



FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys



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

Volume 2, Issue 10
October 2009

Part 3: Back to the Basics Web Marketing for Attorneys and other Professional Consulting Services

Inside This Issue

Web Marketing for Attorneys	1
Paid Search Strategy: Bid for Profitability Not Pride	2
New FWM Services	2
Client Success Story Timothy Young	3
FAQ	3
The Most Misunderstood and the Most Important Marketing Strategy	4



LINK BUILDING

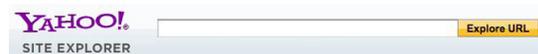
In this month's piece, we need to cover the not-so-fun part of web marketing. I wish it were easy, but this part of web marketing is the one that no one likes to do. It is tedious and nebulous, so most people simply don't do it. A COLOSSAL BLUNDER!

So here it is: The MOST CRITICAL piece of web marketing SEO after *content, content, content* is getting high quality INBOUND LINKS to specific and relevant pages of your web site or blog (your content).

The good news is that you can find out where your website (and your competition) stands currently with inbound links. This is another FREE and easy tool that will give you information you need about this very, very important element to your online marketing.

In order to find out how many other web pages on the Internet are linked to you, either go to a Google search page and type in "Yahoo Site Explorer" or go to:

<http://siteexplorer.search.yahoo.com/>



Put in your website's URL on the very top, and click "Explore URL".

On the resulting page, click on "Inlinks", and then narrow it down by selecting show inlinks "except from this domain". You can now see all of the inbound links coming from other

websites (and don't be thrown off by this being a Yahoo! Tool, this is relevant to Google, Bing, and every other search engine. This tool just happens to be the most accurate).

Why is this important to you?

Pay attention because this is a BIG PIECE in the philosophy of search engine optimization (SEO)...

It is critical to have as many high – quality incoming links to your site pages as you can. What this does is endorse your site by other sites that maybe more popular than yours – which should always be your objective.

Publishing a new website is very similar to going to a new school and not knowing anyone at all. Everyone ignores you if you act like everyone else and do nothing to distinguish yourself. (Coincidentally, this is what most law firms do with their websites; they just copy their competition. They did it in the yellow pages and now they are doing it on the web.) But if you become friends with the popular crowd, what starts to happen? When the popular kids start to hang out with you because you have interesting things to say, you're funny, or good looking – whatever – the other kids start to notice – right? But it's not because of you alone,

Surprised the Salesman!

"We had a salesman in the office from FindLaw yesterday who wanted to sign us up. I explained to him that we already had in place most of what he was offering and we checked the search engines together. Of course, he was thinking that he would make his sale because the web sites wouldn't come up in the top 5 or 10 or whatever, but sure enough, there we were, consistently in first or second position. He looked at the websites as well and said, "well, your guy has done a really good job for you." Just wanted to let you know that your work is appreciated."

Thanks,
Linda Purdy
www.erisa-claims.com
Salt Lake City, UT

— continued on page 4



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.

Paid Search Strategy: Bid for Profitability, Not Pride

By Timothy Seward, CEO ROI Revolution

Every law firm wants to be at the front of the pack, leaving their competitors in the dust. To beat the competition in pay-per-click (a.k.a. PPC) advertising, your first instinct might be to outbid competing practices and get your ad into the top few positions, often located directly above the organic results.

With your ad gloriously perched atop the search results, surely you're at a competitive advantage compared to all those lowly ads on the right side of the page...right?

Not necessarily.

With PPC, you don't always get the gold for being in first place.

While having your ad in higher positions tends to yield more clicks and therefore more conversions than lower spots, it doesn't always ensure the best return on investment. If you have to pay twice as much per click to get your ad to the top position but find that it only gets you a few more clients and ultimately cuts into your profits, then you probably wouldn't want to continue that strategy.

And if you're thinking that you might be able to boost your conversion rate by getting your ads to the premium positions, Google's Chief Economist, Hal Varian, shared on the Inside AdWords blog that "conversion rates don't vary much by position." He explained that for the same ad, conversion rate only differs by less than 5% on average across all positions.

This is not a decree to target 4th position or any other specific position for that matter. The important thing is that you test how profitable

you are in different ad positions and then bid for the ones that work the best for your unique law firm.

Every lawyer wants to be the guy on top. You want to be the lawyer with the most profit.



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.

New FWM Services!!

Customize Your Contact Form

You want to customize your contact forms to include additional fields, drop downs, radio buttons, and checkboxes (must be approved by FWM) \$500 one time fee.

Become an Author

We will write your book for you! You need a book to distinguish yourself from the rest and establish yourself as an author. This conversion tool has proven to increase your client base by at least 60%. We have a published author that will interview you and write a 30 page book. \$2,000 one time fee.

Publish an E-Book

Electronic book published with custom cover. \$500 one time fee

Paperback book - contact us for a quote

Google Search Box

Duh... We should have thought of this a long time ago... Now we can add Google search box on your site wherever you want. \$100 one time fee.

Dynamic Font Changer

New Widget that will allow your visitors to increase the font size of each page they visit themselves (which will increase conversion rates!). \$200 one time fee.

Broken Link Checker

FWM will check your entire website for broken links and then FIX them! \$500 per month.

Spellcheck

FWM scans your entire website for any spelling errors and corrects them automatically on a monthly basis. \$250 per month.

Client Success Story

Timothy Young: TheYoungFirm.com



Our New Orleans litigation firm focuses on maritime injuries and other single tort claims including vehicle accidents and some general negligence claims. We represent only plaintiffs, and all of these claims tend to be heavily litigated and fully prepared prior to trial. We have four attorneys and our office has been active with an internet presence for at least the last six to seven years.

Before signing on with Foster Web Marketing our office had worked with many other web site providers including FindLaw. We can honestly say that FWM offers a service that none of the other providers have even started to offer. FWM's content management system is unique. Controlling your own content is not only a 'nice feature' today, but it is critical to good, strong SEO. FWM gets this, and their whole system is built to help us control our content. Their new video module that allows our office to upload videos is also at the forefront of web site services which allow the user to control, create and post new content to the web site.

In addition to providing a strong product, FWM also provides other benefits which we have enjoyed. First, their customer service and attention to detail is excellent. Having worked with many other law firm web site providers, we can say that FWM is one of the top customer service providers we have experienced.

materials that are information, but also give advice on what action needs to be taken. Tom's newsletter fits this category. He discusses SEO in simple terms and, most importantly, provides specific instructions on what can be done to obtain better SEO for our site.

Finally, I like the fact that Tom

we trust with our web site presence is passionate about his work and holds himself to a high standard.

Our office handles injury cases that generally fall in a niche category of maritime law. Being able to add to our content and control our own SEO is a huge benefit. Whereas other providers have asked us "what 2 or 3 terms do you want to be SEO'd for", Tom allows us to use our own terms, which can change as time goes on. FWM's system is the only we have found that let's us maintain a 'live' fluid web presence, rather than a static site. We are in the information marketing business, whether we know it or not (our injured clients certainly want helpful, important information from us).

We appreciate that FWM makes it easy for us to get that information to our potential clients! 🌐

Timothy Young | The Young Firm
400 Poydras Street, Suite 2090
New Orleans, Louisiana 70130
Phone: (504) 680-4100
Toll Free: (866) 968-6113



FWM's content management system is unique. Controlling your own content is not only a 'nice feature' today, but it is critical to good, strong SEO.

Although it may sound trivial, the FWM newsletter is one of the benefits we look forward to each month. Tom provides excellent information and directly addresses questions that most lawyers have who are trying to establish an online presence. I try to read

follows many pioneers of the legal marketing field as well as general marketing field. As many FWM clients know, Tom is regularly referenced by Ben Glass and Tom himself is a member of Dan Kennedy's Inner Circle. It is comforting to know that the individual

FAQ

Q: What is an RSS feed reader?

A: An aggregator or news aggregator or feed reader is a client software that uses web feed to retrieve syndicated web content such as weblogs.

Q: Why should I use the DSS Enhanced Video Module (EVM) to upload my videos to YouTube, Daily Motion and Yahoo!?

A: Uploading your videos to several video sites will increase the number of places you will be found. The search engines will only give you one or two listings for your URL. By uploading to the video sites, you can increase your search engine listings. The EVM allows you to add a video to your own website while simultaneously syndicating the video to YouTube, Yahoo and Daily Motion. Basically, one action gets your video on 4 websites. 🌐



Tom Foster



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

The Dictionary that I used on the Internet (whatever happened to the Big Red Book I used to own?) had 17 different definitions of the word conversion, and I chose the definition above because it best illustrates what I mean when I say **conversion** in relation to marketing. Many of us have heard the term conversion used when referring to having a visitor to our website click through and request information, or take some kind of action and this is a perfectly acceptable and critically important part of the marketing process - **but I want to be very clear here - I'm not talking about that at all.** I'm referring to the process of guiding a lead (someone who has identified themselves to you as potentially interested in your services) into making a well informed decision to become a client, or patient, or customer of yours.

In my experience, this is where EVEN EXPERIENCED MARKETERS fail the most.

So let's start at the beginning before we even discuss the "HOW" of conversion. For the purposes of this article I'm going to assume that you are doing the following things pretty well right now:

1. You've learned to redesign your marketing messages and strategies to focus on the worries and concerns of your prospective clients/patients/customers. You are able to get people's attention by talking about them, not about you. If you aren't doing this then the rest of this article isn't going to help you much because you're still marketing and being completely ignored.

2. You've produced at least one good information premium (a book) that is free to those who request it and that answers the questions that are keeping your prospects up at night. You've produced this because you know you need an offer that has a high perceived value and is relatively easy to request. And finally, you've done this because you know that you need to be building the list of people who have some interest in what you do because they are the source of the vast majority of your new and repeat business. 🌐

Part two 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

— continued from page 1

Part 3: Back to the Basics **Web Marketing for Attorneys and other Professional Consulting Services**

but it's because of who you know and more importantly – who knows you – and their "endorsement" of you (through a link).

In life, it's all about who you know and who knows you. No different on the web. Same concept, it's just like a virtual cocktail party!

Google uses this same analogy to help deliver the best search results for a particular search phrase. It's called Google "PageRank™" and it's a simple formula that looks like this:

$$PR(A) = (1-d) + d(PR(t1)/C(t1) + \dots + PR(tn)/C(tn))$$

OK, so now you know the formula – conquer the world.

Seriously, that formula makes no sense to me either, but it is one of the original Google algorithms used to determine how to get "Page Rank". I am a simple guy and not good at math or algebra, so those formulas just scare me... I am a systems guy really, so I am simplifying it for you like I did for myself:

PageOne = Good Content + Good Code + Quality Inbound Links

So with good content and quality links to that good content, you will be on Page One for any search phrase you want.

Next month, for Part 4 of my Back to Basics series on Web Marketing, I am going to discuss the other aspect of web marketing that attorneys really, really, really have a hard time grasping, understanding, and implementing properly.

CONVERSION!

Is your current level of CMP Basic or Pro working for you? Our new Deluxe and Premium level clients are getting "link building" services and are given priority status on all projects. If you would like to discuss our new Web Marketing programs in more detail, Tom and George will be happy to meet with you! Just shoot me an email at tom@fosterwebmarketing.com to setup an appointment. Thanks! 🌐

Looking out for your success on the web! **Tom**