7. Call to action

Practice Areas ▾	
Wisconsin ▶	Car Accidents
Illinois ▶	Motorcycle Accidents
Iowa ▶	Slip and Fall
	Negligent Security
	Dog Bites
	Nursing Home Neglect and Abuse
	Pharmaceutical Class Actions
	Wrongful Death

# Case Stories

## Stories about your best cases, clients, patients

### Case Results Work Best as a Story

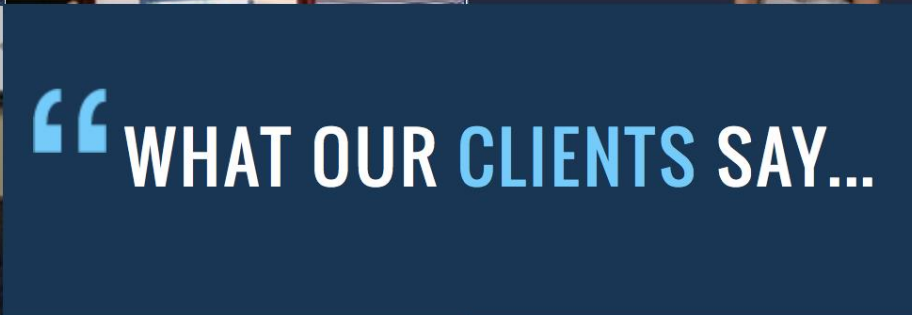
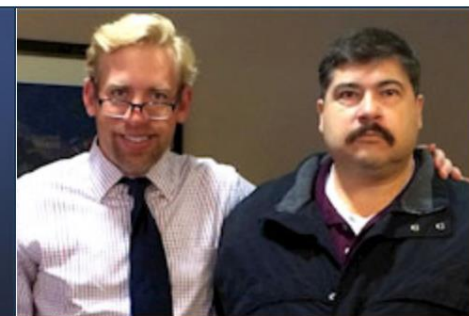
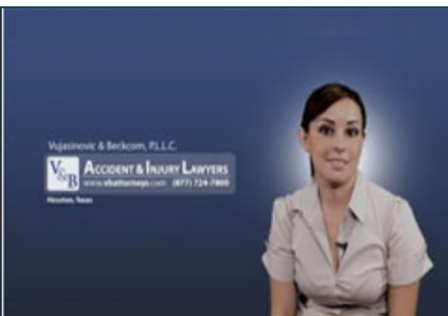
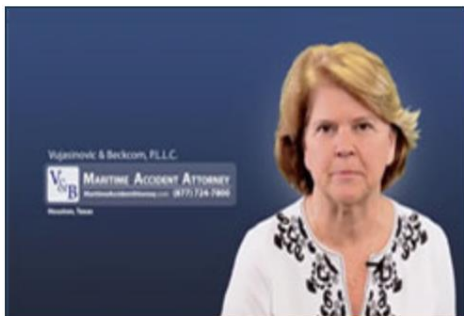


We want you to ***tell a story*** about your clients and customers—a story that will both showcase your expertise **and** tell potential clients what it would be like working with you. We want to evoke emotion: sympathy, curiosity, outrage in cases where you helped a victim, joy at your success.

<http://www.fosterwebmarketing.com/library/content-strategy-tip-case-results-as-amazing-content.cfm>

# Testimonials

Here Is What Our Clients, And Others, Say About Our Law Firm



# Contact Page

## Get Answers About Your Case TODAY!

Need help from one of our award-winning attorneys? Simply fill out the FREE form below!



### WHAT'S MY CASE WORTH?

**SEND INFO**



No matter the size of your case, or personal circumstance, our **Zero Fee Guarantee** gives everyone the chance to hire Keller & Keller at zero cost. The only way our firm is paid is if we make a recovery for you.

# Report / Offer Pages



## 7 Costly Mistakes that Can Ruin Your Social Security Disability Claim

**ATTENTION:** If you or a loved one is currently unable to work because of a physical or mental condition and you're considering applying for Social Security Disability benefits, there are several critical mistakes you need to avoid. This important new book outlines those mistakes and helps you make the strongest claim possible.

There is no question that applying for Social Security Disability can be a challenging, difficult process. Unfortunately, many claimants end up dealing with a lot more stress than is necessary – and many jeopardize their claims entirely – because of mistakes they make.

Don't take that risk!

### Instant Download

Please complete the short form below to get your copy delivered instantly to your email inbox.

FIRST NAME: \*

EMAIL: \*

**GET FREE BOOK NOW**

### Testimonials

I want to thank everyone at this office for all the great work and help you have given me.

<http://www.fosterwebmarketing.com/video/offers-and-landing-pages-that-convert-.cfm>

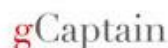


# Got Media Attention?

## Press Kit for the Truth Behind Captain Phillips

Below you will find information on the ongoing case that Brian Beckcom has filed against Maersk Line Limited on behalf of 9 of the crew members who were working on the Maersk *Alabama* during its fateful voyage. The resources below are meant to aid the press as well as other interested parties who are curious about what really happened on the Maersk *Alabama* off the coast of Somalia in 2009. All media inquiries can be directed to Emily Corwin via email at [emily@vbattorneys.com](mailto:emily@vbattorneys.com).

<u>Media Coverage</u>	<u>About the Case</u>	<u>About the Firm</u>	<u>Maps of Region</u>	<u>Videos</u>
<a href="#">Good Morning America</a>	<a href="#">Filing in Alabama</a>	<a href="#">Brian's Resume</a>	<a href="#">The Alabama's Route</a>	<a href="#">The True Story</a>
<a href="#">CNN</a>	<a href="#">Filing in Texas</a>	<a href="#">Brian's Bio</a>	<a href="#">The Safe Zone</a>	
<a href="#">New York Post</a>	<a href="#">Brian's Take on the Case</a>	<a href="#">VB Attorneys' Team</a>	<a href="#">Pirate Activity</a>	
<a href="#">Businessweek</a>	<a href="#">Official Press Release</a>	<a href="#">Areas of Practice</a>		
<a href="#">News 39 Houston</a>				
<a href="#">WAVY Norfolk</a>				





# Questions?

## **RESOURCES**

- View our pre-recorded webinars at **FWM.tips**
- **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)
- **Next webinar March 17, 2015:** Step 3 *“Thou shall optimize local search / niche directories”*