



# FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys



Foster Web Marketing (888) 886-0939

www.fosterwebmarketing.com

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## Part 1: Back to the Basics

# Web Marketing for Attorneys

and other Professional Consulting Services

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*"My website has dominated the Search Engine results for my practice areas for several years now. The FWM team has also taught me the SEO and content writing skills to remain dominant for as long as I desire. In addition to the unmatched and awesome talent that the FWM team possesses, the quality that is equally important to me is TRUST. I absolutely know that they are dedicated to delivering not just good results, not just a positive return on my investment, but to constantly blow me away with the results they deliver. That being said, my advice is simple. When Tom Foster says jump, I say 'How high?' The results have been off the charts. My website already has convinced hundreds of clients per year that I am the best choice for their case before they have even spoken to me!*

*Thank you Tom Foster and all of my friends and partners in success at Foster Web Marketing."*

**Bob Battle**  
Richmond, Virginia  
www.BobBattleLaw.com

With over 200 attorneys and other professionals working with Foster Web Marketing to get Page One results – we are pretty confident that we know what we're doing. For some reason, it seems that attorneys are particularly vulnerable to web marketing scams – and we save them from spending stupid money. Web marketing is a foreign concept that has been largely ignored or worse, **totally mishandled** by many firms that come to us. Lots of money wasted on scams. Why? Because most are looking for some magic bullet or automated method to increase business. They have already spent significant dollars on failed websites, directories, and keyword scams. Many of them come to us with baggage. At FWM, we are so fortunate to be able to help these guys market themselves online; in a sincere and ethical way that really distinguishes them from their competition – and if our clients do as we recommend – it is **guaranteed to work**.

At Foster Web Marketing, we have several different client styles. Some of our clients want to do it all themselves, some of them want us to coach them, and then still others want it all done for them.

No matter what kind of client we have, there are some important questions that we ask them when we first interview them:

- Do you know how many pages from your site are indexed with Google and other search engines?
- How do you currently add content to your website and how often? Can you login and add something within a matter of minutes, or do you have to exchange e-mails with your web design company just to get something added or changed (and probably pay them every time you have this done)?
- Are you doing any link building or using a service for link building?
- Do you know what people are really searching on to find you?

Most of our clients have no clue what these questions even mean, so at Foster Web Marketing, we know we need to educate them **FIRST** on what works.

We tell them that the amount of relevant content on a website is **THE MOST** important aspect to increasing search engine rankings, visits, and the chances of generating leads online. This also holds true for the amount of high-quality and relevant inbound links to various pages within your website. The *on-page optimization, domain age....* all of these are important, but **nowhere near as important as having informative and relevant content that is being linked to FROM high page ranked resources.**

Next Month I will share with you some helpful **FREE** tools that show exactly how many pages of your website Google KNOWS about so you can make steps to get Google to find more pages! 🌐

*Dedicated to your **ONLINE** success,*

**Tom**

## What Have We Done For You Lately

- Added DSS Support Request feature. This new addition to DSS will provide an easy and more efficient way we can continue to provide the excellent service and support we constantly strive for.
- Added "Conversion Tips" to DSS – they are in green in places where applicable. If you need more help on headlines and conversion, please contact us right away. Created a set of Professional Web Marketing
- Packages that bundle the best of FWM services into success focused plans.
- Launched an External Blog feature in DSS that allows users to add an RSS feed to their Blogs.



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FWM has over 10 years of proven success creating high-ranking, high-conversion attorney websites, and works with over 200 law firms in the U.S. and Canada. While other attorneys chase after expensive keywords, FWM clients achieve high search rankings with FWM's proprietary DSS (Dynamic Self Service) software combined with advanced SEO and SEM techniques. Lauded for its outstanding personal service, Foster Web Marketing offers 4 levels of Web Marketing service:

### Basic – "For the Do-It-Yourselfers"

For those that want to do it on their own, have a full staff, or need no direct help from FWM for content or marketing, we offer the Basic program.

- Unique, dynamic, contextual linking of your practice area pages out to our entire network.
- Your own Blog (brings you more traffic & helps you build content over time) listed on blogrolls.
- Monthly online marketing webinars showing you tips and tricks, how-to's, and informative guest interviews.
- Monthly E-Zine with valuable tips, client spotlights, and inspiring success stories.

**Pro – "I'd Like a Little Help"** This is the first level where you get articles and SEO help directly from us. Same as Basic, PLUS:

- Optimized content added to DSS site, which includes articles, news items, blogs and FAQs.
- Link building through targeted and focused effort to improve search engine and Google local rankings for your top keywords, plus optimized inbound links.
- Group monthly web marketing calls which will have 5-10 non-competing FWM clients for a one-hour consultation, moderated by a FWM Web Marketing Coach.
- Uploaded Video goes viral after automatically being added to YouTube, Yahoo Video, Daily Motion, and others.

**Deluxe – "Done 4 You"** FWM becomes your marketing force. We add even more content, assist with conversions, headline and landing page copywriting. You get all the above, PLUS

- Monthly site optimization and maintenance to ensure correct META information in page titles, descriptions, and keywords for all pages, including pages you add.
- FWM copywriters will write targeted headlines and landing pages to convert visitors into clients
- Weekly analytics monitoring done by FWM using Google analytics.
- Private monthly call with your FWM Web Marketing Coach.

**Premium – "Only Big Dogs Need Apply"** You work directly with Tom and we only have a few slots. Need we say more?

Contact us at 888-886-0939 to discuss any of these programs in more detail.

## Are MySpace and Facebook AdWords Worth the Money?

It seems that every search engine and every social networking site is offering a version of click to pay advertising ads. A lot of them are offered to small businesses with small budgets. But there seem to be some problems with the pay to click ads that exist on any of the websites.



One major problem with MySpace ads in general is that social networkers never click on the ads. People go on MySpace and chat and leave messages for their friends, or leave comments about the new pictures that they put up. What they rarely do is go to MySpace to look for a lawyer or plumber or carpenter for that matter.

Banner ads aren't really much of an investment either, simply because we as computer users have become so used to them that despite whatever flashes, bells and whistles that are put on them, surfers don't even notice them anymore. Banner click rates in the past ten years have dropped to about one tenth of one percent. That doesn't seem to be a very wise investment. Nor does advertising on Facebook. According to one source, Facebook's advertising click rate is a very paltry .04%. While there is certainly nothing wrong with setting up a profile on MySpace or Facebook that is all about you and your practice, working the banner or click to pay ad on those social sites doesn't seem to be a good way to get a return on your investment.



Another problem with taking ads out on social networks is the layout of MySpace, Facebook and the like is, to put it mildly, atrocious.

A good website has lots of white spaces, or with the layout organized in such a way that everything is easy to find. The layout on Facebook makes things extraordinarily difficult to find, while the layout on MySpace gives you the exact opposite problem. On MySpace it is difficult to find the advertising amidst all the razzle dazzle.

Another thing to consider is who your advertisement is targeting. With Google, Ask, Yahoo and other search engines, your pay to click ads will show be targeted to categories that the Google algorithms. So if someone types in "injury lawyer" or "plumber" or anything that is related to your business, then your ad will show up in a special, easily visible section on at the top of the results. With MySpace, there isn't much targeting involved. Your ad might show up at the top of a gangster rapper, a bikini model, or some random thirteen year old in Arkansas. Can you see that particular advertising strategy benefiting your business? The pricing also starts at twenty five cents a click, which is pretty high when you consider the lack of targeting, the low click rate, and the poor layout.



Google AdWords is a much better advertising buy for the price. The layout makes sense and makes your ads easy to find, the click rate is astronomically higher, the targeting is both efficient and automatic, and most importantly, when people are using Google, they are in a mindset that involves searching. Someone who is on MySpace or Facebook or any other social networking site is probably not there to find a service. But when people want an attorney or a doctor or a dentist, they go to Google.

The mindset that "more is better" when it comes to advertising does not necessarily apply to the internet. You have plenty of opportunities to advertise on the internet, but advertising smart is both more effective and less expensive than advertising wherever and whenever you can.

At Foster Web Marketing, we bring another aspect to search engine advertising. We work on getting your website in a high position on Google in without spending your advertising dollars on AdWords. If you are interested in expanding the web presence of your law firm, contact Foster Web Marketing for a free consultation today. 



# Client Success Story

## Brian Beckcom, VBAAttorneys.com

I have an undergraduate degree in Computer Science and so I've been interested in computers, the Internet, and technology for a long time. I guess you could say that I am our firm's "Technology Partner."

When we first opened our practice, we hired an attorney directory business to design our firm's main website. The website design was not that good, frankly, the company overcharged us for its service, and we didn't generate any cases from the website.

After a year, we hired an independent website designer to re-design our firm website to make it look better. The website looked real nice but the designer didn't do anything to optimize our website for search results. The result was a beautiful electronic firm brochure and nothing else.

I discovered Foster Web Marketing through Ben Glass. I was skeptical at first, given our previous experiences, and given the high start-up costs. However, Tom and Ken convinced me to give them a try, and I can tell you it's one of the best technology decisions I've ever made. In fact, we now have

two Foster Websites (www.vbattorneys.com & www.maritimeaccidentattorney.com) and have two books sites in the works.

My practice is pretty specialized. I focus most of my work on maritime

The maritime industry is global and so is my practice. I handle cases and accept clients from all over the country, indeed all across the world. That's why having a website that can reach anyone with an Internet connection has been such a boon to our practice. I

the Gulf Coast, and Florida.

Since we started with Foster two years ago our web presence has been outstanding. We come up high in the search results we focus on and are working getting even better rankings with George Murphy's help.

The Japanese have a philosophy described by the word "kaizen," which basically means "constant improvement." Tom's team applies that philosophy to their website work and are constantly improving their products and services.

I have looked at, bought, and used a lot of technology products, including websites and blogs, and Tom's team is far and away, hands-down, no comparison the best company I've ever dealt with in terms of constant improvement and listening (and implementing!) their user's suggestions.



*"I have looked at, bought, and used a lot of technology products...and Tom's team is far and away, hands-down, no comparison the best company I've ever dealt with..."*

injury and death cases and representing injured railworkers (What do the two have in common? Surprisingly, they are based on the same federal statute!).

have accepted cases that were generated from our Foster sites from Dubai, Saipan (an island in the Pacific), Oklahoma, Nebraska, Oregon, Alaska, California, lots in Texas and in

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## FAQ

### Q: Why is content development important?

A: There are a number of answers to this question. Not only will proper web development increase your chances of being found on search queries, but it will also help build your site's authority with Google and the other search engines.



Tom Foster

# FWM's Clients

## Phillip Miller & Associates



Phillip Miller

**Q: What is your law practice all about?**

**A:** Connecting with people and having them feel we made a difference in their lives. When that happens, it's all good regardless of the outcome or money.

**Q: What marketing do you do to support it?**

**A:** We use a mix of Yellow pages, consumer books, direct mail, client referral, and webpage marketing.

**Q: What marketing ideas do you find work better than others?**

**A:** Direct mail to our client base and the yellow pages.

**Q: What is your monthly budget for marketing?**

**A:** We spend approximately \$6K a month.

**Q: What do you want to do when you grow up?**

**A:** Spend February in the French West Indies every year.

**Phillip Miller & Associates**  
631 Woodland Street  
Nashville, TN 37206  
Phone: (615) 356-2000  
Fax: (615) 242-1739

## My buddy Ben Glass responds to "I'm Not Getting Any Cases – The Internet Doesn't Work"



**The fight for that very valuable slot on the first page of Google is**

**enormous.** Not only are you competing against very sophisticated sites that are maximizing SEO techniques, but now even the paid ads that appear at the very top of the search engine results page (SERP) look like organic search results. To top it off, the "local search" results can now take up a significant portion of the top third of a SERP.

You've worked very hard to get onto the first page of Google. Maybe, like me, you have hired writers who's main job is to help you become a publishing empire. You may own and maintain multiple websites and blogs. You publish articles to [www.SubmitYourArticle.com](http://www.SubmitYourArticle.com) and other article syndication sites. Your Google Analytics tells you that you are getting

visitors yet you aren't getting cases (or enough of them to make you happy.)

**What's the problem?**

In most cases when a member calls to consult on this issue I find some major "hole in the bucket." The problem usually is what I call "ego over marketing." They have, against my advice, chosen to go with a "I like to

*"...a multi-step marketing campaign...includes a 'no one else in my market is willing to go to this much much trouble...'"*

see the pretty website with my picture" route over this simple formula:

**1** Powerful, unique, headline/message that says to the prospective client "you've come to the right place we have the answer to the conversation that is already running through your head."

**2** A very direct path to that answer. Hint: the path is not submit your case!!

**3** An irresistible offer for your book, free report, CD/DVD etc.

**4** When they click to order #3, they must go to a landing page that reassures them that, indeed, they have done the right thing, from a technology standpoint

**5** An immediate email out to them, with access to your book/report, even if you are mailing them a shock and awe package.

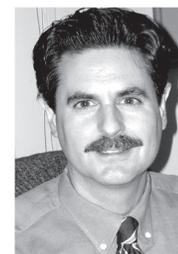
**6** This is followed by a multi-step marketing campaign which includes a "no one else in my market is willing to go to this much trouble" shock and awe package.

**7** Consistent, interesting marketing to them via direct mail and email.

Please don't tell me that your *website doesn't work* unless all of these steps are in place. This is a proven formula. Members who follow the formula are winning. Members who think that skipping steps is OK are not winning. 🌐

## How To Test Headlines

by Paul Partridge



Paul Partridge

We can't think of our website as a collection of pages. We have to think of it as many independent pages – each one a living, breathing entity on its own, with

many elements that can be optimized/maximized.

Some elements will have little influence on conversion. Others will have a huge impact. Headlines fall into the latter category. In fact, it's one of the top 3 elements to test. Why? A headline is the ad for the ad. It's sort of like the display window in a retail store. It either entices you into the store where you may spend money, or not (you keep walking on to the next store).

How do you create enticing headlines? Here are a few proven formulas.

Ask a question in the headline: Is it worth an hour of your time to reduce your college tuition costs by \$5,000 to \$30,000 per year?

Put your headline in quotes: "At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock."

Use numbers in the headline: 5 Good Reasons to Choose Foster Web Marketing

Make the headline a test: Do you make these mistakes in English?

Write the headline in news style: The wines you loved in Italy are here.

Warn the reader to delay her decision: Don't buy car insurance until you read these facts.

Begin your headline with words that promise information of value, such as "How to," "Why," "Which," "This," and "Here is."

Good luck with your headlines.

**Paul Partridge is a direct response copywriter and the creator of the SWAT traffic conversion program. He can be reached at (908) 233-6935 or [ppartridge@comcast.net](mailto:ppartridge@comcast.net)**