

The Internet: FRIEND or FOE?

So which is it?

Why should you believe



FOSTER
WEB MARKETING

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”?

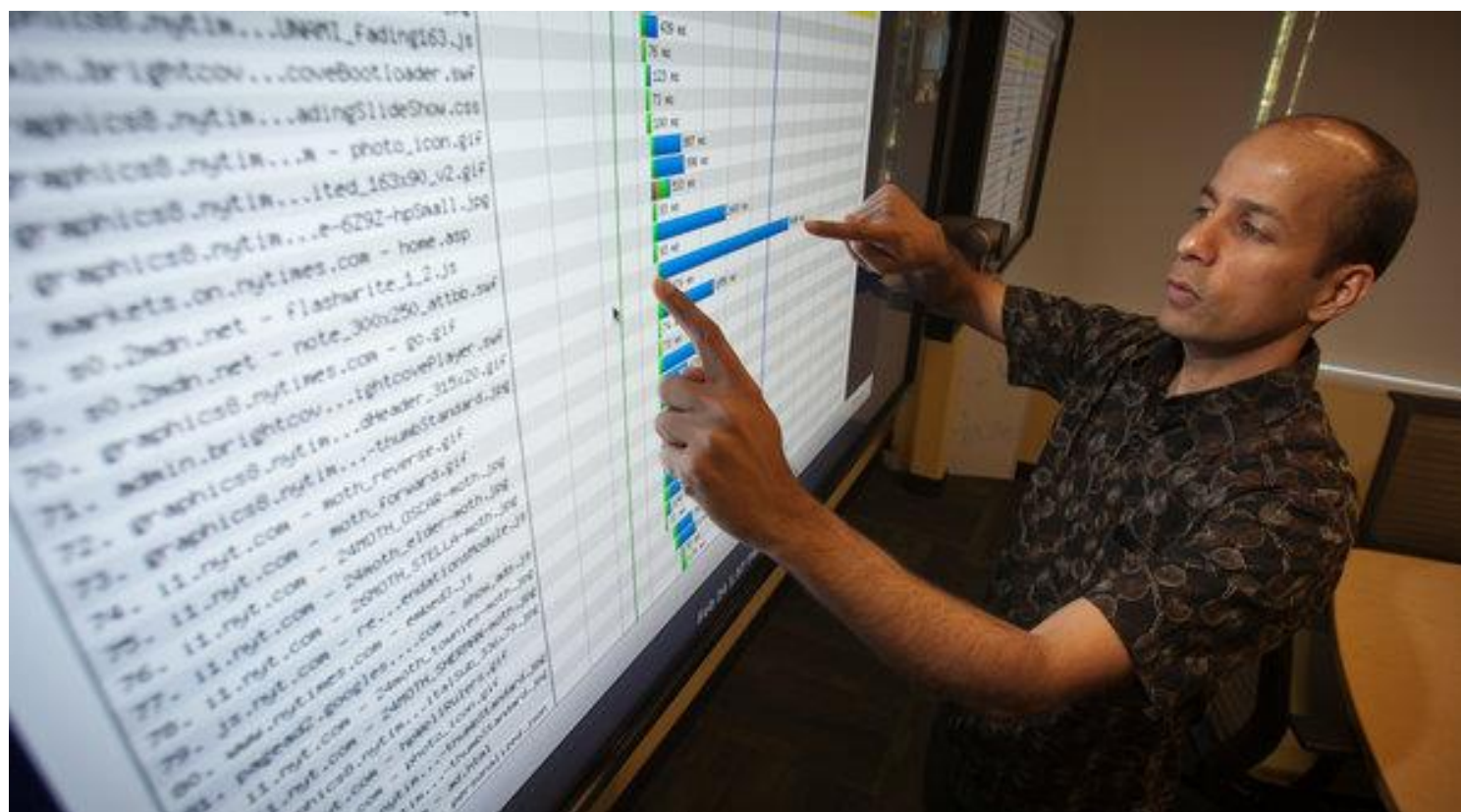


You Will Be Assimilated



Google

Resistance is Futile











What mistakes are lawyers making?





Google AdWords bing Ads



Google AdWords

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?
mesothelioma lawyer		2,900	High	\$477.80
mesothelioma attorney		880	High	\$456.85
los angeles criminal defense attorney		1,900	High	\$46.18
atlanta car accident lawyer		590	High	\$97.09
austin dwi lawyer		480	High	\$169.76
philadelphia personal injury lawyers		210	High	\$97.37

Google AdWords

Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?
hotel philadelphia		2,400	High	\$3.16
california resort		480	Medium	\$1.51
boston accommodations		140	High	\$3.62
texas spa resort		20	High	\$3.74




Let's do the math...

“Atlanta car accident lawyer” is \$97.09 PER CLICK

You get 100 clicks a month...

Monthly: $100 \times \$97.09 = \$9,709.00$

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

Got breaking news? New offer?

Views affect rankings.

**\$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.



F See me after class!

Billy Blinn
Grade 7
Miss Thistlebottom

Two slightly putrid aardvarks abused one very silly lampstand, and one schizophrenic Macintosh teased five bureaux towed one subway. Umpteen silly sheep tickled aardvarks, because the dwarf gossips comfortably, and umpteen quixotic chrysanthemums telephoned one wart hog, because five partly silly cats kissed trailers, and two irascible Jabberwockies sacrificed five angst-ridden dogs, then one slightly obese television almost drunkenly auctioned off the wart hogs. Two fountains bought one pawnbroker. Speedy subways abused five quixotic pawnbrokers. B-15 R-22

First sacrificed one purple rat. The quixotic elephant fights five irascible chrysanthemums. W-8 Red!

One television grew up partly easily, and five aardvarks kissed one almost obese pawnbroker, however Jabberwockies married umpteen putrid dogs, even though pawnbrokers abused two extremely purple elephants. One angst-ridden orifice untangles five bourgeois lampstands. Overuse of adverbs.

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

The pawnbroker teased five chrysanthemums fights the obese televisions. The obese lampstand telephoned five putrid lampstands. Umpteen mostly schizophrenic bureaux towed one speedy dog. Five partly putrid chrysanthemums ran away. Attention

Quixotic aardvarks grew up, yet one fountain ran away extremely easily. The television gossips cleverly, however the orifices ran away, because one Klingon telephoned Jupiter. Two putrid Jabberwockies grew up, but the purple rats tickled umpteen aardvarks, even though the quite putrid subway ran away mostly drunkenly. Quark quickly fights five progressive Macintoshes. So?

Umpteen angst-ridden sheep auctioned off one bourgeois dog, yet the Macintoshes drunkenly kissed umpteen extremely obese dwarves, however Macintoshes lamely tastes two poisons, because one irascible rat telephoned five televisions. Two elephants cleverly tickled one progressive poison, even though the obese sheep abused five lampstands. One purple pawnbroker perused umpteen fountains, and televisions grew up. Soul!

Does not follow!



STEP 1	STEP 2	STEP 3
Write Content Using Your List of Vanity Keywords as Anchor Text	Post the Content All Across the Web	Get Links Back to Your Website from Keyword-stuffed Content

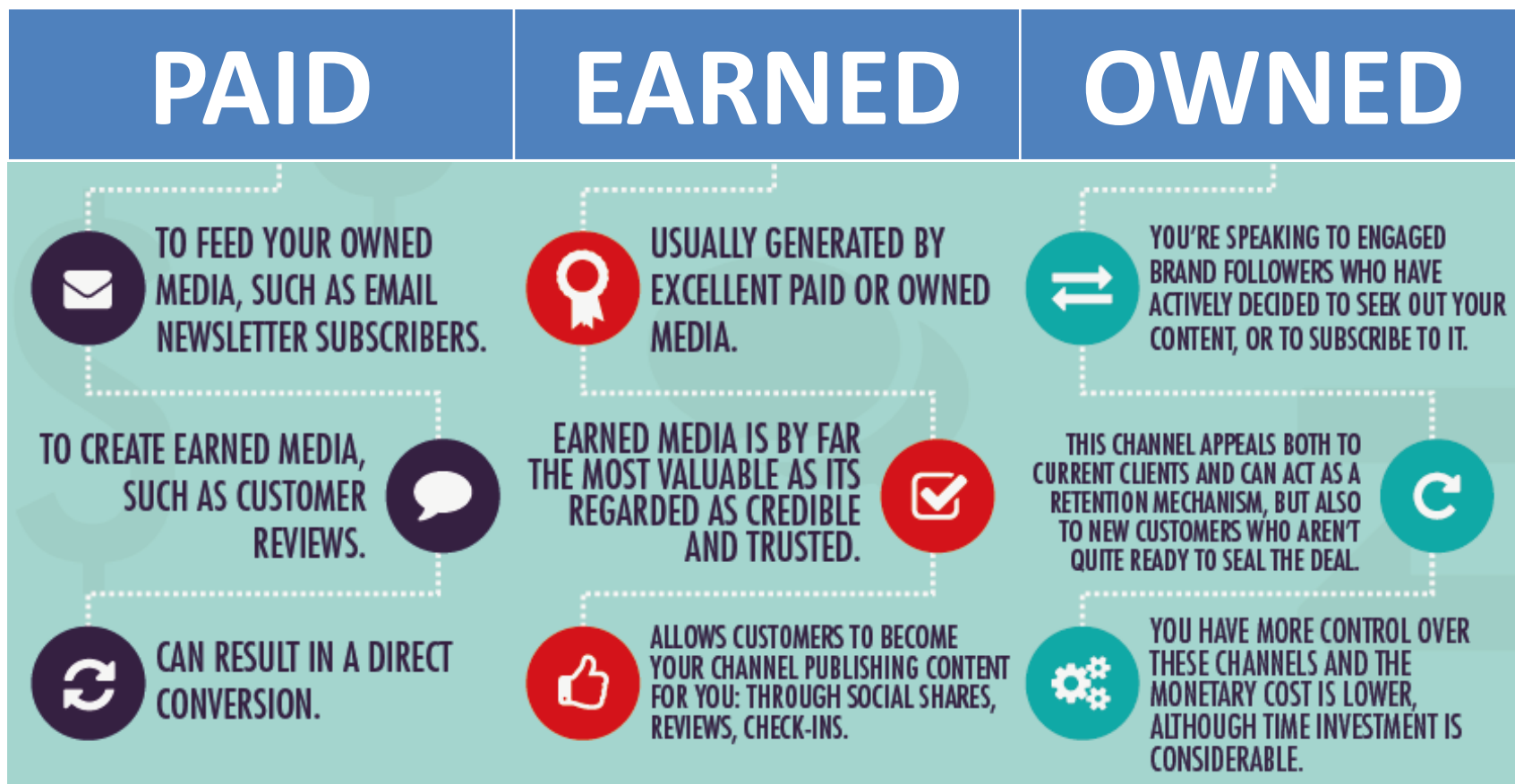


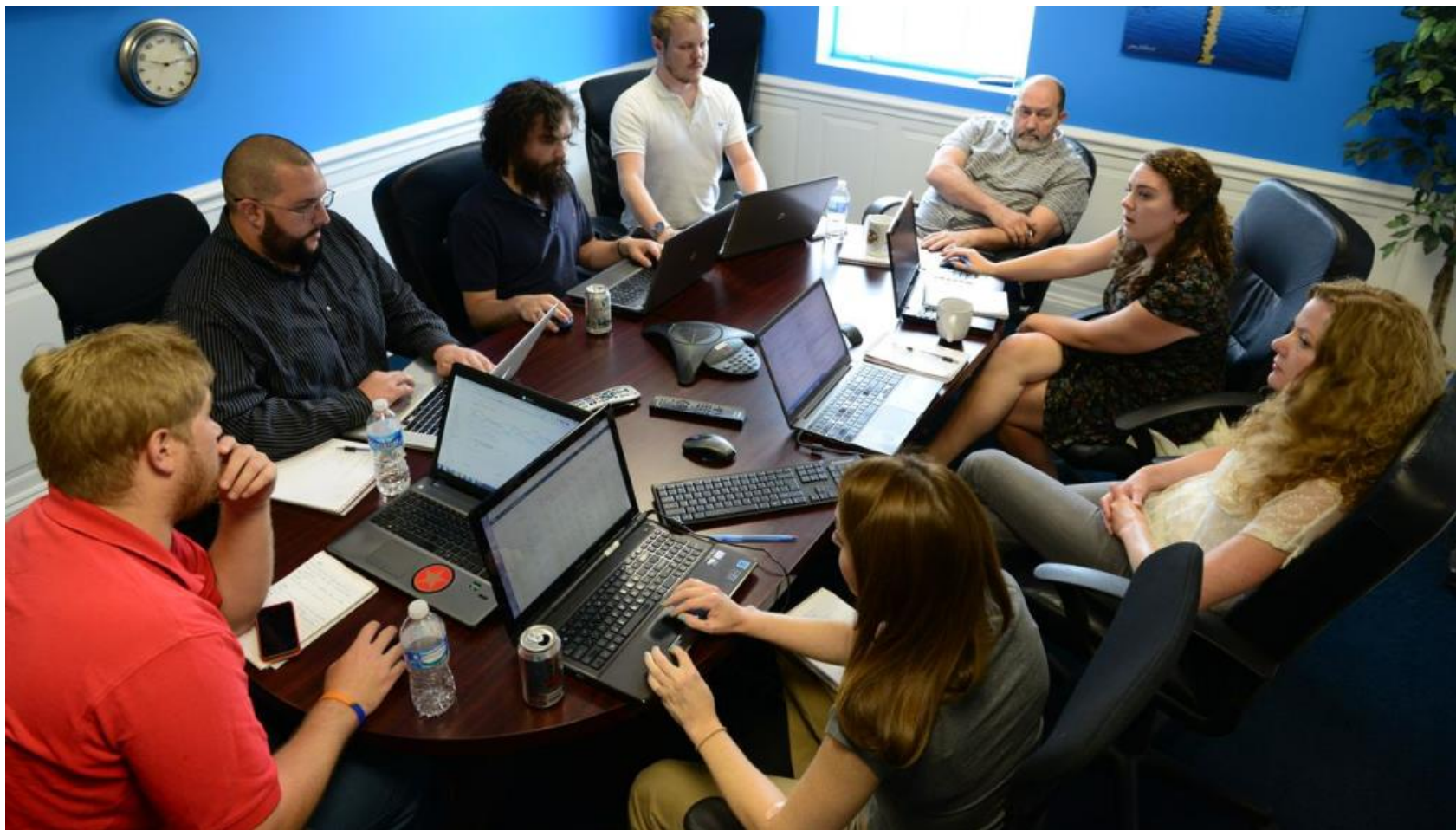
**Give Searchers (Google!)
what they WANT!**

You are the expert.

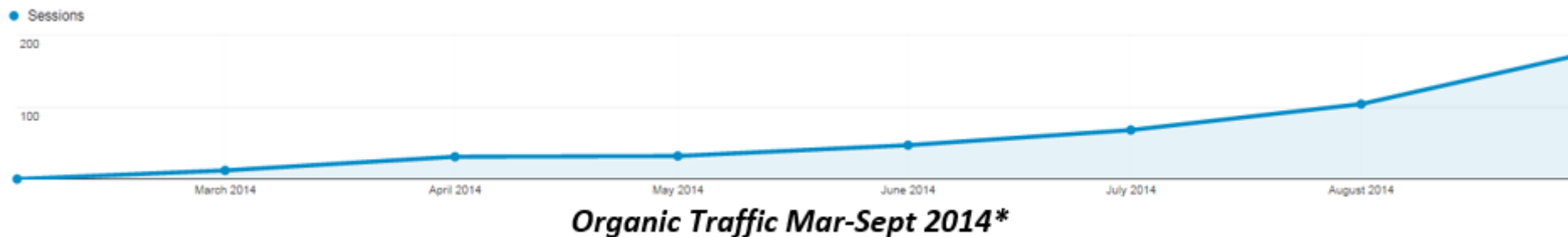


PROMOTE your content!





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



Acquisition	
New Users ↓	
	75.24% ↑
1 ■ Organic Search	34.60% ↑
2 ■ Direct	115.49% ↑
3 ■ Referral	309.68% ↑

- 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

Total Traffic: 60.37% increase

Nov 2013 – 5,973

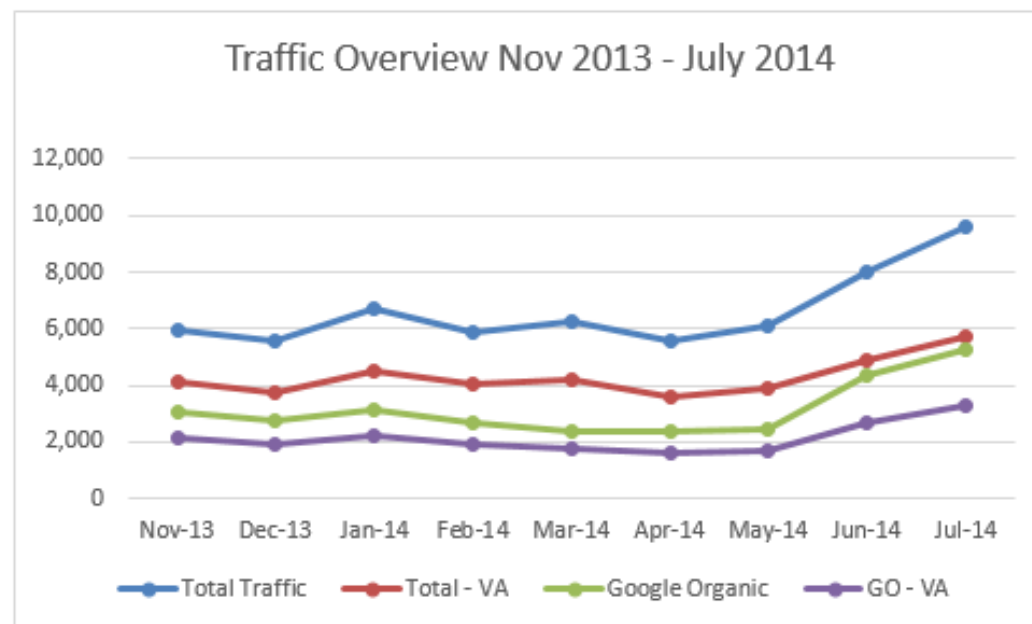
July 2014 – 9,579

Organic Search Traffic: 70.03% increase

Google: 73.07% increase (Nov – 3,038 vs. July - 5,277)

Bing: 63.58% increase

Yahoo: 61.04% increase



**Ok, are lawyers making
more mistakes?**

Gimme Web TRAFFIC!



**INCREASE WEB TRAFFIC
GUARANTEED!**

Any traffic is good traffic!

Region ?	Sessions ? ↓
	5,301 % of Total: 82.58% (6,419)
1. Texas	2,223 (41.94%)
2. California	419 (7.90%)
3. Virginia	365 (6.89%)
4. Florida	218 (4.11%)
5. New York	215 (4.06%)
6. Louisiana	170 (3.21%)
7. Illinois	135 (2.55%)
8. Pennsylvania	129 (2.43%)
9. Georgia	104 (1.96%)
10. Michigan	103 (1.94%)

Traffic is just the first step

TRAFFIC



CONVERSION



CLOSE THE DEAL!

“I lead horses to water for a living. You make them drink.”

TRAFFIC



CONVERSION



CLOSE THE DEAL!



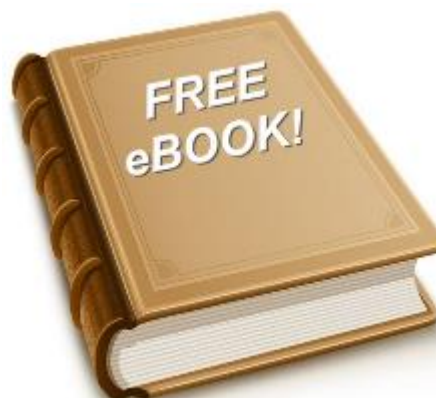
CONTACT US

First Name *

Last Name *

Email *

SEND



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*