



WEBSITE MARKETING SYSTEM FOR ATTORNEYS

PHONE (844) 531-4797 WWW.FOSTERWEBMARKETING.COM



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

WELCOME TO THE FAMILY!



Giovanna D'Orazio & Scott Peterson

We are excited to announce the launch of our most recent client websites! Joining the Foster Web

Marketing family is D'Orazio Peterson, a husband and wife legal team in New York City specializing in Employment Law, Medical Malpractice, and Hospital and Nursing Home Negligence. Please visit them at www.doraziopeterson.com



Joe & Bill Ervin

We'd also like to welcome Joe and Bill Ervin of the Oklahoma City based firm of Ervin & Ervin,

LLC to our family. In business over 17 years, their firm is dedicated to serving trucking accident victims and their families according to their impressive standard of service. You can visit them at www.ervinlawfirm.com

It's Time to Teach Your Old Content Some New Tricks



Puppies and content have one thing in common: they won't perform well without some help.

The best dog will never learn to sit, shake, or go potty outside if you don't work with it. The same is true for the content on your website.

It's not good enough to write a piece, load it, and walk away. You need to go back on a regular basis and ensure that the articles you wrote a year ago are still performing well; that they still speak to the needs of your audience.

When you go back and review your content, be sure to look for:

- 1 Articles with poor user engagement.** If a page has a lot of views but a high bounce rate, see if you can add to the content on the page and make it more robust. It needs to address the specific needs of the people who are reading it.
- 2 Thin content.** This is any article that sounds like a sales pitch or is very short. If it's worth writing about, it's worth writing more, so go back and pump up any thin content.
- 3 Poor grammar or spelling.** Over the years a website is touched by many hands, and not all of these hands write as skillfully as they should. If you find mistakes, fix them ASAP.
- 4 Weak page titles.** Page titles should pique the interest of the reader. If a page title is boring or, even worse, stuffed with keywords, rewrite it.

You need to go back on a regular basis and ensure that the articles you wrote a year ago are still performing well; that they still speak to the needs of your audience.

Why bother? First and foremost, you'll be providing better content for your readers. This is an highly effective way to increase reader engagement and conversion. And it's not just your readers that will be impressed; Google rewards updated content too. Beefing up thin content shows search engines that you care about the topic and that you want to create a better user experience. 🌐



Check out the detailed steps for performing a full content audit at www.fosterwebmarketing.com/video/april-2014-webinar.cfm.



Client Spotlight: Dave Frees *By Tom Foster*

I'd like to introduce you to a good friend and mentor of mine, Dave Frees. Dave is an estate planning, trust, and probate attorney, and a fancy dresser. He's also a coach with Great Legal Marketing, and runs his own business mindset coaching events through "Success Technologies." Besides that he's just an all-around great dude.

One of the things I love about Dave is that he has long embraced the power of content. He knows that targeted follow-up campaigns, engaging blogs, detailed library articles and high-quality videos are the key to a successful marketing campaign.

According to Dave, there are four things attorneys need to think about when writing content:

- **Drop the legalese.** You need to write in a way that's comfortable for your ideal client. To do this, listen, really listen, when your clients talk. Then write using the phrases and region-specific terms they use. You don't have to "dumb down" your writing, you just need to speak in a way your audience will understand.
- **Put their fears to rest.** Every video you shoot and every blog you write needs to address the fears and concerns that keep your clients up at night. Your job as an attorney is to alleviate these fears. If your content does so, you'll be building trust well before a potential client walks through your door.
- **Leave them wanting more.** While your content should answer the questions on the reader's mind, it should also segue into topics that expand upon the subject. This leads the reader deeper into your site, increasing engagement and the likelihood of conversion.
- **Test, test, test!** I hear his voice in my sleep saying this! You'll never know if your content is converting or engaging if you don't test it. Run an A/B split test or track your content with an analytic report, then make changes to your content based on solid facts, not a blind guess.

Why Quality Content Matters to Dave and Why it Should Matter to You

Great content is a way to build trust with people you've never met. Building trust is a cornerstone concept for our education-based marketing philosophy. We've built our company and taught others how to build theirs using this very technique. 🌐



To learn more about how FWM uses content to turn struggling attorneys into legal superstars, visit our website: www.fosterwebmarketing.com.



DYNAMIC SELF-SYNDICATION



Please read more about these and other new DSS features in our DSS Release Notes—right in DSS! And follow us on Facebook and Twitter for more updates.



Facebook.com/DynamicSelfSyndication



Twitter.com/FWM_DSS



Our DSS Team: Chris and Yung

WHAT'S NEW IN DSS?

What Have We Done for You Lately? MAJOR Investment in Our IT Infrastructure!

Did you know that we have our own data center where our websites are hosted? Well, it was high time for an upgrade, and we've invested in an amazing new server that we've brought online to carry the load of handling over half-a-million web visitors per month. It will allow us to make even more improvements to site speed and DSS!

What else have we done for you? Read about all the latest enhancements and bug fixes by visiting the Release Notes in DSS (accessible from the left sidebar menu). And, pretty soon we'll have some more awesome changes in our new CRM (customer relationship management) module to tell you about! We're working on more analytics and statistics, so you can see what is working in your campaigns and what isn't.



The Time to Get Behind a National Issue is Now

April was Distracted Driving Awareness Month, and at Foster we were excited to get behind this important issue on behalf of our personal injury clients.

And while our team decided to highlight distracted driving, there are many national campaigns that could work for your law firm. National Child Abuse Prevention Month (every April), Autism Awareness Month (April), National Breast Cancer Awareness Month (October), and Impaired Driving Prevention Month (December) are just a few of the many causes you could rally behind.

Pick Your Passion

When choosing a national campaign, I want you to choose the one that speaks to you. While finding a national issue that relates to one of your practice areas is great, what's most important is that you are passionate about the campaign. If you have a family member with autism and want to get behind that campaign, do it! You don't have to dive into National Boat Safety Month just because you're a maritime attorney. Just as with the content you write, if the subject bores you, it's going to bore others!

Make a Plan

Once you've picked a national issue to advocate for you'll need to decide the best way to get involved. Our team came up with the following ideas, and I think some of them could work for you:

- **Initiate an online pledge drive through the National Safety Council.** Promote this by sharing images of you and your staff signing the pledge.
- **Volunteer to speak at high schools, colleges, or any group interested in the cause.** Another great speaking opportunity is the open comments section of a meeting of your local City Council or school board. This will get you in front of the attendees and, as a bonus, everyone watching on cable access.
- **Create an online quiz.** Everyone loves quizzes. Promote it on your website and social media accounts.
- **Pass out silicon or slap bracelets at any events you attend.** Also, consider offering them as a free offer on your website.
- **Traditional key chains or USB keys are another great way to spread your message** and keep your brand on the minds of potential clients. 🌐



Our team has even more ideas for getting your cause, and your name, out there. We've got a webinar all about breaking news that you can watch, just go to <http://bit.ly/1if1VvX>.

FAQ



Hannah McNaughton

Q: I'm toying with getting a Twitter account, but I'm not sure how to get started. Help!

A: To help Twitter newbies like you,

we went to our very own social media ninja, Hannah McNaughton. Hannah maintains the content-focused Twitter account @ContentCounts, and has accumulated over 4,000 engaged followers.



So how can you become a social media ninja? Hannah let us in on her top three Twitter success secrets. Luckily for you, she let us share them:

1 Pick a niche. You're a lawyer, but that doesn't mean you should tweet about your latest case. Nobody on Twitter cares about that! Instead, choose a topic that you're an expert on. It doesn't matter if it's community involvement or motorcycle safety advocacy, just as long as you love the subject and have a lot to say about it. Tweeting two to three times a day about a subject that you don't care about will quickly lead to burnout.

2 Create your profile. Studies have shown that profiles which contain an avatar photo have ten times the engagement as profiles without a photo, so choose one and choose carefully, as people will come to know you by your profile picture. Pick a good picture—a tight headshot or your logo will work well—and refrain from changing it. Also, ensure your bio is filled out. This is displayed below your picture and should contain information on your niche and a few interesting facts about yourself. A relevant hashtag and link to your website also make great additions! (Note, when Hannah included a link to her bio from her Twitter profile, it became our second most visited page!)

3 Engage your followers. Proper Twitter etiquette suggests that when someone follows you, you follow them back. Don't follow spammers though; we're only talking about real people who discuss topics that you're interested in. It's also a good idea to engage with your followers by responding to comments from other users. People feel good when you do this, and it will go a long way toward building relationships on Twitter.



To see exactly what Hannah has been doing right, or to learn more about content strategy and marketing for your own website, visit her Twitter feed @ContentCounts.

FAQ



Zach Stone

Q: When it comes to the length of my content, how long is too long?

A: You aren't in English class anymore, so there are no word limits on the pieces you write.

That being said, we do recommend that our clients write longer, more detailed content. Several studies have shown that online content over 1,000 words converts much better than shorter pieces. This is in contrast to older recommendations that content could be short and sweet, and we recommend that you experiment and try different lengths to see what works for your market.

But before you run out and write a 5,000 word article on roll-over accidents, read our content length dos and don'ts:

DO

- ✓ Do write articles that lend themselves to longer, richer content. If you can't write 2,000 words about a subject, don't force it!
- ✓ Do ensure that the article answers the questions that weigh on your potential client's mind. There is no need to wax poetic about a subject that your ideal client doesn't care about, so get to know your audience before you sit down to write.
- ✓ Do use an editor. The longer the article, the more difficult it is to stay focused on the theme and the more likely you are to make errors. A good copy editor can ensure that your content follows a logical progression and is mistake free.

DON'T

- ✗ Don't spew. If you can write 3,000 engaging and unique words about a subject, do it! If not, don't ramble on just to meet a word count.
- ✗ Don't write just for the sake of writing. Two long articles that get you two new cases are worth way more than 100 articles that nobody reads. Take your time and write awesome content.
- ✗ Don't be afraid to write shorter articles too. Keep in mind that every reader is different; some want an in-depth article and others would rather read a short article and watch the on-page video.



Need topic ideas? Check out our awesome webinar recording at FWMwebinar.com. When in doubt, call (844) 531-4797! We can help you create quality content that converts.

Success By Association, Winning Through Osmosis

By Ben Glass

It shouldn't come as a surprise that Tom and I have both built the businesses we have today alongside each other.

As a matter of fact, one of things that helped us from very early on was that we were gaining energy and advice from our combined interest in entrepreneurship. Mind you, neither one of us has any kind of ownership stake in the other's businesses. But we did, and still do, actively choose to associate with each other and discuss business.

This, along with our close association with our buddy Rem Jackson of Top Practices, has been a significant factor in our combined successes. We have provided each other with insight, encouragement, and camaraderie (entrepreneurs, as they say, are the loneliest people on the planet). It has been through group wisdom and masterminding that we have reached many, many goals.

We both surround ourselves with motivated people, whether we are going to events or are hiring new team members. We actively seek success and ambitious people.

I've seen the impact of success by association in hundreds, even thousands, of other business owners—many of whom are the attorneys who are part of Great Legal Marketing and clients of FWM. These also happen to be the people who attend our conferences, get on calls with us, view Tom's webinars live, and choose to absorb all the information.

Every year, these people gather for two days at the GLM National Summit to reinvigorate themselves. And they learn as much from their interactions with other motivated peers there as they do from the speakers.

Have you carefully considered who your closest associates are? Seek out people who are successful and want to see you succeed, not the envious or spiteful. What events do you attend? Go to where new ideas are shared and encouraged, not where you are only told what not to do.

Success is not an accident. It is an assembly of choices, and for Tom and me it is no coincidence that our successes happened alongside each other. Make room for the good and excise the bad. 🌐



Rem, Tom, and Ben at the 2013 GLM National Summit.



Please visit GLMConference.com for more information about our 8th Annual Great Legal Marketing Summit on October 24–25, with the DSS Marketing Bootcamp on the 26th!

**WEBSITE MARKETING SYSTEM
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