

THE SECRET TO CONTENT THAT GETS YOU CASES, PLAIN AND SIMPLE

BY MINDY WEINSTEIN

TABLE OF CONTENTS

There Is a Reason Why Content Is King	1
Different Types of Content Have Different Purposes	2
Writing Website Content for Search Engines & Humans	4
Suffering From Writer's Block?	11
About Foster Web Marketing	13

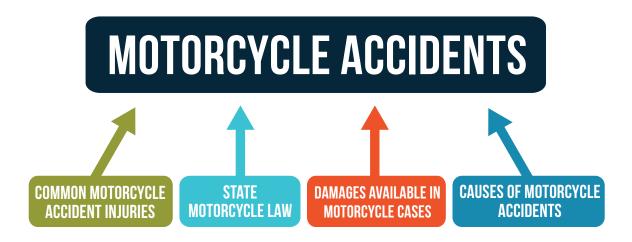
THERE IS A REASON WHY CONTENT IS KING

For most of us, the Internet is still a relatively new phenomenon. Whether you first connected to the Internet in college or had already been in business for years before you bought a modem, you can still remember life before the Internet. But, did you know that the Internet has been around for decades? Its original purpose was to link large mainframe computers on various college campuses, allowing them to share content. While the Internet of today is very different, it still encourages users to post, research and share content worldwide.

Today, website content is still by far one of the most important elements of a profitable Web marketing campaign. In fact, it is one of the biggest pieces of the Internet marketing puzzle. Search engine optimization (SEO) experts and even search engines are more than happy to say that "content is king." The more content you are able to add to your website on a regular basis, the better.

There are a few reasons as to why content is so critical to Internet marketing. First, it gives you the chance to have more pages indexed by the search engines. You can devote certain Web pages to particular keywords to boost your chances of ranking well within search results. Second, as you add content to your website, you are able to build a theme. You can let the search engines, and Web visitors, know what your site is all about. That will position you as the expert or authority on that particular subject. For example, if you regularly add content to your website about motorcycle accidents in Virginia, that is going to signal to everyone that you know this subject well. Below is an example of what a theme would look like:

In the above example, "Motorcycle Accidents" represents the practice area page, while "Common Motorcycle Accident Injuries," "State Motorcycle Law," "Damages Available in Motorcycle Cases," and "Causes of Motorcycle Accidents," would represent blog posts, library articles or frequently asked questions. These articles support the practice area page by providing more granular or detailed pages that link back to and from the main practice area.



Another reason content is so important has to do with your prospective clients. Think of content like your tackle box: The more "bait" or "lures" you have in your tackle box, the more fish you should be able to catch. The same is true of your website content. The more specific and targeted content you have on your website, the better your odds of attracting quality visitors. As it stands now, a general rule of thumb is to produce at least 50 to 100 unique content items each month. This is not just blog posts either; this is a variety of different types of content. Keep in mind that this number could change.

DIFFERENT TYPES OF CONTENT HAVE DIFFERENT PURPOSES

If you are using our DSS system, you know that there are various types of content that you can add. (Note: While video is now considered content by search engines, this report focuses solely on written text.)

As you create monthly content to support the practice areas of your website, you have several options. You can write a news article, library article (informational/educational article), frequently asked question or blog post. If you have won a case, you can also post case results and even ask for a testimonial from your client. Ideally, you want to post a mix of these types of content to your website on a regular basis. Don't just create blog posts or news articles. On the same token, write more than just library articles.

Let's drill down into the various forms of content available in DSS:

Home Page and Practice Area Pages

There are a variety of ways in which someone might enter your website, but the most important pages include your home page and practice area pages. These are considered landing pages—meaning pages where you want to generate the most traffic. Each page needs to provide an overview of your practice and should be focused on the Web visitor, not you. If you want to keep people on your website, you will need to capture their attention right away. Therefore, your home page and practice area pages must speak directly to the concerns of your Web visitors. These pages should not be focused on you or your business. On the contrary, everything you include should be centered on the person reading your content.

It is important that you watch your word count. Home pages and practice area pages should be no more than 800 words.

News Articles

News articles are 200 to 250 word current events articles that are relevant to one of your practice areas, as well as your geographical location. Each news article should link back to at least one reputable source, such as an online newspaper.

Within DSS, news items are designed to show up in Google News and other news feeds. So, think long and hard about the content you post in this area and whether it truly is newsworthy.

With Google's massive algorithm update in November 2011, news has become very important. When the Google freshness update was announced, the search engine said it would impact nearly a third of search results. The greatest impact was to be on current news, trends, hot topics, recurring events and frequent updates. News articles fit this bill. With this update, Google has identified the content that is tied to a time-sensitive topic or event. The search engine then places the freshest content, or the latest content, at the top of search results. This change can be especially helpful to your Web marketing efforts. As you identify breaking news or a hot topic that relates to your practice, write content about it. And don't just write one news article. Do several, and include tips and advice from an expert's standpoint.

Consider who will be searching for key terms in relation to the news article in question. You should include as many details as you possibly can.

Below are some great resources for finding news topics:

• **Google Alerts.** (www.google.com/alerts) You can sign up for Google Alerts so that you receive links to news that are related to a topic of interest. For example, if you represent car accident cases in Dallas, Texas, you would want to sign up to receive alerts for "Dallas car accident," "Dallas auto accident," and so on.

- **Google News Search.** (news.google.com/) If you don't want to flood your inbox with alerts from Google, you can always go directly to the source. Use Google's news section to search out events that are relevant to your practice.
- **Google Trends.** (www.google.com/trends) Google will show you the most popular searches on any given day. This will give you some insight as to what is a newsworthy event or hot topic.
- Local Online News Sites. You know the major media sources in your area. Bookmark these websites for future reference.

In our experience, news articles can be a little controversial, as people might accuse you of using a tragic news story to attract cases. Therefore, use some discretion when writing the content. Make it compassionate. You need to be thick skinned when using this strategy as you will get negative comments, but many of our clients have weathered the storm and received great cases—sometimes directly from the victim of the news item they have been publishing! It works!

Library Articles

Library articles are the meatier type of content in comparison to the others. They are educational pieces that are typically not tied to a time-sensitive event. Instead, the information presented in this content should be applicable long term. When writing a library article, ask yourself, "Will this information apply a week, month or year from now?" If the answer is yes, then it is a good topic for a library article.

A library article might include tips for dealing with a certain problem, a list of warning signs for readers on particular topics, or an educational look at a specific subject related to a practice area. Each article should be between 300 and 500 words in length. If it is longer than 500 words, consider splitting it into a two-part article series.

Library articles can either be used to support your practice areas or as separate landing pages. For example, if you focus on brain injury cases and that is an area of practice on your website, you might write a library article about treatments available for brain injury patients. On the other hand, if you want to create a subset of your brain injury practice by honing in on brain injuries from car accidents, you might want to write a library article with that focus that can be a standalone landing page.

Blog Entries

Blog entries are very different than the other types of content. It's your "opinion" piece. The tone tends to be more conversational than library articles, FAQs or news articles. A blog gives you the opportunity to share your expertise and let your personality shine. When you are writing a blog entry, picture yourself having a conversation with someone in your office. That will help you capture a great tone and will allow you to reach your readers on a more personal level.

Blog entries can cover almost any topic, including news, tips, and changing laws and policies. You can also create a blog entry that incorporates your advice. As another example, the blog entry may discuss a particular ailment and then give information on how to prevent or treat it.

Blog entries are also a great way to point Web visitors to other pages on your website. They should link to recent library articles by expanding on the subjects presented with a prompt to read the articles to learn more. Blog entries can also promote your reports and books. However, no matter what you summarize—whether it is a library article or news report—each and every blog entry must include unique content. You don't want it to be too similar to the article you are referencing. Take a different spin on the topic.

Frequently Asked Questions

Frequently asked questions range anywhere from 200 to 300 words, including the question. When writing a frequently asked question, try to create a question that appears to be popular and tie it in with information that is already on your website. Going back to the example of brain injury cases, if that is part of your practice, you can create a question like, "What are some of the warning signs of a serious head injury?" If you have written a library article or blog entry on this topic, you can reference it in the answer.

WRITING WEBSITE CONTENT FOR SEARCH ENGINES & HUMANS

This is also commonly referred to as "*On-Page Optimization*." There are many elements that must be considered when creating *search engine optimized* web content, including page titles, headlines, meta descriptions, the actual body copy and, of course, keywords.

Now, this is very important for you to understand— all of these items need to be working congruently in order for you to get the best value for each piece of content you add. You should know that the best performing websites have TONS of content! AND each piece of content is uniquely focused on promoting an individual keyword string.

Now that we have cleared that up, let's break down the role that each of these elements plays in *On-Page Optimization*:

Keywords

Ah, the infamous "*keyword...*" First we must explain how keywords are used TODAY, as there is a drastically different approach to the use of keywords now then there was just a few years ago. Everything has drastically changed since the great Google Panda update of 2011. When we speak of keywords, we do not mean "meta" keywords of old-school SEO. We mean using keywords actually within the content elements: Page Title, Head-line, Meta-Description, and Body Copy. We are going to explain this in detail.

When choosing keywords and key phrases, it is important to imagine potential clients sitting in front of their home computers and wondering where they can find help for their problems. These people are probably not going to type in overly formal terms like "product liability" or "elder care abuse." Most of the time, we have found that they will type in a question or the details of their specific cases. These searches tend to be from the best clients!

There are some tips you will need to follow regarding adding keywords to the elements of your content, such as:

- Use alternate keywords when writing. For example, instead of always saying "accident" for auto accident focused content, use "wreck," "collision," "crash," etc....
- Front-load your keywords. Search engines seem to pay closer attention to the beginning of longer articles, so the more relevant words you integrate into the first couple of paragraphs, the better. Don't sacrifice clarity and natural tone to write "so-cial security disability" a dozen times in two paragraphs, but also don't neglect to mention "social security disability" somewhere in the opening paragraphs of an article centered on that subject.
- Balance the number of keywords. The ratio we use when it comes to keywords is mentioning a keyword twice per 250 words. One way to find out if your content has too many keywords is to read it out loud. If you stumble while reading it, then you may have overstuffed the content with keywords.

- Target one keyword string per content piece. Don't get carried away with your content. Choose one keyword string you would like to target per content item.
- Focus on the long-tail keyword. The long-tail keyword generally consists of about four or more words and has lower demand and competition. However, it speaks to a highly targeted audience. An example of a long-tail keyword would be "injured in a Phoenix car accident." As you can see, it is very detailed. The long-tail keyword should occur naturally in the content.
- **Don't use the same keywords for different pages.** Cutting and pasting a general list of keywords will limit your traffic and be suspicious to search engines. Since the content of each page is unique, the keyword list should also be unique.
- **Include locations in your keywords.** Most people who seek a specific service want to find someone nearby. For this reason, many people include their geographic location in their searches, such as "Tampa Bay medical malpractice lawyer." Keep this in mind both when writing the copy and when writing the separate keyword list. Also, remember that people also often use abbreviations for states.
- **Don't list dozens of meta keywords.** Although many argue about the optimal number of keywords you should list behind the scenes, the general consensus agrees on a range of four to six. Some even believe you don't need keywords. However, we include them just in case. You will notice in DSS that there is a place to list keywords in most types of documents.

Page Titles

- Search engines place the highest emphasis on page titles. When writing your page titles, you need to include geo-location keywords. Keep in mind that the page title also has to be interesting and compelling to encourage the visitor to actually click on the link. It should be no longer than 70 characters, as that is all Google recognizes.
- You should always try to include a city and state in the page titles. However, don't always use the same city. This will dilute the effectiveness of which pages rank for certain long-tail search terms. Try to work in the city that is relevant to the piece of content you're posting, if possible.
- Below is an example of a page title for a library article:
- Virginia Car Accident Attorney Reveals Insurance Company's Tricks
- Notice that the geo-location keyword was listed first in the page title. That gives a
 page title huge SEO benefit!
- Again, remember that most people will not type in industry-specific phrases, such as "product liability," "premises liability," or "wrongful death." Would you ever tell a friend in conversation, "I got this terrible personal injury last weekend"? No. You would describe the details of the accident instead.
- Another tip is to put questions into your library articles and blog entries because people often type questions into search engines. Instead of writing "Ten Things You Should Do Immediately After a Dallas Car Accident," try "What Should You Do Immediately After a Dallas Car Accident?" Not only is the latter more likely to be typed into a search engine, it is also more intriguing.

Meta Descriptions

Meta descriptions are short and informative summaries that help search engines rank pages. They also appear in the search results under the title of the page. For these two reasons, meta descriptions should be keyword rich (to help page rankings) and compelling (since this is what readers will be looking at before they decide which page to click on). They must be 160 characters or less.

Google will bold the keywords in the search results, so be sure to include them in your meta description. See the illustration below of a meta description that appeared in results for the search phrase "Virginia medical malpractice attorney":

Fairfax, Virginia - Best Personal Injury Car Accident Attorney ...

www.vamedmal.com/

Virginia Medical Malpractice Cases a year or more to find out that their lawyer, indeed, was not a qualified personal injury or medical malpractice attorney. ...

Contact Us - Ben Glass - Case Results - What to Look for in an Attorney

Here's what makes a great meta description:

- Dynamic, descriptive and relevant copy.
- Copy that matches and compliments the content of the page to which it leads.
- Copy that is clear and easy to read.
- Content that gives facts and information not present in the title of the page.
- A mention of a book, downloadable report, or offer having to do with the topic of the search (This makes the description stand out).

You should make sure that your meta descriptions are not just cut and pasted from the Web page's content. Do take the extra few minutes to write a unique summary of the most important facts of the page.

You want to draw readers in and encourage them to click on the search result and continue on to the article itself. Your meta description will only help you if it is not only unique, but also relevant to the greater content.

Always try to think about what someone might be searching for to find the content that you're posting, while still keeping the descriptions relevant to the actual content.

Here is an example of an actionable meta description:

Injured in a Phoenix car accident? Visit this page to learn your rights and order a FREE copy of Phoenix accident attorney John Doe's FREE book.

Headlines

Page headlines are for conversion, NOT SEO, but search engines do take the headlines into consideration in their algorithms. Therefore, work the keywords into the headlines naturally, so it doesn't look like it's written for the search engines. It just takes a little creativity. Here is an example: "Lose Your Phoenix Personal Injury Case by Taking These 5 Actions!" Think of the headline as the title of a newspaper article. The headline is what will grab someone's attention and get them to read the first couple paragraphs. Therefore, you need to make sure your headline has a hook and is intriguing.

If you have trouble coming up with headlines, as most of us do, you would be surprised at how many learning resources you have available in your own office or home! Looking at magazines and newspapers for ideas is one of the best things you can do. For example, you can convert a magazine headline, such as:

What no one ever tells you about marriage

to

What no one ever tells you about Virginia car accident claims

Within DSS, headlines are needed for home pages, practice area pages, library articles, blog entries and news articles. The blog headline and news article headline actually become the URLs.

Calls to Action

Remember that the entire purpose of adding content to your website on a regular basis is to get people to <u>find your content and contact you</u>!

Clearly, most web searchers will not hire you right after reading your website content. You will have thousands of visitors, but only a few contacts even under the best scenarios. It is no different than retail sales or direct mail. What do I mean by this?

Imagine a giant retail organization like Best Buy. They have over 1000 stores worldwide and have thousands of people come into each of their stores every day. They do not sell to everyone that walks into the store just because they walked into the store. There are many "motivators" to encourage visitors to purchase something, from the moment they walk in to the moment they leave. These are generally "Calls to Action," and are what turns a store visitor into a purchaser.

The Internet is very much the same way. You need to attract visitors to your website, then encourage them to "buy" from you. In the case of law firms, a "buy" would be that the web visitor completes your contact form, responds to an online chat, downloads a free report, requests one of your books, or simply picks up the phone and calls your office. That is how the whole process of converting someone into a client begins. Don't be naïve to think that a person that does not know you will hire you to work with them without some discussion with you or your staff first.

Let's say you have written a great article about the steps you should take after a motorcycle crash. When someone is done reading your article, what do you expect him or her to do? Your Web visitors are not mind readers, so you have to tell them what actions they should take. That is where the call to action comes into play.

A call to action consists of words that urge a reader to take prompt action. According to Ezinearticles.com, a call to action should be "simple, positive and beneficial." We couldn't agree more.

If you have written a book or report, include it as part of your call to action. At the end of the article, you should put something like:

To learn more about what actions you need to avoid after an accident, order a FREE copy of our controversial book, MISTAKES That Can Hurt Your Injury Case. This book is one the insurance company doesn't want you to read! You can obtain your copy by calling us at 888-888-8888 or by filling out our online form.

If you don't have a book or report, then simply mention in your call to action that readers can get answers to their questions by calling you. Your goal is to get the conversation started. A call to action will get things going.

CONVERT WEB VISITORS INTO CONTACTS USING THIS SECRET FORMULA!

Who doesn't want to convert Web visitors into clients? Isn't that what this whole Internet marketing thing is all about? There are some things you can do to improve your conversion rate, which has a lot to do with your content.

It's all about conversion

As you add content to your website, you need to understand that your goal is conversion. Keep in mind that this means you are trying to convert visitors into contacts, not into clients, at this point. While it would be nice if people went on your website, fell in love with your law firm and decided to hire you on the spot, that is not reality. You simply want them to fill out your contact form or pick up the phone and call you, which will get the relationship going.

The magic formula

So, what is the magic formula for creating conversion-focused content? Here it is:

Catchy Headline + Informative Content (that answers the prospects' questions) + Call to Action = Web Contact

Catchy headline: The headline on your Web page is going to be the first thing that catches someone's attention. Therefore, it should be conversion focused. That means it needs to be interesting. Think of your headline as the title of a newspaper article. Who would read an article if the title was dull?

Here is an example of a boring, ineffective headline:

Welcome to the law firm of Smith & Smith

A much better headline would be:

Wondering what you should do after an Iowa accident or injury? Order our FREE book!

Informative content: The content on your website—whether it is a blog entry, library article or practice area page—needs to be informative. People want to know if you can help them. A lot of your potential clients are searching for information only on the Internet. They may or may not want to talk to a lawyer, but they do want to find some answers. Provide them with the answers they are looking for in an informative, easy-to-understand way.

Call to action: Reading your content is not enough. You need to get your Web visitors to actually contact you. One of the best ways to do so is to offer a free book or report. They need to feel compelled to take you up on your offer, which means you need to mention the free offer in your content and make it sound enticing!

(Posted on Fosterwebmarketing.com: http://www.fosterwebmarketing.com/library/attorneys-convert-web-visitors-into-contacts-using-this-secret-formula.cfm)

Body Copy

The body of your content should include keywords, hyperlinks, and calls to action. While including these items, your copy should still be clear, accurate, and engaging. Search engine optimization gets people to the site; *strong persuasive writing gets readers to take action.* Both are important.

There are also some rules you need to follow when writing website content that go beyond keywords.

• First and foremost, never cut and paste. Don't ever cut and paste from other sites, and don't even cut and paste from your own writing or other pages on the website.

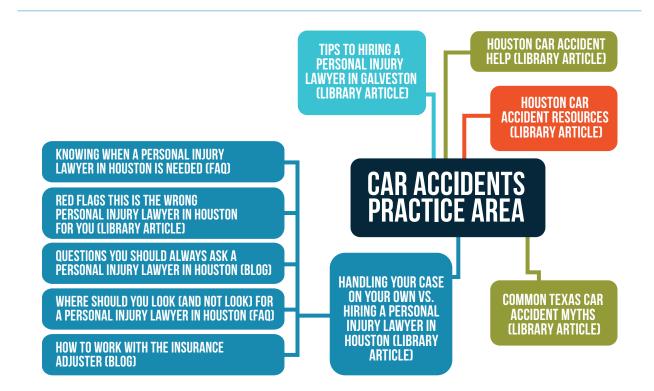
Copying content from other websites can violate copyright laws and hurt page ranking. Keeping in mind the Google Panda update in 2011 which punishes websites with poor quality content, you need to avoid duplicating content like the plague.

- Stay on topic and stay clear. The easiest way to fill your copy with keywords is to write about the subject at hand. Make your copy meatier with specific nouns instead of pronouns and omit needless words and phrases. Don't use industry lingo and technical terminology. Real people type easy-to-understand and common words into search engines. The only ones using <u>industry</u> specific words are your competitors in your <u>industry</u>!
- Put the most important information first. Search engine spiders, which are used to determine what a page is about, don't read entire Web pages— many stop before the end of the page. For that reason, and for the reason of keeping your audience informed and engaged, put the most pertinent information and the most solid keywords at the beginning of your content.
- Make your copy easy to read. Keep paragraphs and sentences relatively short. Readers do not want to be greeted with long, intimidating, and dense blocks of text.
- Use bullet points, lists, and subheadings. Blocks of content can be overwhelming and may discourage a Web visitor from reading.
- Include cities and states when you can. Always try to work in geo-specific keywords into the content whenever it makes sense and reads well. Try to find a way to relate the content to the geographic location of your business. However, it should never be forced.
- Have a call to action. See above for more details on call to actions. Whether you are writing a library article or blog entry, you need to include a call to action. Not only should you encourage the readers to call or fill out the online form for answers to their questions, you should also mention a book, when applicable.

Internal Linking

Each piece of content you write should support one of your practice area pages. That means you should have one link in the content item—whether the piece is a FAQ or library article—which points back to the main practice area page. This step is huge for SEO. You want to build upon your practice areas to show that your website follows a theme. Plus, if anyone links to your content, you want your practice area to get most of the credit. Below is an illustration of how internal linking should take place. Each line represents a link.

Keep the following in mind when linking internally:



- When linking internally, link to the practice area page associated with your theme.
- Don't link out to other pages on other websites, unless for a specific benefit.
- Only include one link in each piece, and make sure it includes anchor text.
- Anchor text should be no more than 5 words.
- Avoid anchor text like "contact us," "click here," etc....
- · Ideal anchor text: "Miami divorce lawyer"

Note: More depth on link building to come!!

SUFFERING FROM WRITER'S BLOCK?

One of the biggest complaints made about writing content has to do with coming up with topics. Writer's block can get the best of you. Writing 100 unique content items a month can seem daunting. How will you know what to write about? Will your prospective clients even care?

You are in the best position to generate topic ideas because you already know the concerns of your clients. They just seem routine to you because you live them every day. You know the types of questions that your clients ask and the worries that they face. These are the kinds of topics you want to focus on. You want to provide tidbits, industry "secrets," expert advice, etc.... For example, if you know that your clients are worried about what to do when the insurance adjuster calls, write a library article with tips for them. If your patients are concerned about the long-term effects of their medical conditions, discuss that in a frequently asked question.

With all that being said, it can still sometimes be difficult to sit down at your computer and try to determine what to write. So, prepare ahead of time. Keep a file in your desk that is labeled "Monthly Content Topics." Each time you think of a content topic, write it down and store it in the file. Also, if you read an interesting newspaper story or magazine feature, also put it in your file. You might be able to generate topics for your audience from it.

As mentioned previously, there are many websites that will give you ideas on what news is being posted on the Internet and the hot searches. You can also use these websites to give you ideas that go beyond news items. There is an additional website worth checking out: https://freekeywords.wordtracker.com/keyword-questions. This website will show you how many people are searching using a particular question. That alone should give you great topic ideas!

When we train our writing team, we tell them two things over and over again: "Become a critical thinker" and "Think like a reporter." When you employ your critical thinking skills, you start to re-examine every news article you read, story you hear on television and each book you read. Even emails start to look different, as you consider whether there is some type of angle or information you could apply to your target audience. As a critical thinker, you can reconstruct concepts and ideas into something new by asking yourself, *"How can I translate this information into something useful for my audience?"*

When you wear your "reporter hat," you can also start generating some amazing content. You will always be on the lookout for something new that relates to your prospective clients. Some of the questions you will constantly be asking include:

- Is there any big event I can capitalize on?
- What are other companies saying about the topic?
- Have I written about this subject already?
- Is there a different angle I can take on this topic?

When you are creating your website content, keep in mind what will interest your reader. Just because the topic is appealing to you, doesn't necessarily mean that your Web visitors will feel the same way. On that same note, make sure you are using language that is relevant to your target market. Avoid industry specific lingo and overly technical terms.

Writing website content isn't about pumping out as many items as you possibly can. If you take that approach, the quality of your content could suffer. You might end up writing the same type of thing over and over again, with little new insight for your Web visitors. So,

be sure to take the time to go beyond what is obvious when writing your content. Provide something that is interesting and can't be found all over the Internet.

If you want to write an article that gets people's attention and is different than what's already out there, let Google be your guide. Type in your concept and use quotations around the word or phrase. This tells Google that you only want results that have that specific wording. Here is an example:

Google	"beat DUI in Georgia"	٩
		Advanced search
Search	1 result (0.17 seconds)	
Everything Images Maps Videos News Shopping More	Learn The Georgia DUI Law - Win Your Georgia DUI Case. I Second Street Legal Advice. Www.georgiacriminaldefense.com/ Helpful Videos. Free Legal Advice. Georgia Drunk Driving - Want your DUI Dismissed? Call now DUI.com I Second Street Visit. Save your license. Beat Your DUI in Court - Get help for DUI Arrest Charges. I Second Street Visit. Save your license. Beat Your DUI in Court - Get help for DUI Arrest Charges. I Second Street Visit. Save your license. Www.duirights.com/beat Get a Free DUI Case Evaluation Now!	Ads
Goodyear, AZ Change location All results Related searches More search tools	DUI assistance ? Q duiassistance.blogspot.com/ - Cached Contains many how to beat dui in georgia resources. Click here if you are looking for how to beat dui in georgia. posted by DUI help at 11:48 PM 0 comments	
	"beat DUI in Georgia"	Q
	Search Help Give us feedback	
	Google Home Advertising Programs Business Solutions Privacy About Google	

Google is the main search engine, as you already know, so it is important to see what Google is indexing and what it values. Therefore, use the search engine as much as you can to guide your research. As the previous example shows, there is no reason you should be guessing what's already out there. Find out by searching on Google.

ABOUT FOSTER WEB MARKETING

Foster Web Marketing specializes in educating and servicing website design, Internet marketing, video, and content writing for lawyers, doctors and small business owners. For over a decade, our company has been helping businesses from around the country dominate the Internet. Our proven Web marketing strategies have catapulted businesses from the bottom of search results to the very top.

With a large team of designers, writers, editors, SEOs, coders, video experts and marketers, we can help you with just about any aspect of your Web marketing campaign. To learn more about our services, including our content writing, use the following information to contact us:

Visit http://www.fosterwebmarketing.com/contact.cfm or Call 888-886-0939

