



# FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys



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

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## Part 2: Back to the Basics

# Web Marketing for Attorneys

*and other Professional Consulting Services (Part 3 coming in October FWM Newsletter!)*

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*"I've been focusing on top content by title and regularly review top search terms then follow up with posts that include those terms. I'm watching the numbers climb."*

*We are always amazed by what blogs have the most PageViews. Commentary does real well along with responding back to commentors. In the end for us it's all fun and has made legal marketing sort of exciting, after years of it being drudgery.*

*The good news is our traffic has picked up every month."*

Thanks,  
**Steve Lombardi**  
www.LombardiLaw.com  
Des Moines, Iowa

Last month I promised I would tell you about an important and helpful FREE tool that is easy, and it's one that everyone should use:

Next time you get a chance, go to Google and type this in the search box:

[site:http://www.yoursitedomain.com](http://www.yoursitedomain.com)  
(plug in your domain...)

The result will be an index listing of all the web pages that Google has listed for that domain. You can do this for any domain you want (even your competition).

Why is this important to anyone with a website? The more pages of content that you have that are relevant to your services, the better chance you have of obtaining more visitors.

This is because:

**1** The more content that you add to your website, the more authority that Google and other search engines will give your site. They don't care about a regular business site with 10 pages that talk about nothing but the business

and their services. It's called the INFORMATION super highway for a reason; they care about web sites that bring something to the table.

**2** Google can read your entire website – BUT ONLY IF it is coded or built properly. Google seriously cares about providing good results for its clients – Internet searchers. As a general rule, they will rank a site higher that has content that people actually read and can use. If you just throw junk on your site and never add anything interesting, why in the world would someone read it and then hire you? Be mindful of what you are adding to your website and make sure it is something of informational value.

**3** Not everyone searches for the same keywords. The more content that you add, the better chances that you have of capturing visitors who are searching for variations of different keywords. Are you adding frequently asked questions, knowing that

sometimes someone will search for something like "What should I do if I was just in a car accident"? If there was just a big case and someone searched for the names involved to find out if maybe they have a chance at something similar, do you have a blog post up offering your opinion and feedback? Do you offer information regarding anything relevant to your practice area(s) which is medical-related?

Is your current level of CMP Basic or Pro working for you? Our new Deluxe and Premium level clients are flying in First Class and will be given priority status on all projects.

If you would like to discuss our new WebMarketing programs in more detail, George or I will be happy to meet with you! Just shoot an email to me at [tom@fosterwebmarketing.com](mailto:tom@fosterwebmarketing.com) to schedule a call.

Thanks! 

Dedicated to your **ONLINE** success,

**Tom**

## What Have We Done For You Lately

- Conducted advanced SEO training for all FWM writers to improve your site's performance.
- Provided tips, posted on the FWM Blog, on how to optimize your site for the search engine Bing and prepare for Google Caffeine.
- Implemented automatic syndication via Ping-O-Matic for your blog posts.



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.



## Five Reasons Why You Should Be Concerned About Broken Links on Your Site

You link to other news sites, blogs, court resources, and other websites all of the time when you're writing content, but have you ever even thought about that link after you published the blog, news item, or library article? Here are 5 reasons why you should be concerned about broken links on your website.

**1** You reference (and link to) news stories all of the time: in your blog, library articles, and of course, news sections. But do you really think that the news sites keep these stories on their server FOREVER? The answer is no.

**2** Even non-news websites, like the Department of Motor Vehicles site you linked to 3 years ago when you were blogging about their 2007 car crash data, **don't have enough room on their servers** to keep those stories on them forever.

**3** Everyone makes mistakes. Are you sure that you included "http://" and "www." in EVERY link on your site? Because links without "http://" or "www" will result in... you guessed it, a broken link.

**4** When a search engine spider crawls the content of your site and comes across a broken link, this causes the spider to report to the

search engine that it found a "crawl error" on your site which can negatively affect your rankings.

**5** Most of the time, it's not just one crawl error for each broken link. The blog or news page that includes the broken link is listed on the home page, blog/news list pages, and on the sidebar of every other page on your website. **One broken link can be looked at like a crack in a windshield; it will likely spread over time.**

So how can you check your site for broken links to make sure that Google, Bing, Yahoo!, or all of the above aren't penalizing you for having broken links that you never even thought about?

For the do-it-yourselfers with PLENTY of time on their hands, visit Tom's blog at [www.lawfirmandattorney-internet-marketing.com](http://www.lawfirmandattorney-internet-marketing.com) where we've posted a free guide to checking for and correcting broken links.

For those who would like to leave it to the experts (aka, FWM), the clients who were smart enough to sign up for our web marketing plans already receive this as a service. If you'd like to find out more, contact [connie@fosterwebmarketing.com](mailto:connie@fosterwebmarketing.com). 

## What is Pingomatic?

We recently added a feature to DSS that automatically submits any of your new blog posts to Ping-o-Matic, but the question always comes up: "What does Ping-o-Matic actually do?"

As you know, search engines take quite some time to index new pages of a website (usually up to 6 weeks, sometimes longer). Because most **blog posts are time-sensitive**, you don't really have the time to sit around and wait for the search engines to crawl your site and notice that there is a new blog post. That's where Ping-o-matic and other pinging/syndication services come in.

When a blog post is submitted to Ping-o-Matic, it's submitted to the top syndication sites for blog posts (Google Blog Search, Technorati, Feed Burner, etc.) so that the web surfers out there who are **looking for real-time information** and using these sites as search engines can find your information. For example, a person looking for information on a car accident that he or she saw on their way to work this morning is more likely to do a Google Blog search than a traditional Google search because traditional Google takes so long to index pages and the user likely won't find any information on what actually happened (like why their commute was 2 hours longer? was anyone injured? what caused the accident?, etc).

Ping-o-matic also helps the traditional search engines (Google, Yahoo!, Bing, etc.) notice that you have a new blog post that is getting some attention, and they **index it faster**.

And, effective last month, any blog post that you publish will automatically be submitted.

Pretty cool, huh? 

## Client Success Story

# DykstraLaw Website Going Strong in British Columbia, Canada



Before hearing about and hiring Foster Web Marketing, my firm Dykstra & Company, had already developed two websites. Even so, until we hired Foster Web Marketing, I knew relatively little about web marketing.

One of our previous site developers had mentioned the term 'SEO', but that really meant nothing to me at the time. It turns out that the term apparently meant very little to our previous site developer as well – our search results were pretty much non-existent.

That said, I was still convinced that the best investment in marketing for our firm existed online ... but I had no idea where to start. I signed up for a legal marketing web seminar – a “webinar” – and the presenter succinctly explained successful online marketing for lawyers. He then said “Foster Web Marketing gets it”. The presenter, a lawyer himself, had used Foster Web Marketing with great success.

Within a week, I called Foster Marketing and set up a telephone conference with Ken. Ken was great because he took the time to navigate our existing website and our competition's websites. He explained the weaknesses and strengths of all the sites we visited. He also explained SEO in more depth.

He sold me on the idea that we

needed to hire Foster, even though at the time the price seemed pretty steep. In retrospect this thought seems odd because many lawyers, including us at the time, spend anywhere from 2 to 10 times the Foster price quote on print directories such as Yellow Pages every year.

While the firm's site was being built, I researched and read

would be on the first page of Google for all four of our practice areas. That was my personal challenge.

I'm very happy to report that for nearly each intended search term for our site, we are located on the first Google page.

It's been only three months since our site launched. During the last 30 days (as of August 26,

impressed with the ongoing support from Foster Web Marketing as our site grows. I'm constantly trying different things on our Foster website. I'm in DSS (Foster's content management system) everyday, and I often have questions for Connie about my ideas and changes. Connie always acknowledges and puts in my requests promptly.

In fact, the more I use DSS and the more I study our Foster site, the more impressed I am with the entire setup. I love that I can so quickly add content, video, images, and links, among other features. The versatility in DSS enables me to get creative with our site – to the point where I've accepted the fact our site will never be finished as it's constantly growing and developing.

I'm a fairly young lawyer, and I can tell you that jumping both feet into web marketing has really helped out my law practice in a big way. I'm delighted to tell my detractors that I was right about web marketing: done properly, web marketing is probably the best marketing opportunity right now for growing law firms. And there is no question in my mind that Foster Web Marketing indeed knows web marketing. 🌐

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*"I'm...really pleased and impressed with the ongoing support from Foster Web Marketing as our site grows..."*

dozens of books blogs, websites (including the Foster website), and articles on web marketing. I knew from Ken that once our Foster site was up and running, I would have to spend a great deal of time to keep building and maintaining it.

By the time our site launched at the beginning of June 2009, I had about 20 articles ready to upload.

I was determined that our firm

2009), our site has received 1,300 visitors. The result: We've opened dozens of files and we get at least one call every day from someone who found us on the internet.

Since our site went “live”, we've opened a satellite office and hired additional staff. Needless to say, we'll be dumping our Yellow Pages account when our contract expires.

I'm also really pleased and

## FAQ

### Q: Is a first page Google ranking enough?

A: It's a great feeling when you see your website getting on the 1st page of Google, but what about if you could get 3 or 4 out of the top 10 listings on any of the major search engines for your chosen keywords.

This is known as Search Engine Rash, or SER for short. Search Engine Rash, (abbr: SER). **def: 1. to have multiple first page listings in the search engines, 2. to appear all over the Search Engines like a rash.**

In our opinion, SEO is not just about getting on the 1st page of Google anymore - it's about getting as many first page listings as possible in order to put you in a prominent position. Your prospects will get the impression that you are the expert in your field. SEO is no longer good enough to put you ahead of your competition, you need SER...Search Engine Rash to fully exploit the web. 🌐



Tom Foster

# FWM's Clients

## Ross Jurewitz



Ross Jurewitz

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

**A:** We are a purely contingency based personal injury law office based in San Diego and representing injured people throughout California. The office opened as a solo law practice in 2003. We now have two attorneys, three support staff, and a part-time marketing assistant. In the future we plan to open a new practice area for disability claims (contractual, SSD/SSI, and military benefits).

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

**A:** Our practice grew up almost exclusively on word of mouth and referrals from attorneys, clients, and friends. We've tried the yellow pages and other publications but are now exclusively internet based for our "passive" marketing.

We launched our website in 2007 with an external blog in 2007 using another website company. A second external blog was added in 2008. However, we never really did great numbers and I felt a little lost trying to figure out what to do next. We launched our FWM site in June 2009. Since then, we have doubled the number of monthly visits to our site. Other than the internet, we use Infusionsoft, direct mail, and social media to stay in contact with our herd.

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

**A:** We do not use the yellow pages at all and will not go back unless pricing reflects reality. For passive marketing, what we have found works best is to build multiple presences on the internet, cross-link them, and promote our office using video. A number of prospects come to our office because they saw that we "were all over the place." For direct marketing, we have been successful with periodically sending free

gifts and promotional materials to our herd. The increased calls for new cases in the weeks afterwards is noticeable.

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

**A:** Approximately \$50,000 per year, so \$4-5,000 per month.

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

**A:** Not sure. I'll let you know when I figure it out. I do know that I want to be mobile and be able to run my practice from anywhere. The goal is to spend my spring and summer in San Diego and the fall in Austin so my family can follow our Longhorns and we can stay close with our Texas family and friends. 🌐

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## 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

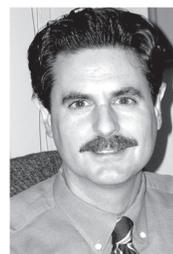
FWM will check your entire website for broken links and then FIX them! \$500 per month.

### Spellcheck

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

## Why It's a Mistake to Like This Headline

by Paul Partridge



Paul Partridge

Last month we talked about headlines – why they're so important and what makes an enticing headline. I shared some tried-and-true formulas and gave

you some proven elements to test.

Well, I'm happy to see that some people have rallied to the cause and have spruced up the headlines on their websites. But as I peruse most attorney sites, I'm chagrined to see too many headlines like this:

*RUDEVILLE, NJ PERSONAL INJURY LAWYER FRED SMITH*

I've got news for you: That's not a headline. It is an actual town in NJ. But it's not a headline. It's not a headline in a newspaper ad. It's not a headline in a Yellow Pages ad. And it's not a headline on the Internet. It doesn't promise me anything. It doesn't arouse my curiosity or make me want to read more.

But wait, you say. It needs to be worded like that for SEO reasons. Those keywords get picked up by the search engines and make traffic flock to your website.

That may be true, but that doesn't necessarily make it the right thing to do. Remember: the headline is the ad for the ad. If it doesn't entice or intrigue or inform – it's failed its job. So even if RUDEVILLE, NJ PERSONAL INJURY LAWYER FRED SMITH brings in 1,000 visitors a day, if no one reads your page once they get there, the 1,000 visitors are worthless.

Even if you did nothing more than change it to "Rudeville, NJ Personal Injury Lawyer Offers Free Consumer Guide to NJ Accident Victims," that would be a big improvement.

But I know how clever you are. And I'll bet you can do even better than that.

*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*