

Editors' Meeting July 25, 2013

Agenda

1. Content Focus
2. Keyword & Linking Changes
3. Topic Choices
4. Titles and Headlines: Catchy and Creative
5. Tips for Writing News Articles
6. Words to Watch
7. Content Quality
8. Loading Different Types of Pages
9. Pasting to DSS
10. New Offerings
11. Related Links boxes
12. Timeliness
13. Hourguard

ACE: Content Focus Task

- The content focus is the place to go for all things that pertain to your CMP client.
- What's in the content focus?
 - Keywords from the SEO team
 - Topics from the SEO team or client
 - Information about the client's PA and location focus
 - Information about the client's "perfect client"
 - Posting of draft vs live articles

Keyword & Linking Changes

1. Two types of keywords for each piece:
 - “**Focus keyword**” describes the focus for the content
 - “**Practice area keyword**” (**NEW**)
2. The “**focus keyword**” is the topic of the content
3. The “**practice area keyword**” is the link that goes to the PA page
4. Your “**focus keyword**” must be present in:
 - Page title
 - Page headline
 - Meta description
 - Twice per article (small variations on same keyword)

Keyword & Linking Changes (cont'd)

5. Variations on the “**focus keyword**” may be used.
6. Provide links about the “**focus keyword**” for the related links box. They don’t all need to be in the copy.
7. Your “**practice area keyword**” is the anchor text you use to link to the practice area for each piece. Don’t link your “**focus keyword**” to the practice area!
8. Can you link off-site? No more than once per item ONLY if the outbound link is an AUTHORITATIVE SITE.
9. NOTE: Will be adding “focus keywords” section in templates, so editors are aware of target keywords.

Keyword & Linking Changes (cont'd)

Target Keywords:

- [Serious injury cases/claims](#)
- [Chicago personal injury attorneys](#)

Updates:

- **Updated page title:** [Serious Injury Cases Chicago](#) | [Chicago Personal Injury Attorneys](#)
- **Updated headline:** Our Experienced [Chicago Attorneys](#) Explain the [Serious Injury Cases](#) We Handle
- **Updated meta description:** Have you been [seriously injured](#) and are unsure what to do next? Our [Chicago personal injury attorneys](#) at Lane and Lane handle [serious injury claims](#) throughout Illinois. Call us today at 800-529-9377 for a free consultation and avoid mistakes that could hurt your injury case.
- **Updated content:** The attorneys at Lane & Lane represent [seriously injured](#) victims of car and truck accidents, complex medical malpractice cases, birth injury, brain and spinal cord injuries, and child sexual abuse cases. Our [Chicago personal injury law firm](#) handles [serious injury cases](#) throughout Illinois and [accepts referrals from other attorneys](#) needing assistance from an ethical Illinois law firm with the resources and litigation experience necessary to get the best results.
- [“accepts referrals from other attorneys”](#) will be linked to referral page.

What Is Anchor Text?

Anchor text should always describe the page you are linking TO – not the page you are ON.

This FAQ page links to the DSS Practice area – which is an attorney website content management system.

If you are looking for an all-in-one [attorney website content management](#) solution, try out our easy-to-use **Dynamic Self-Syndication™ (DSS™)** system. It's a benefit available to all of our Foster Web Marketing clients, and we'd be happy to show you and your office how to use it to maintain your attorney website. Give us a call today at 1-888-886-0939, or get started by filling out the easy online contact form on this page!

Topics

Thinking outside the box...but not too far outside.

- Content needs to be interesting.
- Don't push the limits or write inappropriate content.
- Make sure it fits with the clients' Content Focus guidelines.

Titles and Headlines

- Titles and headlines are two of the most important elements of your content.
- **Good titles:**
 - Virginia Car Accident Lawyer Reveals Insurance Company's Secrets
 - 10 Ways to Lose Your Virginia Car Accident Case
- **Not-so-good titles:**
 - Virginia Car Accident Lawyer Explains Your Rights
 - Types of Spinal Cord Injuries

News Writing Tips

1. Only write news items in the clients' **geographic area** AND their **practice area**.
2. Tie the news piece back to the firm:
 - **Look case results** – Have they done something similar? Link to case results, write about it.
 - **Look at testimonials** – Don't use names, but link to relevant testimonials.
3. Expand news item based on the facts – Talk about serious injuries that happen when you aren't wearing a seatbelt if news victim was hurt b/c they were not wearing a seatbelt.

Words to Watch

- Each state bar has its own regulations and you cannot say that an attorney is an *expert*, is the *best*, or that they *specialize* in anything without first receiving permission to do so.
- Also watch for *board certified*.
- Never state something you're not 100% sure of.
- Unless told otherwise on a client-by-client basis, we like to err on the safe side by avoiding these words altogether.

Content Quality

- Content should be perfect when turned in. It should be proofread, meet all FWM writing guidelines, and should be formatted to post to the site.
- If sloppy or rough, send it back for a revision.
- Comments, suggestions and constructive criticism are encouraged!
- cc Hannah and Lindsey
- If you see consistent issues with a particular writer, please let us know.

Loading Different Pages

Editors' Manual, page 9

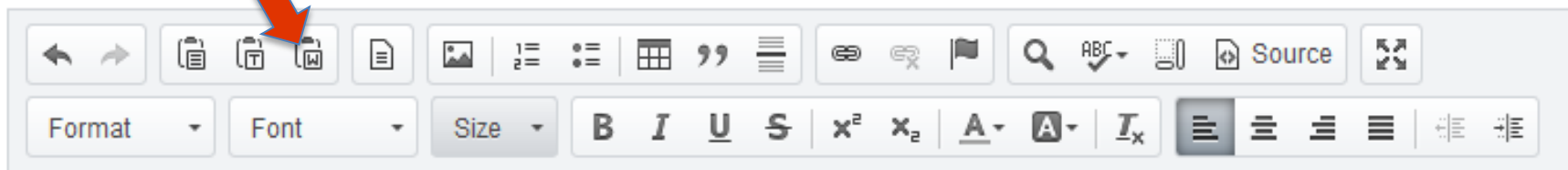
Page Type	DSS Loading Location
Home Page	Home
Practice Area Page	Practice Areas > Add Practice Area
List Pages	Choose Section > Overview
Resources	Resources > Add Resource
Press Release	Not loaded in DSS; Assigned for distribution in ACE.
Library	Article Library > Add a Page
Blog	Blog > Add Blog Post
News	News > Add News
FAQ	Frequent Questions > Add FAQ
Testimonial	Testimonial > Add Testimonial
Case Result	Case Results > Add Case Result
Referral Page	Books/DVDs/Offers > Add Offer > Media Type: Landing Page
Review Page	Books/DVDs/Offers > Add Offer > Media Type: Landing Page
Office Page	Site Setup > Office Locations > (Choose Office Location)
Book Page	Books/DVDs/Offers > Add (or possibly Edit) Offer > Media Type: Book

Copying/Pasting From Word

- Each site has its own font & size settings.
- Be careful not to bring over font & size from Word.

Rich Content Editor

[SEO TIP >](#) | [CONVERSION TIP](#)



New Offering: Newsletters and Drip Campaigns

Related Links Boxes

Editors can now add “Related Links” to each piece of content!

Fort Myers Car Accident Attorney David Harris Reviews the Minimum Insurance Coverage Requirements



by **David H. Harris**

Handles serious personal injury and wrongful death claims throughout Southwest Florida

CONNECT WITH ME



Car insurance helps to protect you financially in case you are involved in a Lee County auto accident. Because everyone who operates a motor vehicle needs to have car insurance, it should be simple to determine what types of coverage to purchase. Unfortunately, that is not the case. In fact, confusing insurance terminology and wildly varying premium costs can make purchasing car insurance a daunting task.

Florida requires that all drivers purchase the following two types of auto insurance coverage:

Related Links:

- [What You Need to Know About Optional Car Insurance](#)
- [Effects of the PIP Changes](#)

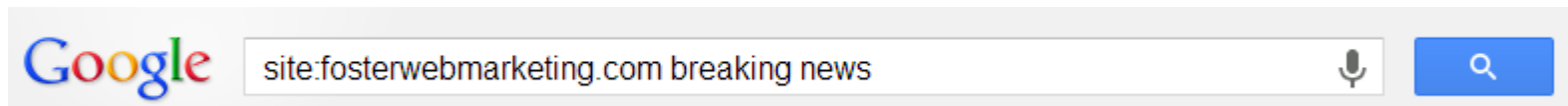


Related Links Boxes (cont'd)

1. Writers will provide 3-4 related links for each piece
 - Related articles in topic group
 - Articles found by using the Google Search feature on the website



2. Or, use Google Search operator “site:domain.com keyword phrase” to find content on a site.



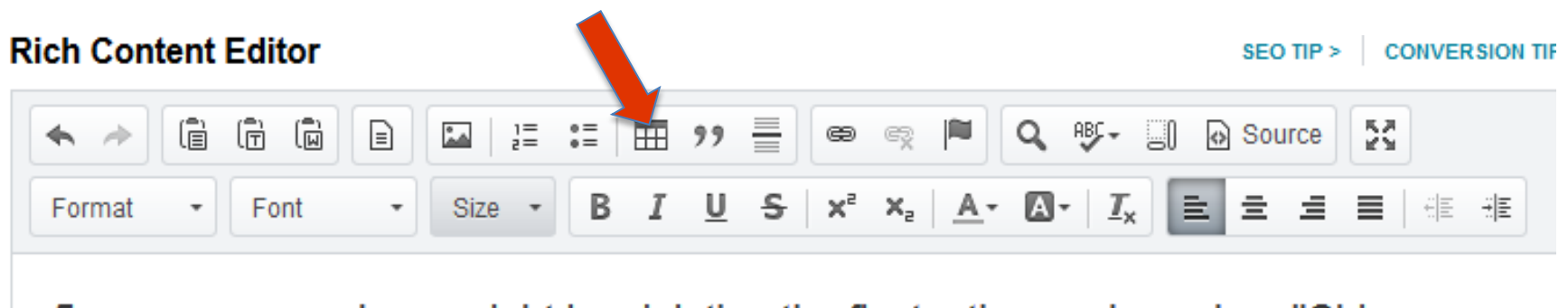
3. Writers will include links for L, B, FAQ & N items.

Related Links Boxes (cont'd)

Steps for Creating Related Link Boxes:

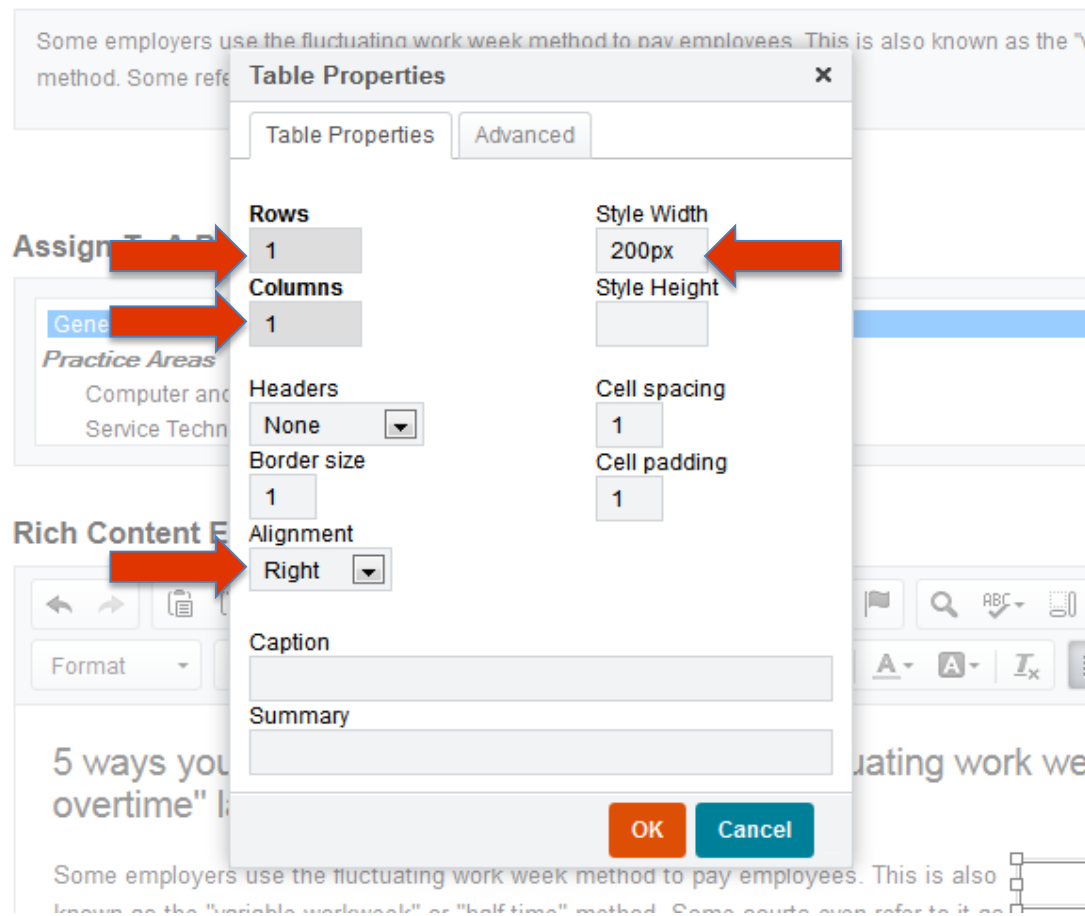
(Editors' Manual, page 10)

- Post all articles, and note Headlines and URLs



Related Links Boxes (cont'd)

"Meta" Description



The screenshot shows a 'Table Properties' dialog box with the following settings:

- Table Properties | Advanced
- Rows: 1
- Columns: 1
- Style Width: 200px
- Style Height: (empty)
- Headers: None
- Border size: 1
- Cell spacing: 1
- Cell padding: 1
- Alignment: Right
- Caption: (empty)
- Summary: (empty)
- Buttons: OK, Cancel

Red arrows point to the 'Rows' field, 'Columns' field, 'Style Width' field, and the 'Alignment' dropdown menu.

Related Links Boxes (cont'd)

Marketing For Attorneys

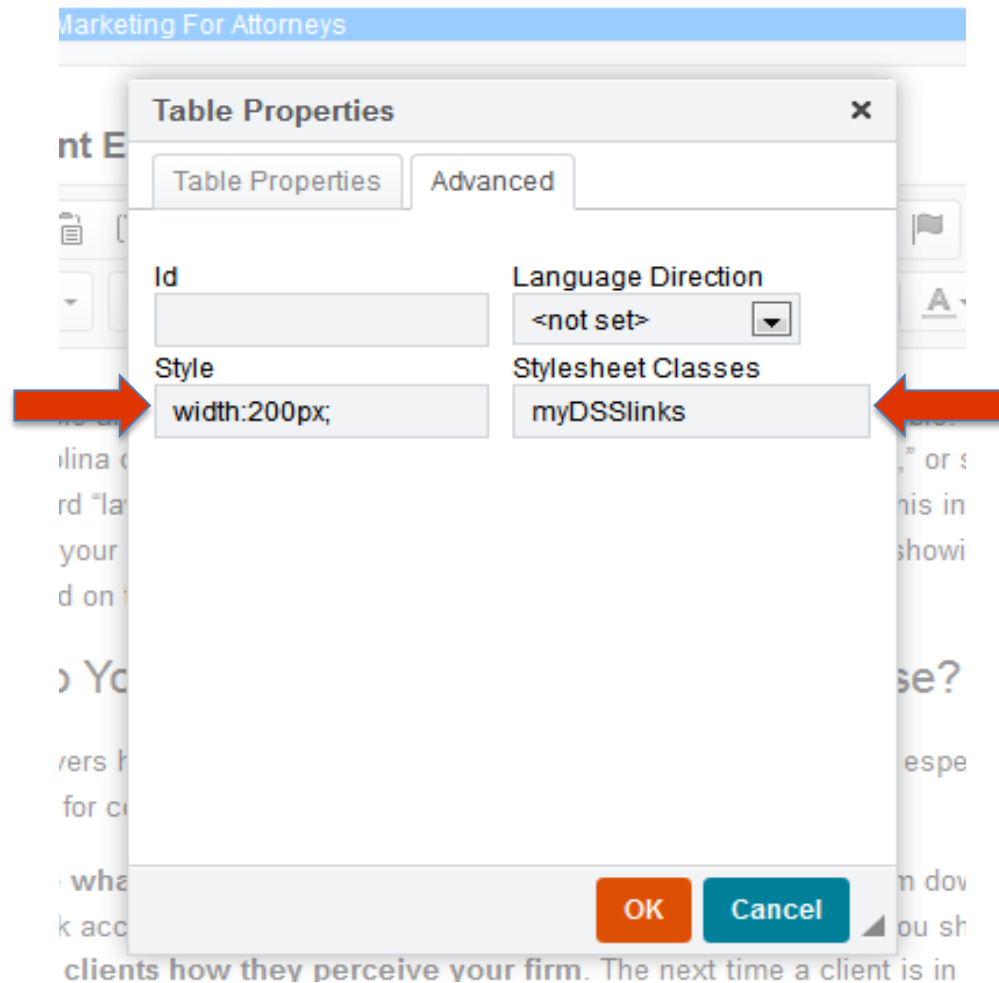


Table Properties

Table Properties Advanced

Id

Language Direction

<not set>

Style

Stylesheet Classes

width:200px;

myDSSlinks

OK Cancel

clients how they perceive your firm. The next time a client is in

Related Links Boxes (cont'd)

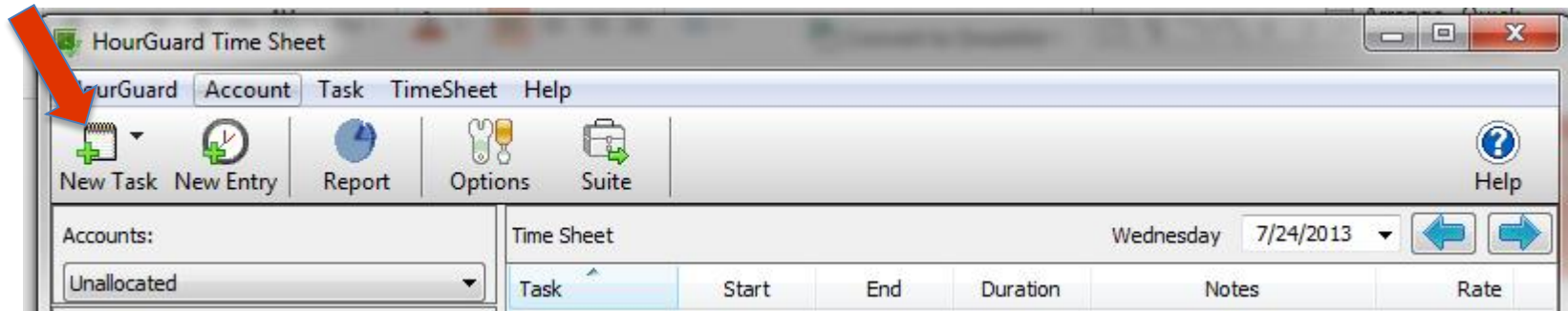
- [Signs You May Have a Pelvis Fracture After a Car Crash in Lee County](#)
- [I Fractured My Pelvis in a Lee County Auto Accident. What Type of Treatment Should I Expect?](#)
- [Diagnosing a Pelvis Fracture After a Car Accident in Fort Myers](#)

Due Dates

- Due dates are not a guideline.
- Send updates to Hannah & Lindsey on Tuesday AM.
 - Who is late?
 - Which clients?
- Your due dates are also monitored.
- If you will be late, you **MUST** let us know.

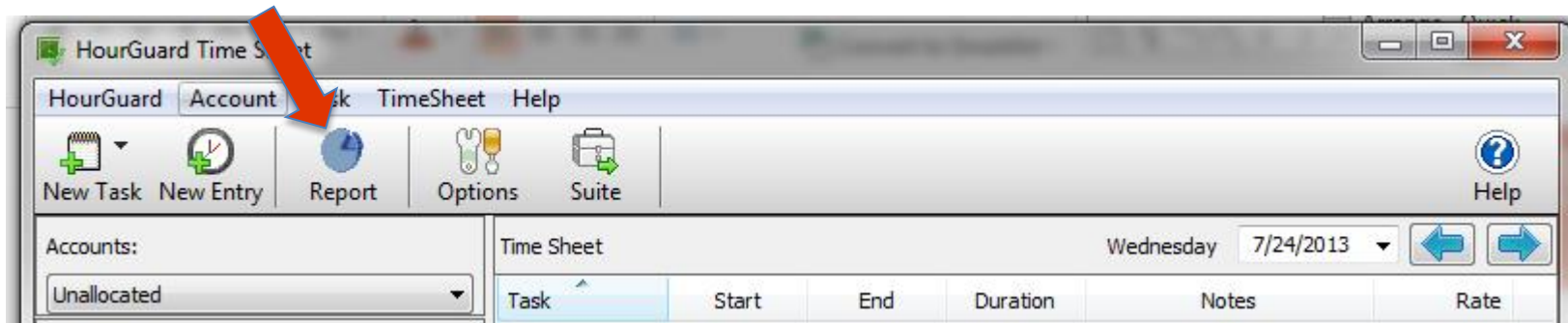
Timekeeping

- Use Hourguard (*Editors' Manual, page 6*)
- Create new task for each client.



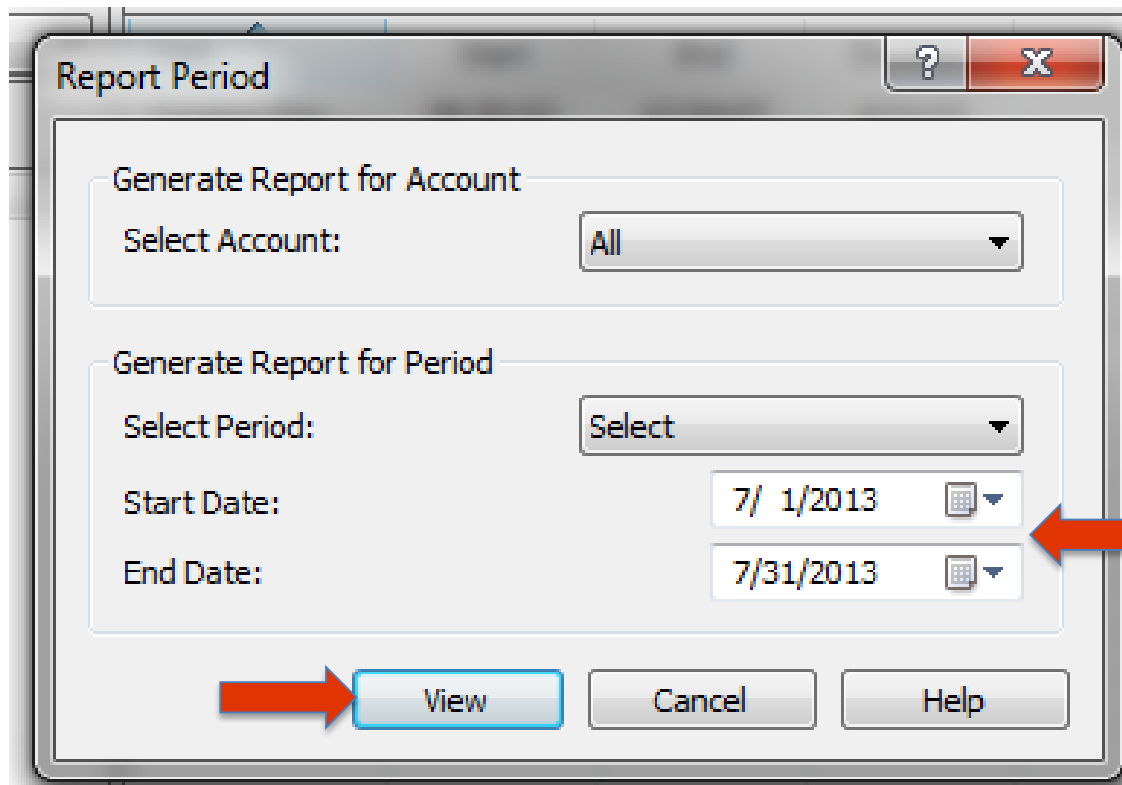
Timekeeping (cont'd)

- Save Report at End of Each Month



Timekeeping (cont'd)

- Choose Reporting Period



Report Period

Generate Report for Account

Select Account: All

Generate Report for Period

Select Period: Select

Start Date: 7/ 1/2013

End Date: 7/31/2013

View Cancel Help

Timekeeping (cont'd)

- Save



Further Reading

- Updated Editors' Manual
- Updated Templates
- SEOMoz Beginner's guide to SEO:
<http://moz.com/beginners-guide-to-seo>
- Google SEO Starter Guide:
http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf
- Want to know how many people are searching for a particular question, word or phrase?
<http://freekeywords.wordtracker.com/keyword-questions>



Questions?