The Internet: FRIEND or FOE?
So which is it?
Why should you believe
These guys...
We do lots of marketing stuff...

- Website
- Software
- Services
- Video
Oh yeah and then there’s this...

- Over 300 websites live right now
- Over 500,000 visitors each month
- Over 200 in-depth website audits
- Over 2,000 pieces of content produced each month
- 400-500 paid client marketing hours each month

Made in the USA
What do we mean when we say “THE INTERNET”?
You Will Be Assimilated

Resistance is Futile
Google PhDs
What mistakes are lawyers making?
Google AdWords  bing Ads
<table>
<thead>
<tr>
<th>Keyword (by relevance)</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Suggested bid</th>
</tr>
</thead>
<tbody>
<tr>
<td>mesothelioma lawyer</td>
<td>2,900</td>
<td>High</td>
<td>$477.80</td>
</tr>
<tr>
<td>mesothelioma attorney</td>
<td>880</td>
<td>High</td>
<td>$456.85</td>
</tr>
<tr>
<td>los angeles criminal defense attorney</td>
<td>1,900</td>
<td>High</td>
<td>$46.18</td>
</tr>
<tr>
<td>atlanta car accident lawyer</td>
<td>590</td>
<td>High</td>
<td>$97.09</td>
</tr>
<tr>
<td>austin dwi lawyer</td>
<td>480</td>
<td>High</td>
<td>$169.76</td>
</tr>
<tr>
<td>philadelphia personal injury lawyers</td>
<td>210</td>
<td>High</td>
<td>$97.37</td>
</tr>
<tr>
<td>Keyword (by relevance)</td>
<td>Avg. monthly searches</td>
<td>Competition</td>
<td>Suggested bid</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------------------</td>
<td>-------------</td>
<td>---------------</td>
</tr>
<tr>
<td>hotel philadelphia</td>
<td>2,400</td>
<td>High</td>
<td>$3.16</td>
</tr>
<tr>
<td>california resort</td>
<td>480</td>
<td>Medium</td>
<td>$1.51</td>
</tr>
<tr>
<td>boston accommodations</td>
<td>140</td>
<td>High</td>
<td>$3.62</td>
</tr>
<tr>
<td>texas spa resort</td>
<td>20</td>
<td>High</td>
<td>$3.74</td>
</tr>
</tbody>
</table>
Let’s do the math...

“Atlanta car accident lawyer” is $97.09 PER CLICK

You get 100 clicks a month...

Monthly: 100 x $97.09 = $9,709.00
Annual: $116,508.00
What Is Your Opportunity Cost?
Make paid advertising your FRIEND
Manage Your Budget

Switch to AdWords Express

$89 per click vs $9 per click

$25,000/month → $7,000/month

83% traffic increase

88% cases signed
Look for Advertising Alternatives

YouTube Promotion


$1,400 spend for over 8,000 views in less than 24 hours
Social Media Promotion

Experiment!

Test copy, calls to action. Promote offers.

$5 per day on Facebook experiments...
Don’t forget MOBILE ads

Up to 67% of law firm traffic is mobile

• **Callouts**: Highlight featured products and services
• **Location extensions**: Provide useful and timely local information
• **Sitelinks**: Take clients to relevant pages on your site, like to the sale or promotion page
What OTHER mistakes are lawyers making?
Wrong Google-bait
The Need of Hiring a Personal Injury Lawyer in Dallas

There will come a time that people will just tragically experience a personal injury all of a sudden. It may be caused by car accidents, medical malpractice, workplace incidents, abuse and the like. However, once confronted, these people would not know whom to turn to, where to go or what to do. More particularly, they are unaware of any one of the rights and privileges they have been provided by law which concerns personal injuries caused by somebody’s negligence. Who knows that you or loved ones could get so unlucky as to have an injury? Thus, you need a Dallas personal injury lawyer as soon as possible. For these reasons, you may want to hire the services of an attorney in our law firm.

Hiring a Personal Injury Lawyer Dallas

Accidents can never be prevented. However, no one still deserves to be hurt especially from the negligence or malpractice of another. They should be held accountable for your personal injuries. If you want to have a successful injury claims or injury compensation, you must retain a Dallas personal injury lawyer. Our firm has seasoned claim attorney to help you satisfy your claim. We have competent professionals who are all committed in providing you with an aggressive presentation yet within the bounds of the legal ethics. A competent Dallas personal injury lawyer should be a part of a very exemplary team of personal injury lawyers with several decades of year of combined experience. We have that dream team who has those credentials. Our lawyers will be able to understand you well that you are in a financial, emotional and physical distress. Thus, they will take advantage of your right with utmost integrity and honesty when you are in need.

A Dallas personal injury attorney should be able and willing to give assistance in each legal aspect which surround’s your personal injuries including workplace injuries, car accidents, food borne illnesses and defective products litigation. Our firm is even more relentless yet ethical in dealing with wrongful death litigation. If you are looking for a Dallas personal injury attorney, you can count on us. Our lawyers will sit with you at once and discuss the specific details of your situation. When you hire our services, our lawyers will take his time to fully comprehend the details and nature of your case. He will also inform you of the advantages and drawbacks of every available legal strategy. With this approach, we will be able to prove you with a custom tailored presentation just to make sure that your need for justice and compensation is met.

Comparison of Self-Representation and Personal Injury Lawyer Dallas

Negligence is very hard and challenging to prove. If you are a victim of another’s act of negligence, then it is advisable that you should hire a personal injury lawyer in Dallas especially if you want to claim insurance. Insurance companies are usually alongside with the tortfeasors. It is rare for them to directly pay damages. In most cases, they will employ delaying tactics for the payment of the expenses until such time that the amount claimed is fully issued. It will be difficult for an injured person to satisfy and even know the amount of the claim he deserves. He does not know how much he needs for his current situation. He also does not know whether he needs further care and how much it costs.
Clean Me
Billy Blinn
Grade 7
Miss Thistlebottom

See me after class!

Two slightly putrid aardvarks abused one very silly lampstand and the schizophrenic Macintoshes buzzeds. Five bureaus tewed one subdivew. Upteen silly sheep tickled aardvarks. Because the sheep were comfortably and upteen quintic chrysanthemums telephoned one wart hog. Because five partly silly cats kisse trailers and two irascible Jabberwockies sacrificed five worm-ridden dogs. Then one slightly obese television almost drunkenly auctioned off the wart hogs. Two fountains bought one pawnbroker. Speedy subways abused five quintic pawnbrokers.

Pinto sacrificed one purple cat. The grotesque elephant fights five irascible chrysanthemums.

One television grew up partly easily and five aardvarks kisse one almost these pawnbroker. However Jabberwockies marries one putrid dogs, even though pawnbrokers abused two extremely purple elephants. One must,Lindsay remote mangles plus Bourgeois lampstands cause one chrysanthemum.

The quite irascible Macintosh tastes two obese tickets and then the progressive lampstand auctioned off two dogs.

The pawnbroker gossips five chrysanthemums fights the obese television. Five partly lavished five putrid lampstands. Upteen mostly schizophrenic bureaus tewed one speedy dog. Five partly putrid chrysanthemums ran away.

Quintic aardvarks grew up, yet one must in ran away extremely easily as the television gossips cleverly, however the orifices ran away. Because one Klingon telephoned Jupiter. Two putrid Jabberwockies grew up, but the purple cats tickled; one putrid elephant, even though the quite putrid subway ran away mostly drunkenly. Shark quickly fights five progressive Macintoshes.

Upteen must,Lindsay sheep auctioned off one bourgeois dog, yet the Macintoshes tewed when causes one extremely obese sheaves. However Macintoshes lamely mates two poisons, because one irascible mat telephoned five televisions. Two elephants cleverly tickled one progressively poison, even though the obese sheep abused five lampstands. One purple pawnbroker pursued one putrid fountain, and television grew up.

Does not follow!
<table>
<thead>
<tr>
<th>STEP 1</th>
<th>STEP 2</th>
<th>STEP 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write Content Using Your List of Vanity Keywords as Anchor Text</td>
<td>Post the Content All Across the Web</td>
<td>Get Links Back to Your Website from Keyword-stuffed Content</td>
</tr>
</tbody>
</table>

![Diagram showing the process of link building through keyword-stuffed content.]
Give Searchers (Google!) what they WANT!
You are the expert.
PROMOTE your content!

<table>
<thead>
<tr>
<th>PAID</th>
<th>EARNED</th>
<th>OWNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>TO FEED YOUR OWNED MEDIA, SUCH AS EMAIL NEWSLETTER SUBSCRIBERS.</td>
<td>USUALLY GENERATED BY EXCELLENT PAID OR OWNED MEDIA.</td>
<td>YOU’RE SPEAKING TO ENGAGED BRAND FOLLOWERS WHO HAVE ACTIVELY DECIDED TO SEEK OUT YOUR CONTENT, OR TO SUBSCRIBE TO IT.</td>
</tr>
<tr>
<td>TO CREATE EARNED MEDIA, SUCH AS CUSTOMER REVIEWS.</td>
<td>EARNED MEDIA IS BY FAR THE MOST VALUABLE AS IT'S REGARDED AS CREDIBLE AND TRUSTED.</td>
<td>THIS CHANNEL APPEALS BOTH TO CURRENT CLIENTS AND CAN ACT AS A RETENTION MECHANISM, BUT ALSO TO NEW CUSTOMERS WHO AREN'T QUITE READY TO SEAL THE DEAL.</td>
</tr>
<tr>
<td>CAN RESULT IN A DIRECT CONVERSION.</td>
<td>ALLOWS CUSTOMERS TO BECOME YOUR CHANNEL PUBLISHING CONTENT FOR YOU: THROUGH SOCIAL SHARES, REVIEWS, CHECK-INS.</td>
<td>YOU HAVE MORE CONTROL OVER THESE CHANNELS AND THE MONETARY COST IS LOWER, ALTHOUGH TIME INVESTMENT IS CONSIDERABLE.</td>
</tr>
</tbody>
</table>
Trust in the fundamentals

On-site:
- Properly optimized top-level pages
- Edits to the attorney’s excellent writing

Off-site:
- Correct and optimized local, social profiles
- Optimize attorney-specific directories
Invest in the LONG TERM

- Site hit by Penguin
- Fixed with top level page optimization, backlink cleanup
- Recent Penguin update gave the site a BOOST
- Note: Pigeon update also helped this site
### Fundamentals + Long Term

**Overall Plan Performance**

<table>
<thead>
<tr>
<th>Traffic Type</th>
<th>Percentage Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Traffic</td>
<td>60.37% increase</td>
</tr>
<tr>
<td>Nov 2013 - 5,973</td>
<td></td>
</tr>
<tr>
<td>July 2014 - 9,579</td>
<td></td>
</tr>
<tr>
<td>Organic Search Traffic</td>
<td>70.03% increase</td>
</tr>
<tr>
<td>Google</td>
<td>73.07% increase</td>
</tr>
<tr>
<td>Nov - 3,038 vs. July - 5,277</td>
<td></td>
</tr>
<tr>
<td>Bing</td>
<td>63.58% increase</td>
</tr>
<tr>
<td>Yahoo</td>
<td>61.04% increase</td>
</tr>
</tbody>
</table>

![Traffic Overview Nov 2013 - July 2014](image-url)
Ok, are lawyers making more mistakes?
Gimme Web TRAFFIC!

INCREASE WEB TRAFFIC GUARANTEED!
Any traffic is good traffic!

<table>
<thead>
<tr>
<th>Region</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas</td>
<td>2,223</td>
</tr>
<tr>
<td>California</td>
<td>419</td>
</tr>
<tr>
<td>Virginia</td>
<td>365</td>
</tr>
<tr>
<td>Florida</td>
<td>218</td>
</tr>
<tr>
<td>New York</td>
<td>215</td>
</tr>
<tr>
<td>Louisiana</td>
<td>170</td>
</tr>
<tr>
<td>Illinois</td>
<td>135</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>129</td>
</tr>
<tr>
<td>Georgia</td>
<td>104</td>
</tr>
<tr>
<td>Michigan</td>
<td>103</td>
</tr>
</tbody>
</table>
Traffic is just the first step
TRAFFIC

CONVERSION

CLOSE THE DEAL!
“I lead horses to water for a living. You make them drink.”
TRAFFIC

Your Website

- Social Media
- Online Review Sites
- Online Business Listings
- Referrals
- Print Ads
- Community/Sponsorship
- TV/Radio Ads
- Drip Campaigns
- Newsletters (Email and Print)
CLOSE THE DEAL!

What happens next?
So what’s the BIGGEST mistake attorneys make?
No vision.
No goals.
No strategy.
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
Next Steps

- FWM Marketing Team at our booth
- Access all of our pre-recorded webinars at FWM.tips
- This afternoon: Get Your Google Back
- Tomorrow: TWO breakout sessions
- Sunday: FWM Marketing Boot Camp