

**GET YOUR  
GOOGLE  
BACK!**

# 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

# #1

**Thou shall have  
overall VISION,  
GOALS, and  
STRATEGY**

# Vision, Goals, Strategy...

1. What do you want and do you really want it?
2. What practice areas do you want to promote?
3. Who are your perfect clients... can they afford you?
4. Belief in what is possible for your practice
5. Willingness to invest in your goals (budget/risk)
6. Do it yourself / Done for you
7. Mentoring/help/advice/consultation from those that have done it before will save you money

# Vision, **Goals**, Strategy...

Set GOALS for your practice

- X number of clients signed up each month
- \$ increase in revenue this year
- Wean off of referrals in 6 months



# Vision, Goals, **Strategy**...

HOW will you achieve these goals?

# #2

**Thou shall update  
your website  
regularly**

# YOUR ONE TRUE WEBSITE



*One brand, one website*

# Keep your website updated!

1. Is your home page welcoming?
2. Are your key pages optimized?
3. Do your forms work?
4. Mobile / tablet devices?
5. Conversion optimization?



# #3

**Thou shall optimize  
local search / niche  
directories**

# Maintain Your Local Search Profile

A “**citation**” is a mention of your business name or address anywhere online. It may or may not include a link back to your business.

## Your Goal is a Consistent NAP:

- Name
- Address
- Phone Number



## Sites to claim and update

- Main citation directories: Localeze, Infogroup, Acxiom, Factual
- Google+, Yahoo, Bing, YouTube, Facebook, FourSquare
- Yellow Pages, Superpages, MerchantCircle, Manta, eLocal, Local.botw.com, BBB

<http://moz.com/learn/local/local-search-data-us>

## **Paid Directories**

- Yahoo / Yahoo Local
- eZilion
- Business.com
- Best of the Web (BOTW)

## **Industry-specific profiles**

- Attorneys: FindLaw, Avvo, Justia, Martindale, hg.org, NOLO

# #4

**Thou shall create a  
sustainable review  
strategy**

# Review strategy

- Many profiles allow for REVIEWS
- Encouraging your clients and customers to leave online feedback will help your profiles stand out in search
- Review your review sites regularly
- Respond to reviews...politely!

Lawyer **Benjamin Glass** - Fairfax Attorney - Avvo.com

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# #5

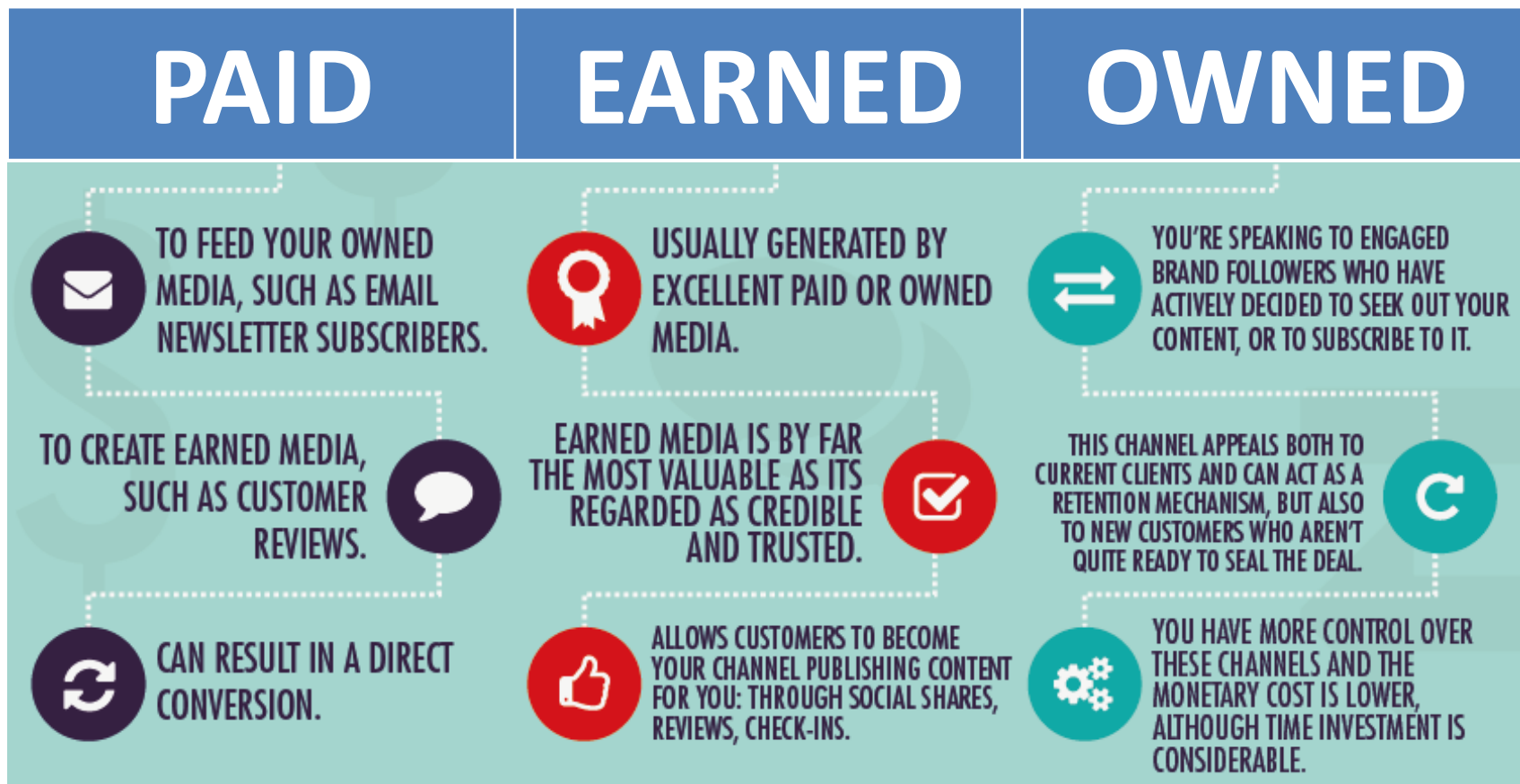
**Thou shall create  
and promote  
excellent content**

# Create and promote content...

1. SCHEDULE time to write/review
2. Articles, FAQs, Blogs
3. Case Studies, testimonials
4. Interviews with experts in the field, encourage them to share
5. Breaking news, or news tied to national, or local motorcycle wrecks
6. Videos about relevant issues



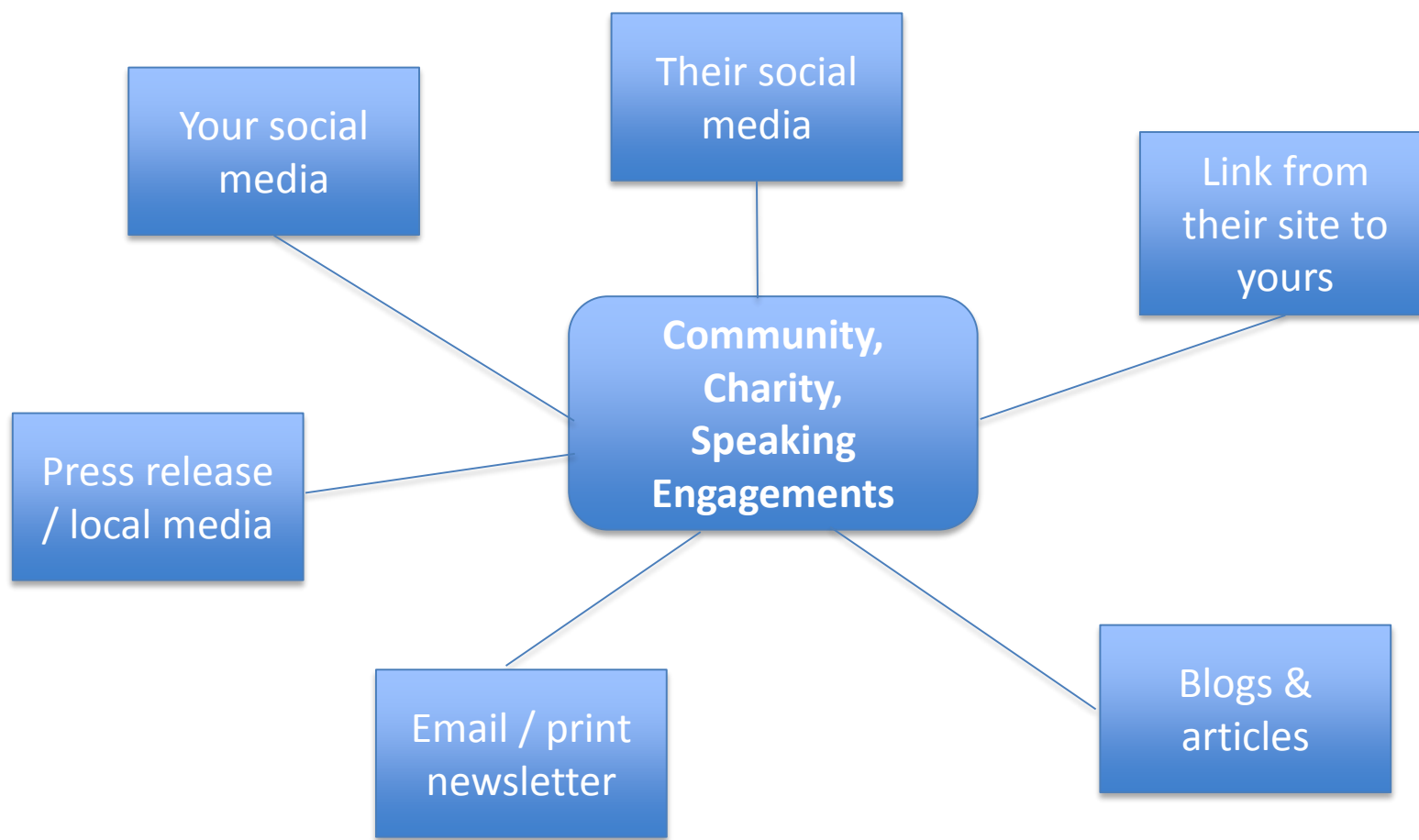
# Create and promote content...



# #6

**Thou shall promote  
community  
involvement**

# Community events...



# #7

# Thou shall be social on social media

# Get your social on!

- Embrace the “social” in social media!
- Follow / like local businesses
- Actively recruit new followers – give them a REASON to follow you!
- Interact with other community members, businesses on social media
- Treat your online social media efforts like you would your “real life” networking!



# #8

# Thou shall nurture your herd

# Market to your herd...

1. You have contact info for prospective, current, former clients. USE IT!
2. Create an email newsletter
3. Send a monthly print newsletter
4. Email / print campaigns for new services
5. Email / print campaigns for reminders



# Market to your herd...

## LINK BACK TO YOUR WEBSITE *WITH TRACKING URLS*



# #9

**Thou shall embrace  
PR and court the  
media**

# Media / PR...

Create a local media list:

- Look for PRINT, WEB, RADIO, TV personalities
- Connect with personalities / stations / publications on social media, in real life
- Find out publishing deadlines for each
- Reach out to a fellow advocate with useful, timely info
- Display video on your site to appeal to TV



# #10

**Thou shall  
respectfully and  
wisely use paid  
advertising**

# Paid ads...

There are many ways to pay for advertising—use them wisely—and **MONITOR THE PERFORMANCE:**

1. AdWords vs. AdWords Express
2. Facebook ads
3. Display ads
4. Retargeting ads
5. Yahoo Gemini



# External ads...

TV / billboards / print ads? Make sure:

- The look / feel of the ad matches your online presence (consistent branding) so when people go online to research you they've already seen your colors, design.
- Make sure the content / topic of your offline ads are reflected online, so people searching for more info on the topic of your ads find it on your website.

**CONSISTENCY**

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## Reminder

- FWM Marketing Team at our booth
- Tomorrow: *TWO breakout sessions:*
  - *Feed the Beast: Give the Internet What it Wants to Get You More Cases and Clients*
  - *Behind Closed Doors with Tom Foster and His Marketing Team: Dirty Tricks the Marketing Vultures Don't Want You to Know*
- Sunday: *FWM Marketing Boot Camp*

**Time for a special offer...**