

FWM May 2015 Webinar

CONTENT PURPOSE, STRATEGY AND EXECUTION

***The Pillars of Content
Marketing***

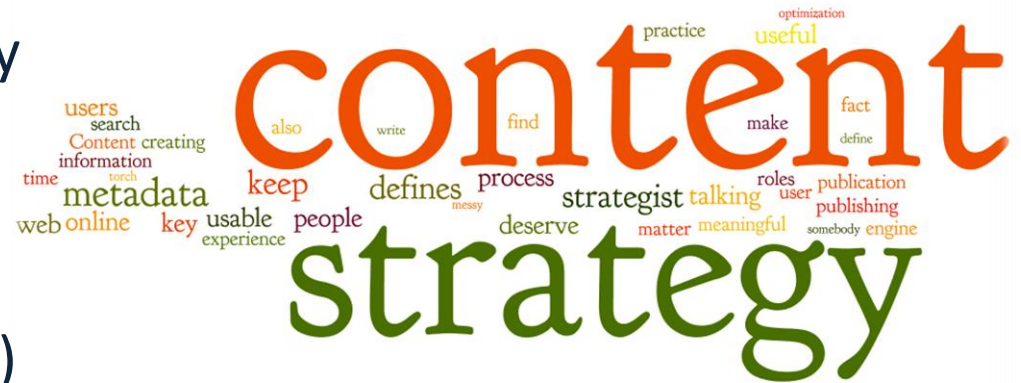
THE 10 MARKETING COMMANDMENTS:

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

The best way to rank organically is to *provide visitors what they're looking for*:

- Advice from the expert (you!)
- Answers to questions,
- Examples of past successes
- Opinions, etc.

The only way to deliver this information is to *write content!*



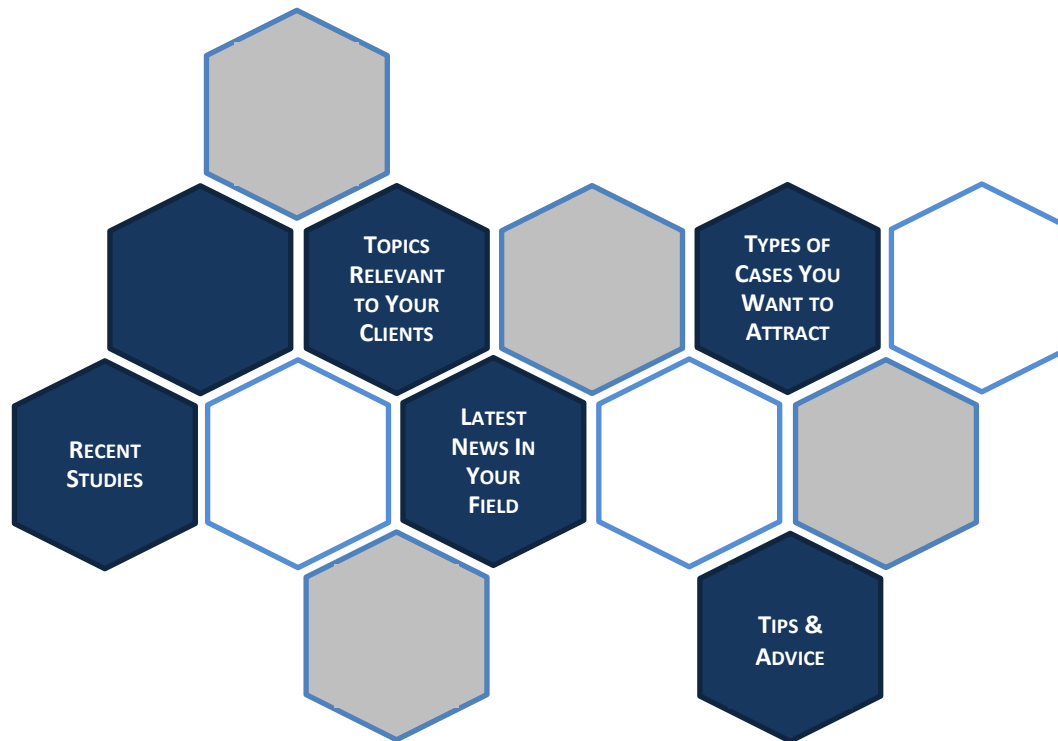
FACT: Delivering well-written content on a variety of topics strengthens your site's authority and will increase your site's visibility in the organic search results.



**“Ok, you’ve convinced me.
So how do I do it?”**

Let’s create some content!

FIRST, PICK A TOPIC



WHERE CAN I FIND TOPIC IDEAS?

Your Own Cases—The Clients You Want

Trade Journals & Professional Associations

[Google Alerts](#)

Local and National News Sites

Seasons and Holidays

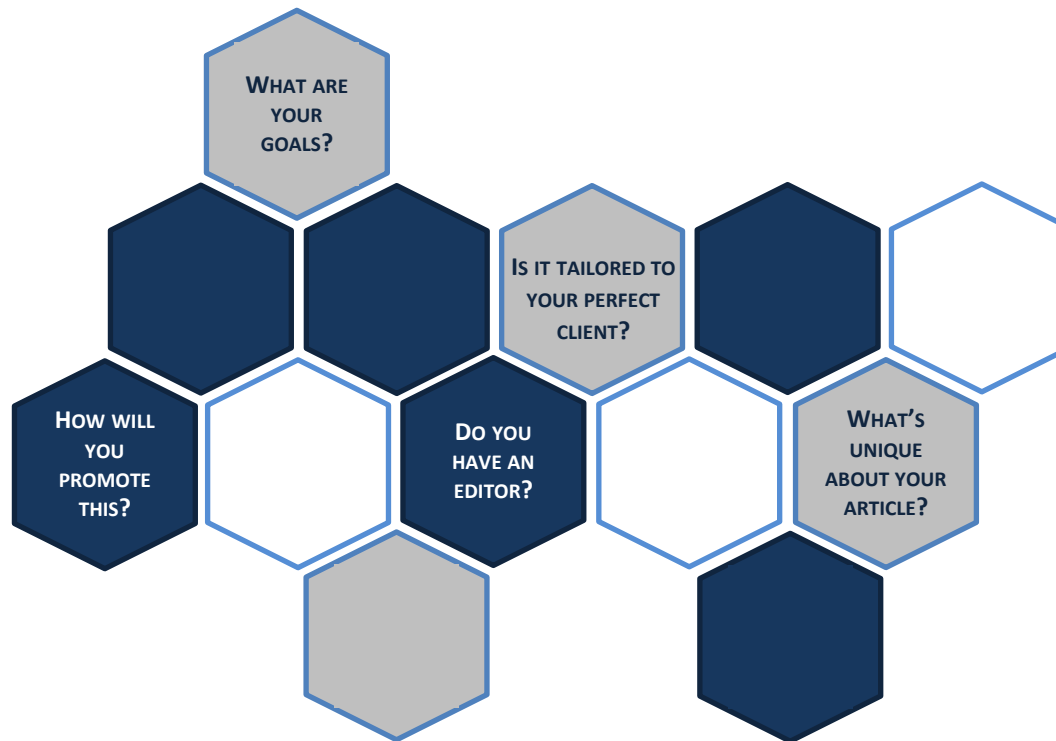
Government Web Sites

Reputable Non-Profit Sites

Firm News & Community Involvement

State Department of Transportation Sites

THEN, THINK ABOUT *STRATEGY*



STRATEGIZING *BEFORE* WRITING IS ESSENTIAL

Where, aside from your site, should you publish?

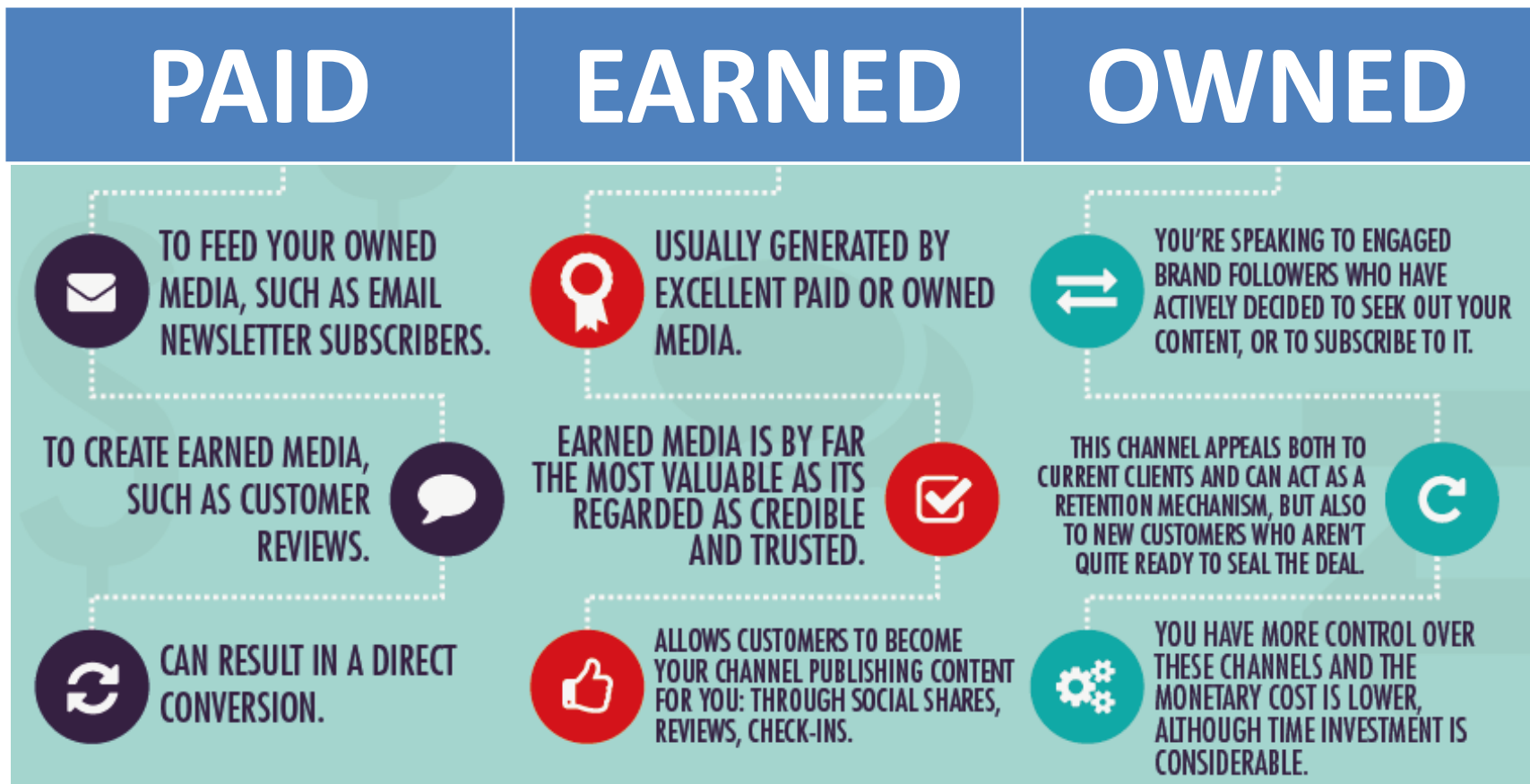
What's your largest social media outlet?

Do you plan to promote your post?

Is this topic worthy of a press release?

Forums/message boards/listservs

Promoting Content



NOW YOU CAN START WRITING

Title

Headline

Meta Description

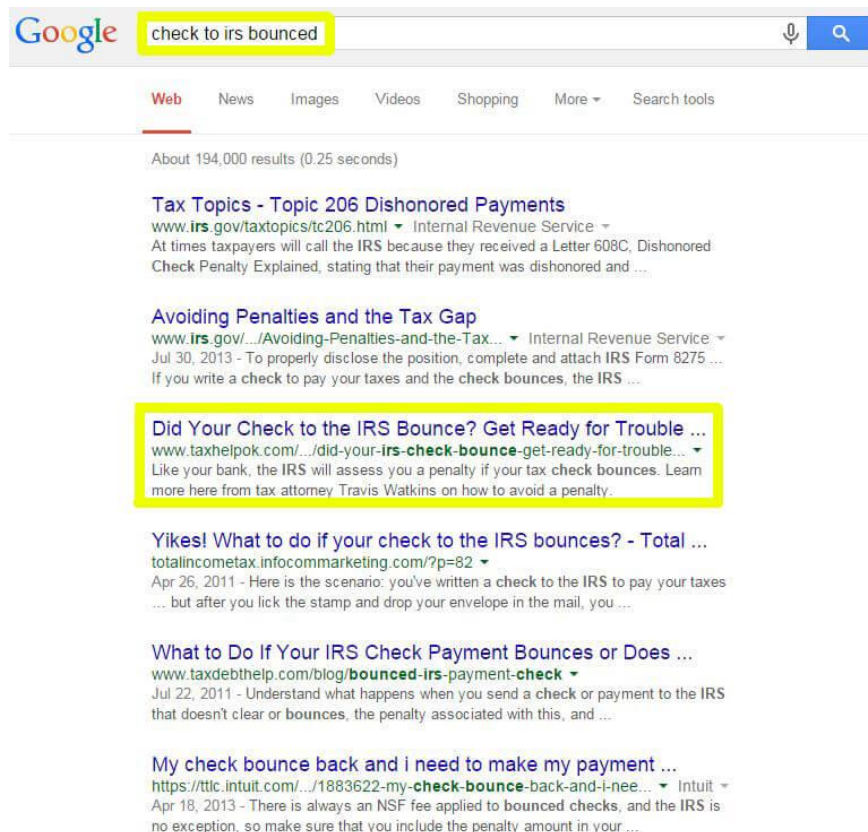
Body

Call to Action

Related Links

Any good piece of web content will have several common elements. Each can be a valuable tool for positioning your content in front of your potential visitors, clients, and customers.

TITLES: CAPTURE ATTENTION (AND CLICKS!)



Google search results for "check to irs bounced". The search bar shows the query. Below the search bar, the results are listed. The first result is "Tax Topics - Topic 206 Dishonored Payments" from the Internal Revenue Service. The second result is "Avoiding Penalties and the Tax Gap" from the Internal Revenue Service. The third result is "Did Your Check to the IRS Bounce? Get Ready for Trouble ..." from taxhelpok.com, which is highlighted with a yellow box. The fourth result is "Yikes! What to do if your check to the IRS bounces? - Total ..." from totalincometax.info. The fifth result is "What to Do If Your IRS Check Payment Bounces or Does ..." from taxdebthelp.com. The sixth result is "My check bounce back and i need to make my payment ..." from intuit.com.

Unique, accurate, and concise description of a page's content.

Should be about 60 characters. Google displays between 55 and 60 characters, so the most important words should be at the beginning.

Becomes part of the URL for the page.

Try not to use punctuation—it makes the URL more complicated.

Shows up in the first line in Google search results (Usually).

Should be written in title case.

Should not include the name of your business.

TIPS FOR WRITING COMPELLING TITLES

Why Don't I Look Like My Goal Physique Yet?

Whitson Gordon shared a post by Dick Talens

6 ★



There are only so many things you can control in life, and your genetics isn't one of them. Aside from hitting the gym and plastic surgery, you have little say over how your appearance turns out—and even then, you may have less control than you think.

» Yesterday 5:02pm



What Causes the "Dadbod" (and How to Reverse It)



Why Setting Large Fitness Goals Can Backfire on You

The Best Bike Lock (and How to Use It), According to Bike Thieves

Patrick Allan and 60 others

5 ★

A decent bike lock can be the difference between cruising home and hoofing it. Not to mention the blow it can deal to your wallet. This bike lock will give you the most bang for your buck, and it's what seasoned bike thieves would use on their own rides. » Yesterday 1:30pm



The Proper Way to Lock Your Bicycle

USE THE TITLES OF ARTICLES THAT ACTUALLY CAPTURE *YOUR* INTEREST AS MOTIVATION. WHAT DO YOU CLICK ON? WHY? MODIFY THEM TO FIT YOUR NEEDS.

Why Was My Disability Application Denied?

How Declaring Bankruptcy May Backfire On You

What Causes Plantar Fasciitis? Symptoms and Treatment

Proper Hearing Aid Maintenance

HEADLINES: AUGMENTING THE TITLE

Headlines are very similar to titles, but there are no maximum character-count limits. Build upon and expand what you promised to deliver in the title.

A web headline is just like a newspaper headline: it should grab someone's attention and get them reading.

Headlines should be written in title case so that they stand out and look attractive on the page.

TIPS FOR WRITING ATTENTION GRABBING HEADLINES

Pose a question

- Plantar Fasciitis Slowing You Down? Our Little-Known Tips Will Help You to Get Back on Your Feet Again.

How to

- Everything You Need to Know About Keeping Your Hearing Aids in Optimal Condition.

Path away from
pain

- Avoid Making These Mistakes When Talking to an IRS Revenue Officer.

Reference the
audience

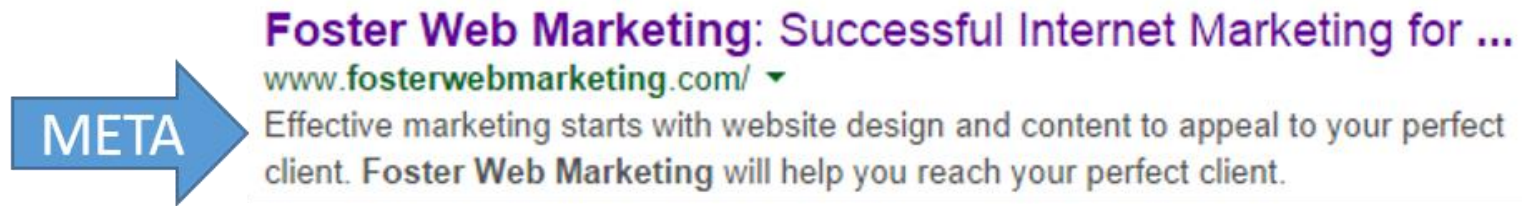
- The Ultimate Guide to Understanding Bankruptcy Laws: for People Who Aren't Attorneys.

Numbers

- 4 Ways Hearing Aids Will Improve Your Quality of Life

META DESCRIPTIONS: UNTAPPED POTENTIAL

SHORT, INFORMATIVE SUMMARY OF A PAGE'S CONTENT AND THE PRIMARY SOURCE FOR THE SNIPPET OF TEXT DISPLAYED BENEATH A LISTING IN SEARCH RESULTS. A GREAT PLACE FOR A STRONG CALL-TO-ACTION/SELLING POINT!



LIKE TITLES, GOOGLE MAY CHOOSE ITS OWN SNIPPET OF TEXT TO DISPLAY FOR YOUR META DESCRIPTION. IF THIS HAPPENS, IT PROBABLY MEANS YOURS WASN'T DESCRIPTIVE/STRONG ENOUGH!

WRITING THE ARTICLE BODY

Write for the site visitor—not the search engines.

Maintain a clear and specific focus. Keep the reader interested and improve your site's credibility.

Put the most important content first.

Keep paragraphs and sentences relatively short.

WRITING THE ARTICLE BODY

Use subheadings (heading tags), bullet points, and numbered/bulleted lists to break up “wall-o-text” articles.

Never cut and paste—not from other sites, not even from your own site. Google will penalize duplicate content and hurt your ranking in search results.

Avoid using legal jargon, medical terminology, and overly complicated technical terminology whenever possible.

Clearly define acronyms and technical jargon in layman’s terms.

Link to reputable web sites you referenced in your article—and *always cite statistics!*

LINKS: POINT PEOPLE IN THE RIGHT DIRECTION. (IT'LL MAKE YOU LOOK SMART!)

ADDS CREDIBILITY TO YOUR CONTENT AND PROVIDE SITE VISITORS WITH MORE INFORMATION. IF YOU'RE LINKING OFF-SITE, MAKE THE LINK OPEN IN A NEW TAB/WINDOW.

EXAMPLES:

- According to the National Highway Traffic Safety Administration (NHTSA), [4,957 motorcyclists died in motor vehicle traffic crashes](#)—an increase of 7 percent over the prior year.
- Another way to check the mobile-friendliness of your site is to run it through [Google's Mobile-Friendly test](#), found in the Google Webmaster Tools.

NEED TO WRITE A GREAT CALL TO ACTION? READ THIS SLIDE TO LEARN HOW!

(SEE WHAT WE DID THERE?) CALL-TO-ACTIONS PROMPT SITE VISITORS TO TAKE ACTION AND CONNECT WITH YOU.

Call our office
to schedule a
consultation

Email us to let
us know how
we're doing

Leave a
comment to
let us know
what you think

Sign up for our
monthly
newsletter

Follow us on
social media

Check out our
testimonials

Fill out an
online form

Share this on
Facebook,
Twitter, Google
Plus, etc.

Chat instantly
via live chat

View our case
results to see
similar cases
we've handled

Request one of
our free offers

CALL TO ACTION EXAMPLES

Don't miss a thing! Follow us on [Twitter](#) or [LinkedIn](#) for the most current advice on how to make marketing moves that finally put you ahead of your competition.

Here at Foster Web Marketing, we're excited to respond to your questions about website content development and production. For specific guidance for your professional marketing, fill out the convenient contact form on this page.

Don't miss your 15 minutes of fame. Call 888-886-0939 to find out how our breaking news services can help you go from Average Lawyer to Celebrity Attorney—in 48 hours or less.

To learn more about keeping your feet and ankles healthy, be sure to request a free copy of our [*Foot and Ankle Health Guide*](#).

Did you find this article helpful? Connect with us on [Facebook](#) to find out more about how to stay safe on the roads this winter.

RELATED LINKS

PROVIDE A SOURCE OF ADDITIONAL HELP AND INFORMATION FOR THE SITE VISITOR.

 **FOSTER**
WEB MARKETING

Home Who We Serve What We Do Portfolio About Us **Learning Center** Blog Contact


Related Links:


- [Correct Your Usage Errors or Your Readers Will No Longer Trust You](#)
- [It's True: You Can't See Your Own Typos](#)
- [Your Informal Writing Style May End Up Costing You Clients and Customers](#)


 by John Prager 


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 Share on Facebook  Share on Twitter  Share on LinkedIn  Share on Google+

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LIVE CHAT
 

THE ENTIRE CONTENT MARKETING PROCESS



ADDITIONAL RESOURCES

View our pre-recorded webinars at **FWM.tips**

Limited design consultations! Sign up at www.FWMdesign.com

Want to know what's up with your site? We offer a free review of your website with a one-on-one consultation. www.FWManalysis.com

Don't Miss the Great Legal Marketing Summit **Oct. 23-24** and the FWM Bootcamp **Oct 25**. www.GLMsummit.com

Next webinar: June 16, 2015: Step 6 "Thou Shall Promote Community Involvement"

QUESTIONS?

