



FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys



Foster Web Marketing (888) 886-0939
www.fosterwebmarketing.com

Volume 2, Issue 11
December 2009

The “NOT-SO-NEW” Web Marketing for Lawyers... *It's NOT just a fancy design...*

Inside This Issue

- The “Not-So-New” Web Marketing for Attorneys 1
- What Have We Done For You Lately? 1
- Client Success Story Jurewitz Law Group 3
- FAQ - “Why Should I Have Video on My Website?” 3
- Part 2 of 3: The Most Misunderstood and the Most Important Marketing Strategy 4
- FWM Client: Jim Keller 4
- Is Your Domain Forwarding Set Up Correctly? 4

Listen Up, Gang - practically gone are the days when lawyers solely rely on calls from their screaming Yellow Pages ads, copy-cat TV commercials and old-boy network referrals to get new cases. While some of these methods still do occasionally cause the telephone to ring— you all KNOW there is a MUCH better and less costly way to get cases. Of course, I am speaking of web marketing and all it has to offer.

But are you making the most of it?

Remember the old adage: “You only have one chance to make a first impression.”?

No matter what area of practice it is you do, there is someone looking for your help 24 hours a day. Most of us search for services in the same way. Think about how you search for services, especially when you want something very specific. Think about how frustrating the search process can be when you can't easily find the specific

answer to the question you have on a web page. One of the biggest issues I have found with most attorney websites is that they simply don't answer the prospect's questions directly (if at all), and even when they do, it is very passive with no “call



We followed 5 simple keys to marketing success when creating our new website at Foster Web Marketing.

to action” – there is no attempt made at “converting” those search prospects into actual contacts. Most attorneys STILL do web marketing wrong – even clients we have had for years - still make these same mistakes. One of the biggest

blunders attorneys continue to do is talk about themselves (or their firm) too much, or they try and oversell themselves or their capabilities. Do you notice it's the same message over and over again from nearly every law firm in North America? Which is good for you, because I am going to tell you how to do it all differently.

You may be thinking – “I already have a website, so this information isn't new for me.” But before you toss this newsletter and pat yourself on the back, you need to understand that there is more to Internet marketing than just having a website. There is much, much more...

What you must understand is that Internet marketing is WAY more than getting on Google's first page for a single keyword structure. Most of you already are there. So why aren't you getting more cases? The answer is lack of conversion marketing.

— continued on page 2

Gerry Oginski
New York Medical
Malpractice Attorney

DSS: What Have We Done For You Lately

by Buster Tate

Our team is always working on DSS Enhancements. We have completed these items that were requested by clients:

- Separated the notification emails for Reports and Contacts- you can now have different people notified for each section.
- If you do not put a title in, or have changed the title on your page, a warning message is displayed.
- In your Resource section, you have the ability to choose what resources you want to show and which ones you want to hide.
- You can now add videos to your Book/Report pages!
- For those who didn't like that the video keeps playing every time you go onto your website to work, we have added a component that after the first time the page loads the video will not auto-play. This is true also for visitors that revisit your website or go back to the home page.

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, and blogs.
- 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.
- Enhanced Video Marketing. Video goes viral after 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.

— continued from page 1

The “NOT-SO-NEW” Web Marketing for Lawyers... *It's NOT just a fancy design...*

Remember, you never have another chance to make a first impression. People are motivated to buy based on many things. The first thing is because they have a need or desire. It is your responsibility to make sure you are fulfilling that need or desire. No matter what form the request came in. You must maximize the opportunity that individual is giving you to sell to them. So make an impression on them that will last. Here are the simple keys to web marketing success once a visitor comes to a page on your website:

1 *On the specific page (AKA landing page) the visitor is directed to on your website, YOU must answer the question that the visitor has asked.*

2 *You must answer that question in a compelling, relevant and interesting way.*

3 *You must combine all forms of effective communication like text, illustrations, color, and, most importantly – VIDEO.*

4 *Finally, make the offer that is relevant to their search. The most effective and proven offers tend to be FREE books or reports. CDs and DVDs are not as common, but also have great value to anyone looking for this information.*

5 *Always ask for at least a name, email and phone so they will be added to your contact database for your marketing efforts.*

This is exactly what we did with our new website at Foster Web Marketing. If you haven't checked it out yet, you should at www.fosterwebmarketing.com.



Ben Glass's new website illustrates the Foster Web Marketing methodology for qualifying visitors and successfully converting them to clients.

It's also what we did for Ben Glass's website (www.benglasslaw.com), Bob Battle (www.bobbattlelaw.com) and we are in the process of doing for a bunch of other clients. Check them out here: <http://evm.fosterwebmarketing.com>

You see, it's more than just quantity of visitors every month – it's **QUALITY** that we are after for our attorney clients – it's the good cases and clients – not losers looking to win the lottery. The “bounce rate” (how long someone stays on a web page) has dramatically improved and web contacts are higher than ever before with this new design. Why is this? It's really because we are answering the question in our visitor's head - no matter what the question is – we can answer it effectively and succinctly using text (for seo) and video (for conversion) and then capture contact info for continued marketing by providing an amazing offer. Ben Glass's new website illustrates this methodology very nicely.

Talk to us about upgrading your website today. Shoot me an email at tom@fosterwebmarketing.com or call us at 888-886-0939 to schedule a time to discuss this opportunity. As always, it's first come first serve, so don't procrastinate!

Looking out for you!

Tom



Client Success Story

The Jurewitz Law Group: Jurewitz.com



Our San Diego based personal injury law office represents people injured throughout California

by traffic collisions, pedestrian accidents, bicycle crashes, and premises liability claims. We presently have two attorneys and three support staff helping our clients.

We launched our original website using another company in August 2007. While the website looked good, it never really placed well on the search engines and never received much traffic. Even though we hired this development company, the website was truly a “do-it-yourself” project. We wrote all our original content ourselves—not knowing anything about keywords—with no help from the development company other than to provide us with form text that several of their other clients were already using for content. No additional information or education was provided that would help increase traffic, ranking, or conversion.

We were frustrated. Finally, I started investigating Foster Web Marketing in early 2009 when

I became involved with Ben Glass’s Great Legal Marketing. I was impressed by the look of the websites FWM designed as well as the information they provided to their clients and the public about how to increase their internet ROI. I was even more impressed after speaking with

webinars to help their clients achieve internet dominance.

The website redesign went very smoothly. We worked directly with Beth O’Rourke who guided us quickly through the process. FWM did an excellent job writing the content for our key landing pages, forwarding the

our unique visitors to more than 3,000 per month—an increase of more than 80%. We have also increased the number of cases signed up from our website by nearly 50% while retaining higher value cases. And our website has been online for less than five months.

We recently asked FWM to redesign our header to include targeted video and “calls to action” ala the new FWM website. The website design staff and the crew at the Fairfax Video Studio have been extremely professional, efficient, and helpful in achieving our new vision. After reviewing FWM’s statistics with Tom Foster, I am sure that we will also see increased conversion after when this project is completed.

FWM has proven itself and they will continue to be our internet marketing partner in the future. 🌐

Jurewitz Law Group
501 West Broadway, Suite 1780
San Diego, CA 92101
Phone: (619) 233-5020
Fax: (888) 233-3180
Toll Free: (888) 233-5020

Before



After



Ken Pearce, seeing what FWM had created for their existing clients, and learning about the Dynamic Self Service system for adding custom content. Although our website developer had a content management system of their own, it could not hold a candle to the robust DSS system. Last, we were impressed by FWM’s monthly client

links from our existing website to the new FWM website, and incorporating the RSS feeds of our two preexisting external blogs. The RSS feed project was a new idea for FWM, and they quickly incorporated it into DSS. Then they gave our office the credit for the idea!

Since launching our FWM website, we have increased

FAQ

Q: Why should I have video on my web site?

A: Search Engines will appreciate you having video on your site and you will have another opportunity to be found on Google, MSN, AOL, Bing, Yahoo or any of the other search engines. People search in a variety of ways (some search content while others may search by video) so you want to dominate the search engines by offering your information in as many ways as possible.

Your call to action through the use of video will allow you to be seen and heard by your prospective clients. They will feel like they “know” you because they have viewed your video and have a positive feeling towards you before they have ever talked to you or any of your firm personnel. 🌐



Tom Foster

FWM's Client Jim Keller



Q: What is your law practice all about?

A: We are civil trial lawyers who specialize in personal injury matters of all types, including motor vehicle accidents, product liability, medical malpractice, drug defects, and social security disability. Ultimately, it's about helping people that may not have the appropriate resources to help themselves.

Q: What marketing do you do to support it?

A: All facets of the web, as well as television, outdoor and print

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

A: We find that consistent, truthful marketing is the key.

Q: What is your monthly budget for marketing?

A: More than most less than many!

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

A: Live happily ever after...!

Keller & Keller
2850 North Meridian Street
Indianapolis, IN 46208-4713
Ph: 317-926-1111 Fax: 317-926-1411
Toll Free: 800-253-5537



Part 2 of 3

The MOST Misunderstood and the MOST Important Marketing Strategy: **CONVERSION**

by Rem Jackson

con-ver-sion - [kuh n-vur-zhuh n, -shuh n] - a change of attitude, emotion, or viewpoint from one of indifference, disbelief, or antagonism to one of acceptance, faith, or enthusiastic support, esp. such a change in a person's religion

In my experience, when most people hear me or **Ben Glass** or **Tom Foster**, or any other highly experienced marketer speak **they tend to fixate on one part of the message**. Usually it's the book. Sometimes it's the website, but they rarely see the entire picture - the conversion process. Remember the definition of conversion: a change of attitude, emotion, or viewpoint from one of indifference, disbelief, or antagonism to one of acceptance, faith, or enthusiastic support? This is where REAL marketing happens. The process in which we guide an individual to **CHANGE THEIR MIND** and make a decision to contact you because they have finally concluded that A: They do need help and B: You are their solution. A very important point here is that they also made up their mind to take and action and are no longer put off getting the help they need.

They've known for a while that they need help and your great marketing got them to pay attention to you and your great offer got them to identify themselves to you when they requested your information, but **THEY DECIDED TO CALL YOU AFTER YOU KEPT COMMUNICATING WITH THEM OVER AN EXTENDED PERIOD OF TIME**. This is the key to excellent marketing; this is where the rubber meets the road - the conversion from prospect to client/patient/customer.

Most of the professionals I know miss this point and I don't blame them. We can easily relate to the message that we need to change our advertising to focus on our market and not ourselves. We know what a website is and what books are (many of us have actually read a couple). But when we add the vital next step of having those leads automatically entered into a marketing database - *not the client or patient record-keeping software professionals use that don't have any real marketing capability (they weren't designed for it, it's not their fault)* - and we have a process by which we regularly communicate with this new prospect and offer them help, evidence, and education over an extended period of time, that is where the very real and very serious returns for our marketing dollars begin to add up.

Part three next month.

Dedicated to your success,
Rem

Rem Jackson is the President and CEO of Top Practices, LLC, and the leader of the Top Practices Master Mind Group. Top Practices is a company dedicated to helping professionals and businesses reach their professional and personal goals by building their "perfect practice". He can be reached at rem@TopPractices.com. You can find out more about Top Practices at www.TopPractices.com

Is Your Domain Forwarding Set Up Correctly?

If you own another domain which you want to forward to your website, you need to be sure that your redirect or forward is set up correctly. If your domains aren't configured correctly at the registrant (GoDaddy, Network Solutions) level, there is a chance that you could be inadvertently running two different websites with different domains but with the same content, which would

cause Google and other search engines to view both websites as copycats of each other. This results in: you guessed it, a duplicate content penalty.

If you have multiple domains forwarding or redirecting to one URL, here is what you should look for to make sure everything is set up properly:

When you type in the domain name that should be redirecting to the primary domain, does the primary domain come up in the browser bar or does the redirecting domain?

In other words, if my website is <http://www.your-florida-car-bus-and-motorcycle-accident-lawyer.com> and I want <http://www.murphyandfoster.com> to redirect to my primary URL, when you type in <http://www.murphyandfoster.com> in your browser's address field, does <http://www.murphyandfoster.com> or <http://www.your-florida-car-bus-and-motorcycle-accident-lawyer.com> load?

If all is done correctly, <http://www.your-florida-car-bus-and-motorcycle-accident-lawyer.com> should come up in your

browser's address bar, and you should never see <http://www.murphyandfoster.com>.

If you go to <http://www.murphyandfoster.com> and <http://www.your-florida-car-bus-and-motorcycle-accident-lawyer.com> and each domain loads in the browser bar, you probably have a problem.

So again, if you're able to launch the same website or web page with two different URLs, and both URLs show up in your browser bar, it's likely that you have a problem. 🍪