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You can always read, download and sign up for our newsletter at www.FWMnewsletter.com

RIC BLACKWELL, WELCOME TO THE FOSTER FAMILY!



Ric Blackwell

Marine and Florida Estate Planning attorney Ric Blackwell has just joined the Foster Web Marketing family and we are thrilled to have him on board!

The Foster team had the pleasure of getting to know Ric personally last September at the Great Legal Marketing Summit and Foster Web Marketing Boot Camp in Arlington, Virginia. We all connected and as a result, we all better understood what he was looking for in terms of clients and business. We are very happy that Ric has already embraced the FWM philosophy—he has joined webinars and users' groups in an effort to educate himself on the best marketing practices. Check out his new site at www.ricblackwell.com!



Visit FWMnews.com to see Tom Foster, Zach Stone, and Jamie Kelly discuss how to avoid a virtual office nightmare.

How a Satellite Office Can TANK Your Local Search Engine Rankings, and How to Avoid This Catastrophe!

by Tom Foster, Zach Stone and Jamie Kelly

The Right—and the Wrong—Way to Use Satellite Offices for Your Law Firm

Satellite offices are a fantastic tool for attorneys; there is simply no better way to meet with clients in a professional setting away from your main office.

But too many attorneys have begun looking at satellite offices as a way to increase their search presence. They've begun creating phony virtual addresses to try to please search engines, not their clients.

The Wrong Way to Use Virtual Offices and Risk Disappearing From Google Local!

The days of scamming Google are over. You can't stuff content with keywords and rank well, you can't spin thin content on hot topics, and you sure as heck can't trick search engines into thinking you have working offices in multiple locations without really having them there.

Google and all the other search engines have a laser focus on your NAP (Name, Address, and Phone number). Any inconsistency in local (Google+) listings can create issues with your search presence. So when you add virtual offices to local pages or give one address on one site and another on the next, you are shooting yourself in the foot, potentially causing your firm's presence in your home city to tank.

Here's what could happen *if you are not careful* when promoting your satellite offices online:

- **Your competition will thank you.** Google could remove the local listing you spent so much time generating reviews for. This happens because when you add another office, the search engine may think you've moved to a new area. This will undermine all of the local search efforts you've put into your real location. Not only will you **not** get the juice for the "virtual" location, but you can also lose your **REAL OFFICE'S RANKING!** It's hard to overstate how seriously this can hurt your business.
- **Google could create a new listing for your "new location."** Because of the inconsistent addresses you've entered, Google may merge the addresses. If this happens, your only local presence could be in a city two hours away from your real office...a city where you don't actually have an office.
- **Your listing could get merged with other businesses, maybe even competing attorneys.** If more than one business is using that virtual office address, all of these businesses may be merged into one listing. Do you want your phone number going to some unknown firm from another city—

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KAREN'S CUSTOMER SERVICE CORNER

by Karen Hoff

Who's Answering Your Phone? Are They Scaring Off Prospective Clients? How Do You KNOW?

We had an interesting situation with a client a few years ago. The client was receiving a lot of what appeared in DSS to be good leads, but the owner of the business said they were not closing any of that business. They were not getting "any cases from the site." Our team reviewed the recordings of these calls (which are automatically archived in DSS).

It was eye-opening to say the least! The intake person was chasing away all the leads and potential clients by being rude and dismissive! All the money and work done to attract all those leads wasted...

Make Sure This Isn't Happening to You: Check Your Call Quality and How Your Employees and Intake People Represent Your Firm

You invest a lot of time and energy to attract and convert leads, but if someone on your staff is running off prospects when

they do reach out, you have a problem...a very expensive problem. In DSS you can listen to the call recordings. Take some time to listen to the conversations and assess the intake process. Is the intake person pleasant? Is she asking the right questions? Is she brusque or negative with the caller? Does she have a good sense of calls that need to be put through as urgent, as opposed to calls that can go to voicemail or messaging? Is the call quality clear and easy to understand?

I recently called a business and I could barely understand the person on the other end—I had no idea if I'd even reached the right place! A prospect would find that irritating and not a good first impression.

Listen to what your leads are experiencing and make improvements as needed. And, another important suggestion: reconsider hiring your mother-in-law, grandmother, or step-nephew who needs a summer job to answer phones! 🌐



Want some help locating your call recordings in DSS? Just send an email to me at tickets@fosterwebmarketing.com, and I can walk you through it. I'll even give you some tips for improving the intake process!



Having a professional website and mobile website design is essential for impressing potential clients when they compare you against your competition.



Our software, Dynamic Self-Syndication™ (DSS™), is a website content management and inbound marketing tool for professionals.



Get the clients and cases you want with creative and strategic marketing solutions that are proven to work.



High-quality professional videos help you build trust, improve your website's visibility and show off your personality to attract and convert more of your perfect clients.



Need some help getting your email campaigns to actually work? Visit FWMnews.com to learn how to make your CRM the effective lead-conversion machine it can be!



Our DSS Team: Chris, Yung, and Shannon

WHAT'S NEW IN DSS? BIG UPDATE NEWS!!

Marketing is a big investment—you spend a lot of time and energy maintaining relationships with your audience, and you want to be sure you're getting a good return on that investment. We are so excited to announce that your CRM (Customer Relationship Management module) will now help you track this information! **With the new CRM Dashboard, you can see the open and click-through rates, opt-outs, bounces, and conversions for your campaigns, newsletters, and broadcasts.**

This is huge. Have an email that produces an 83% conversion rate? That means you're doing something very right, and you should focus your efforts on more emails like this. If you see a number of opt-outs, this tells you that the content of your email did not appeal to your audience, and you need to rework that piece of your marketing plan.

Newsletters											
NAME	DATE	SENT	OPENS	CLICKS	OPT OUT	BOUNCES	CONVERT				
test	02/20/2015	1	1	100%	0	0%	0	0%	1	1	0
test 2 on 2/20	02/20/2015	4	2	50%	0	0%	0	0%	3	3	0

In addition to this awesome email tracking, you can also view your users' activity after opening an email or filling out a form. This information will ultimately tell you what people are interested in and how you can keep them engaged longer!

Recent Activity		
NAME	ACTIVITY	TIME
Harold Heck	Contact Received > Don't Make the Mistakes That Other Law Firms Are Making!	03/04/2015 10:52 AM
Mahilaga Tagalos-Tulifau	Contact Received > Get a DSS Demo	03/04/2015 09:27 AM
WILLIAM FOX	Contact Received > Get a DSS Demo	03/04/2015 07:43 AM
	Call > Listen To Recording	03/04/2015 12:48 AM
	Call > Listen To Recording	03/03/2015 11:18 PM



What The Heck Is This “Universal Analytics” I’m Hearing About...



GOOGLE UNIVERSAL ANALYTICS

Some people love to hate Google because of all its updates, changes, and rules. We don’t disagree that this can be frustrating, but we also know how valuable the search tool is! And, every now and then, Google gives us a gift that doesn’t require a mad dash to fix our backlink profiles or clean up our over-stuffed content.

This time, we’re excited to receive the gift of “Universal Analytics!”

Whether you have your own personal Google Analytics account set up for your website, or you use the information that Foster Web Marketing supplies (or both—bravo!), you should know that Google Analytics is upgrading to “Universal Analytics.”

Universal Analytics will give websites:

- Better mobile tracking,
- The ability to track user ID across all devices,
- Demographic information,
- “Lighter weight” for your website (performs in a less resource-intensive way so as to not slow down user experience),
- Better marketing integration,
- And better forward compatibility.

Google has automatically upgraded most accounts, so chances are you don’t need to worry about doing it yourself. We live by the philosophy “trust but verify,” so if you want to verify that your account is good to go, just follow these steps:

- Login to your personal Google Analytics account.
- Go to your Admin page.
- If under the “Property” column (the middle column), you see “**Tracking Info**,” that means your account is already upgraded. You’re done!
- If you don’t see “**Tracking Info**” but instead see “**Tracking Code**,” then your account has not been upgraded. There should be an option in that same middle “Property” column that says “Universal Analytics Upgrade.” Click that, and follow the steps. 🌐



As always, if you want help or guidance with this process you can reach us by calling 888-886-0939 or emailing us at tickets@fosterwebmarketing.com!

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How a Satellite Office Can TANK Your Local Search Engine Rankings, and How to Avoid This Catastrophe!

or worse, to a competitor’s law office? How would you like your competitor’s picture to show up on your Google+ profile because you both share the same virtual address? It happens! We’ve seen it.

The Right Way to Use Satellite Offices

We are in no way discouraging you from using satellite offices to expand your business; however, we do want you to be *extremely careful* where and how you list these offices online. Remember, you’re not trying to fool Google

Follow our top three tips for making the most of your satellite offices online.

and expand your search reach; you want to show potential clients that you have the ability to meet them near where they live and work. **To help you navigate this fine line, here are our top three tips for making the most of your satellite offices online:**

- If you create a Google+ listing for a satellite office, **get a local phone number**, one that a real person answers.
- **Make sure your address is unique.** Often, adding a unique suite number to your address is enough, but remember to be consistent! Too often attorneys share a Regus address or other virtual office, and when this happens your listing (phone number and address) can be merged with other businesses. So any calls you should be getting could go to another business or even a competing attorney!
- **If you decide that creating online listings for your satellite offices is just too risky, don’t!** Instead, be sure that you prominently display all your real locations on your website. 🌐



We’ve seen this issue enough times to know it’s something to take very seriously. If you set this up the right way from the start, you can save yourself a ton of time, energy, and money. If not, your SEO will suffer, and you will lose traffic to competitors. You can find more information on this, including some very helpful videos, by visiting FWMnews.com.

Wondering if you’re doing the right thing with your satellite offices? Then be sure to request a website and marketing analysis. We will tell you exactly how you’re listed online and give you detailed insights into the performance of both your website and marketing efforts. Or just give us a call for help!



Kenny Berger, The Berger Law Firm

“Awesome Foster Client” Spotlight: Kenny Berger

The Berger Law Firm has been a Foster Web Marketing client for over a year. During the first year, the law firm’s organic search traffic increased 67 percent, and its monthly contacts skyrocketed: a 400 percent increase!

While I’d like to tell you that Foster did all the work and that its new website was the sole factor in their newfound online success, I just can’t; Kenny and his team have worked tirelessly to get these results.

How They Did It

As Kenny Berger himself will tell you, while the website helps, it’s only one pillar of his success. Kenny is a basic service client, meaning he and his team run their day-to-day marketing: adding content, sending out newsletters, and promoting their content and law firm with social media. So the website (along with access to DSS) serves as foundation that gives the Berger Law Firm team a better understanding of what is working for them and what isn’t.

Here are the other three of pillars that Kenny credits his success with:

1 A laser focus on the ideal client. Kenny and his team don’t make a marketing move until they are sure that it speaks to their ideal clients. For their firm, this client is a parent whose child has been injured at daycare or the loved one of someone who has suffered a traumatic brain injury.

2 A steady stream of content focused on the perfect client. Each week, the team at Berger Law aims to load three pieces of well-written content designed to target their

defined perfect client. They also have several books on their website, and they consistently send out print and email newsletters. And—of course, given their focus on their ideal client—it’s all written with the questions their audience is asking. Everyone in the office is responsible for content, and each piece must meet certain requirements before it’s posted. This culture of high-quality content has been key to the law firm’s success.

3 Exceptional client service. As Kenny will

tell you, “You can’t out-market a bad client experience.” With this in mind, he insists that each client gets an extraordinary experience. To ensure this happens, his team has been trained to offer nothing but the best client service possible.

We want to thank Kenny and his entire team for their hard work and dedication. They are the perfect example of a law firm willing to dig in and do the hard work it takes to be successful online. 🌐



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For a more detailed look at what Kenny is doing to get such killer results, visit FWMnews.com and read his full story, including his invaluable content checklist.