



FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys

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



Volume 3, Issue 2
February 2010



The Great Legal Marketing 2010 JumpStart Conference

This was the best conference we have had so far...

Inside This Issue

The Great Legal Marketing 2010 JumpStart Conference 1

What Have We Done For You Lately? 1

Leverage Your Practice's Name on Google 2

Client Success Story Richard N. Shapiro 3

First Key to Success in 2010: Know Your Numbers 4

The conference in Virginia was a huge success for FWM on so many levels. First, we totally upgraded our environment and atmosphere by moving from the Embassy Suites to the Marriott Westfields.

Real Quick Digression: Wow, what a fancy place! The rooms were great, albeit mine was 14 miles away



from the conference room, so every trek to and from was like a scene from "The Shining." What's with the no WI-FI in the rooms? My pal, Jeff Rasanky from Dallas (jrlawfirm.com), could not get his cord to reach to his bed so he could work. He called down to order a longer cable. They promptly delivered a 100ft network cable to his room. How many of those do they have? Talk about living in the dark ages. Even in the conference center we had to pay per computer! What? It felt like the Internet was all-new to Marriott. Hope they get that resolved.



Anyway, back to why it was so GREAT. I think we had a great mix of existing clients who have had great success since

being a part of FWM and GLM, others who still need help and then others who were sniffing around to see if we were just another scam. From my perspective, we scratched everyone's itch. It was really "just enough information"—not overwhelming—to get everyone going in 2010. And that really is the point of doing the conference in January—to "jumpstart" your marketing.



At the GLM Jumpstart 2010, we provided all the tools anyone can use to be successful and increase their business.

Lawyer Marketing Guru (and my best buddy) Ben Glass orated on what marketing works and what doesn't. Ben identified the secrets of why some attorneys succeed, but most do not. He also showed examples of everything (and I mean everything) he is currently doing to market his practice and he explained how he had the best year yet in 2009, despite the recession.

What about my best pal and mind Jedi Obi-Wan "Rem Jackson" Kenobi, my own personal Mindset coach! He revealed how to develop



— continued on page 4

"Prior to hiring Foster Web Marketing (FWM), LaVan & Neidenberg did not have much success marketing its website.

Our site's launch occurred in early Sept. 2008. ...were ecstatic to learn that our website had been ranked by Google and attracting over 1500 visitors in its first month! In Oct. 2008, the majority of our web pages rank between 3 and 4 out of 10 and attract close to 4800 visitors (an increase of almost 300%!)

The sudden success of our website has come to us in many ways..."

**Ken Lavan
Law Offices of LaVan
& Neidenberg, P. A.
Fort Lauderdale, FL
33316**

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:

- Foster Web Marketing is happy to announce new people on our team. Leann Kirk has joined us as a Customer Service Representative, Erin Fenton has joined the team as the Marketing Manager, Mindy Weinstein is the Director of Content, and Chad Foster is our newest Sales Manager.
- Tom and Gerry Oginski co-wrote a video book. In this book, Gerry & Tom discuss what every attorney needs to know about online video.
- The Video Listing page now shows your uploaded videos from EVM as well as the ones you upload from other video sites.



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.

Leverage Your Practice's Name on Google

By Timothy Seward, CEO ROI Revolution

Paid Search Strategy: *Be sure to have a “branded” campaign filled with variations of your name, the name of your practice and your website.*

This will not only ensure ad dominance for your own keywords, but it will also separate these high performing keywords from your other terms, preventing your overall account statistics from being skewed.



Creating a branded campaign is key to your online advertising success. Doing so will allow your practice to be served high among the search results when users are specifically searching for your expertise. **You will want to bid on all versions of your practice's name including:**

- Common misspellings
- Your practice's domain
- Your practice's URL

For example, let's say your practice is called Daniels Law Firm; you would want to bid on the following keywords as well as other variations:

- Daniels Law Firm
- Daniels Law Office
- Daneils Law Firm
- danielslawfirm.com
- www.danielslawfirm.com

Bidding on these keywords will allow your ad to display when searchers are specifically looking for you. Clearly, it is important that you don't miss out on this profitable opportunity. **If Web users are specifically looking for you, you want to guarantee they find you.** Plus, if your practice is already ranked organically you will show up twice, once in the paid listings and once in the organic listings, giving you double the coverage!

Initially you may be thinking, “Why should I pay for a listing if my site is already displaying organically?” Simply put, if you show up twice, people are much more likely to find your practice. Additionally, this prevents competitors snapping up your traffic if they are bidding on your branded terms and you are not.

Another benefit is that your practice will be seen on the first page of search results, providing coverage and driving awareness, if your site is not displaying on the first page of search results organically.

Typically your branded campaign will generate inexpensive conversions in comparison to your other campaigns due to being the most relevant choice. You are the most relevant because you are the law office the Web user is looking for. The more relevant you are to the search being made, the less expensive each click costs when a Web user visits your site from one of your ads.

Your practice will be seen on the first page of search results, providing coverage and driving awareness

Also, you will want to have your branded terms in a separate campaign from your other keywords so that you can strategically bid for these less expensive terms.

In essence, if people are searching for your practice, they want your practice, so make sure they can find you. Go out and make yourself a branded campaign today!



Timothy Seward is CEO of ROI Revolution, a Google AdWords Qualified Company located in Raleigh, North Carolina. For more insider PPC secrets and tactics, get your free copy of our 16 page pocket-sized guide entitled “50 Ways to Make Your AdWords Advertising Drive More Response and More Profit” by calling 1-866-235-3125 or going to www.roirevolution.com/quicktips.

Client Success Story Richard N. Shapiro



Our law firm's relationship with Foster Web Marketing (FWM) began in 2004 when we realized

that we had reached a point of stagnation with our existing webmaster. We were a firm that was very early to embrace an Internet website, beginning our law firm's website in 2001. However, we felt like we weren't moving forward so I was looking around at law firm websites that seemed well-designed with good SEO. *I repeatedly noted that sites that were designed by Foster Web Marketing seemed to have the best appearance and good search engine optimization.* I have never regretted our firm's decision to retain FWM. Our original website had crazy, dumb things like page names without key words, no Meta descriptions and other similar follies.

One thing I have been impressed with is how FWM quickly embraces whatever new trend is hitting the Internet, and we know that the Internet

is reinvented every other month. Tom Foster told us that we needed to embrace video and we did. He also told us that we needed to write books and reports that were of interest to consumers and we did. We have also had fits and starts, but I must say that when things have gone wrong, even temporarily, we knew that Tom Foster would

surface and would help us get any significant problem corrected. We take part in monthly FWM website improvement conference calls, also called CMP calls, and we are constantly getting tips and ideas from Tom on improving our overall website performances. At this time, we have a firm website, with a blog, focusing on Virginia

injury law, and more recently FWM launched our North Carolina injury website, also with a blog connected. All in all, it has been a wild ride but a good ride indeed. 🌐

*Richard N. Shapiro, Attorney
Shapiro, Cooper, Lewis & Appleton, P.C.*

www.hsinjurylaw.com

The screenshot shows the HS Injury Law website. At the top, there is a video player for the "HS Injury Law VIDEO SERIES" featuring the Shapiro, Cooper, Lewis & Appleton law firm. Below the video player is a navigation menu with links for Home, About Us, Practice Areas, Library, Case Results, Resources, Client Testimonials, FAQs, and Contact Us. The main content area features a "Practice Areas" sidebar with categories like Car & Motorcycle Accidents, Crashes Caused by Trucks, and Medical Malpractice/Doctor Mistakes. The central text reads: "Need An Experienced Accident & Injury Attorney In Virginia, West Virginia Or Beyond? You've Come To The Right Place. Our Legal Team Is Here To Help You. Please Contact Us Right Away For a FREE Consultation." Below this is a "Quick Contact" form with fields for Name, Phone, and Email, and a "Request FREE Consumer Guides" button.

FWM revolutionized the way Shapiro and his law firm look at marketing. Now, FWM works with Shapiro, Cooper, Lewis & Appleton, P.C. both online and offline to continue to create effective marketing campaigns.

FAQ

Q: What is unique content?



Tom Foster

A: Unique content is the text on your web site that no one else has anywhere. Unique content is good while shared content (information that is found on others web sites) is bad for search engine optimization. The search engines reward your web site for having new and fresh (unique) content such as blogs, new articles, FAQ's and library articles and penalizes a web site if it has the same content that is found on other web sites. Foster Web Marketing will always provide unique content.

First Key to Success in 2010: Know Your Numbers

by Richard Seppala

If I were to ask you what your return on investment (ROI) was for your last ad campaign, would you be able to tell me your numbers? Probably not, if you are like most lawyers and business owners.

Let's face it—if you aren't tracking the response you are getting on your advertisements, there is a strong possibility that you could be wasting your money on ineffective ads. When it comes to marketing, knowing your return on investment is crucial. Too many attorneys make the mistake of spending thousands of dollars on ads without implementing a system to track the response. The truth is that your business will either thrive or fail by these numbers.

You need to know how many calls are being generated from your ads, the times these calls are coming in and how your staff is responding to phone inquiries. This information will give you an accurate picture of the effectiveness of your marketing campaign and will provide insight into how you can improve your ROI. For example, if you find that most calls are coming in after hours, you might want to consider having someone available to answer the phone during that time.

Without having the capability to monitor your phone leads and measure response rates, advertising becomes a guessing game. Your first key to success in 2010 is to know your numbers. Then and only then, will you be able to make effective marketing decisions and boost your ROI. 🌐

For more information, contact me today at 888-8-ROI-GUY or send an email to info@yourroiguy.com

If you aren't tracking the response you are getting on advertisements... you could be wasting your money.



Richard Seppala, ROI Guy

— continued from page 1

The Great Legal Marketing 2010 JumpStart Conference

a success Mindset and he also tackled one of the biggest problems attorneys face in running their practices—how to build an A-team staff. He's awesome AND fun. It's fun learning from Rem...

FWM client Dr. Peter Wishnie (stopfootpainfast.com), the master of systems, explained how his practice runs on auto-pilot if he's not there and how attorneys can enjoy the same dynamic at their firms.

Jay Henderson, one of the country's premier experts on hiring, shared his proprietary job candidate assessment profile with attendees. This guy has some voodoo going on. I took this assessment with Buster and it was simply amazing how accurate it was. We are using his system for hiring from now on.



I was particularly proud of the 14 handpicked exhibiting companies that are helping attorneys implement the marketing strategies and ideas discussed at the conference.

It is very important to me that we have the right partners at the show and this year was a great representation of those partners.

Of course, during my presentations **I spent hours and hours outlining the exact steps that real lawyers are taking to crush their competition using the Internet** and specifically spent time on how to use YouTube (#2 search engine). I had a blast talking with clients like Andy Garcia of Phillips Garcia (healthcareimbursementattorney.com) who came up to me before a presentation to tell me how he had just gotten a fantastic case through his website. He was very enthusiastic about it, like he was surprised! I love it! Hey, it works! We had more people sign up with FWM at this conference than ever before.



If you missed it, a complete DVD set of the conference is available. The DVD set will ship in 4-6 weeks and is the next best thing to being there. 🌐

LOOKING OUT FOR YOU!
TOM

Don't miss out on the next big GLM SuperConference this year the 11th and 12th of June. For a limited time, you can register for the conference for just \$995 and bring up to two additional staff members for just \$250 each. The offer expires February 17, 2010 at 5:00 p.m. EST. We've sold out the last five GLM events and are already off to a great start for the SuperConference, based on JumpStart attendees who pre-registered right at the conference last week. Reserve your spot today.

To order the JumpStart 2010 DVD set, or to take advantage of the SuperConference special offer, please call Mairim at 703-591-9829 or send her an email at GLMStaff@gmail.com.