



FOSTER
WEB MARKETING

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You can always read, download and sign up for our newsletter at www.FWMnewsletter.com

“There are tons of websites out there and there are tons of companies that develop and promote websites. The reason we chose Foster Web Marketing was mainly because it seemed specific to what we do for a living. They seem to be, from evaluating several of their legal websites, for me, the best choice mainly because of their focus on content. It's really important for us to get our message out there and we thought that Foster was the best way of doing it.”



Brian Butler

www.SHBLawyers.com

Check out FosterWebSuccess.com to hear what our lawyers have to say about us!

How Will Video Impact Search in 2012?

Internet users are constantly finding new ways to share ideas, and the most rapidly growing search medium is video. All it takes for a silly skit, musical performance, or documentary to "go viral" is the rapid copy/pasting of a link. YouTube, the most popular video sharing site, has taken word of mouth to a new level, dominating the internet search game.

As of May 2011, Google-owned YouTube averaged more than 3 billion views per day, up from 2 billion in 2010. At this astonishing rate of growth, it is predicted that YouTube will more than double last year's daily view count by May 2012.

In 2009, YouTube reported 24 hours of new video uploaded every minute; in 2011, they reached 48 hours of video uploaded each minute. Completely reliant on user participation, these numbers mean that people are watching and uploading videos. According to SearchEngineWatch.com, 4 million people are connected and auto-sharing YouTube videos to at least one social network (Facebook, Twitter, MySpace, etc.). Though YouTube is localized in 25 countries (and available in 43 languages), the United States is responsible for 30% of its overall traffic. YouTube reports 100 million mobile views per day.

So what does this mean for you? It means that people are looking increasingly to video as a source of news, entertainment, and social sharing. It means that having an engaging video of quality content is more important than ever to your company's social networking success. It also tells us that news is instant and more convenient to more people than ever before. The YouTube community is a ready-made audience; a video supplement will exponentially boost your business' web presence.

Foster Web Marketing has known and promoted the importance of video for optimizing web searches for some time, and we are here to assist you in the process. At Foster Web Marketing, we know that staying current is vital, and we provide two packages to help clients put a face and voice to their content. We allow clients to utilize our professional spokesmodels when necessary, while we work to optimize your videos for the search engines. 🌐



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Foster Web Marketing
10555 Main Street, Suite 470
Fairfax, Virginia 22030

Toll free: (888) 886-0939
Fax: 703-997-1309
www.fosterwebmarketing.com

WHAT'S NEW IN DSS?

Our team of developers has been hard at work improving DSS. It is getting better everyday! Here is what the team has been up to lately:

• **Facelift:** By now, you've noticed the completely new look and feel of DSS. We hope you love the new look as much as we do!

Coming soon...

• **Total contact management and drip campaigns built into DSS.** You will be able to create email drip campaigns and newsletters, track opens and clicks, tag contacts and use DSS for all of your CRM!

• **Every client is getting a video sitemap so that Google will know exactly where to locate every video.** Expect to see more hits on your pages with video and lower bounce rates. And if you don't have video...get with the times!

• **Even more SEO improvements.** We'll be implementing even more Schema tags (learn more at Schema.org) and Author tagging. Both of these will be huge for SEO, especially local search.

Stay tuned about the latest and greatest from DSS by following us on



Facebook.com/DynamicSelfService



Twitter.com/FWM_DSS

FAQ



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Follard of the Fairfax Video Studio.

Q: "Do you have some examples of directories I should be listed in?"

A: If you're serious about establishing a strong web presence, there are several directories you can't afford to overlook. Consider posting a listing in the following highly trafficked directories:

- **Avvo (www.avvo.com)**

This online forum of health and legal experts includes an online directory of doctors and lawyers. Avvo allows users to create their own profiles and employs an unbiased rating system to assist in the search.

- **Nolo (www.nolo.com)**

Nolo allows users to search for attorneys by location or legal issue. The site's "consumer friendly" search includes an overview of each attorney's specialized field and qualifications. Every attorney listed on the site has signed the "Nolo Pledge," which is a promise to adhere to a standard of service designed to maximize the attorney/client relationship.

- **Yelp (www.yelp.com)**

The three main components of Yelp are social networking, user reviews, and local searches. Because listings are subject to comments from a community of users, positive feedback goes a long way in gaining new business.

- **Google Places (www.google.com/+business)**

Google Places provides a free platform for local businesses. Posting photos and videos and responding to reviews are just a few options available to personalize your listing.

Q: "Do I really need to spend time using Google Plus?"

A: With any new web sharing resource, it never hurts to keep an open mind; when that platform comes from Google, we should all sit up and pay attention. Google+ is poised to have a real impact on the search process, so it is a good idea to familiarize yourself with the concepts.

Google+ seeks to lessen the gap between 'search' and 'find' by pooling the following sources:

- **Topics mentioned in your circles**

Circles allow users to compartmentalize their online social lives, creating communities with similar interests or backgrounds. Google+ takes information from conversational topics to personalize user searches.

- **Trending keywords from public Google+ posts**

Public Google+ posts allow a search engine to cast a wider net, factoring popular keywords from the larger online community into the search.

- **Items from online news sources**

Google+ includes online news items along with personalized data to ensure optimal search results.



We are working on a new book, "Google+ for Attorneys" that will be available next month!

Pay-Per-Click Advertising for Lawyers, Part 3:

How To Set Up A Winning Law Firm Campaign in Google AdWords

So you want to advertise on Google and you want to do it yourself, but you don't know where to get started? Well here are a few tips on setting up your Google AdWords account so it performs properly. WARNING: Do not take these lightly, as there are many pitfalls in setting up and running your account properly that can cause it to malfunction. And in the world of Google AdWords, a malfunction means it costs you more money per client or doesn't produce clients for you at all!

Last month in Step 2, we discussed adding Negative Keywords. This month, we will talk about:

Step 3) Account Structure

Google is organized by Campaign(s), then Ad groups, then keywords. Typically a lawyer's account has few Campaigns, multiple Ad groups and lots of keywords. Using a spreadsheet you can list all your keywords in one column and then in the next column put the proper Ad group for each. Ad groups should contain a theme of closely related keywords. For example, dui lawyer, dui lawyers, dui law firm, etc. may all be in one Ad group. Terms that are not indicative of a person already looking for a lawyer or attorney would then be in a different Ad group, such as dui law or dui penalties, where the person may still be in research mode. This is important for matching the searcher to the ad to the landing page, which affects your Quality Score.

(Your Quality Score is primarily based on your click through rate and the relevance of the keyword used to the ads and the ads to the quality and relevance of your landing page. A high Quality Score means that your keyword will trigger ads in a

higher position and at a lower cost-per-click (CPC). This can be seen in one of the columns within your Google Adwords management interface.)

When you have it filled out, you can sort by Ad group and refine. Once complete, decide if you need one or more

Campaigns for your list of Ad groups. The settings you require will help you make this determination because only at the Campaign level, can you change your settings. If are doing business in multiple cities, you should probably break down your Campaigns by city. The Ad groups/ Keywords in each city Campaign will likely be exact duplicates, except, of course, the different geographic keywords.

People continuously ask, "Does Google AdWords or PPC really work?" and the answer is an overwhelming yes! As long as you are doing it right.

To your PPC success! 🌐

(Watch next month for Step 4 in "Setting Up a Winning Law Firm Campaign in Google Adwords"—Campaign(s) & Ad Group Set Up.)



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Craig A. Kahn is a lawyer, author and owner of the law firm of Kahn & Associates, L.L.C. and the founder of Kahn Interactive Group, an online marketing company for lawyers.

He has created a one of a kind service that helps lawyers end the frustration of managing their online marketing. To learn more, go to www.KahnInteractiveGroup.com or contact him for **FREE PPC Account Analysis and Consultation** at 216-621-6101 or CKahn@KahnInteractive.com.

3 Tools to Help Lawyers Tackle Social Media

The increased reliance on social media has made it more important than ever to establish a strong web identity.

Navigating the intricacies of online networking can be daunting, but fortunately there are resources available to simplify the process and help get your name out.

Three highly recommended tools for tackling social media include:

HootSuite (hootsuite.com)

HootSuite provides an ideal, one-stop platform for online brand management. Publishing to networking sites such as Facebook, Twitter, and LinkedIn (to name a few), HootSuite distributes your firm's brand and message throughout the busiest internet hubs.



BufferApp (bufferapp.com)

BufferApp's tagline challenges users to "Be awesome on Social Media." Creating a positive appearance for your business on Twitter, BufferApp does its part to maximize your social media awesomeness. BufferApp boasts a dedicated customer service staff that is ready to walk you through any questions you may have in a timely fashion. We recommend following their twitter account (@bufferapp) to gain a variety of tools and ideas.



Google Alerts

Google Alerts automatically notifies users when a change in content is detected. Users subscribe to blogs, news sources, and discussion groups; notifications of changes are sent to users' email or displayed on the users' iGoogle page. Google Alerts relies heavily on keywords, ranking relevant results by top ten, top twenty, or top fifty. 🌐



At Foster Web Marketing, we offer social media solutions and encourage you to call us for more information or for assistance with your chosen platforms.



Employee Spotlight: Mike Knetemann

Mike Knetemann is our social media specialist at the Foster Web Marketing Fairfax office and has been for the last 6 months. The title of "social media specialist" hardly seems to do justice to the range of services he provides at Foster Web Marketing.

Along with running all social media profiles for Foster Web Marketing and the Fairfax Video Studio, Mike conducts market research to sufficiently prepare the companies for marketing campaigns and helps Jimmy and Tom with miscellaneous marketing tasks.

Mike finds the most fulfilling aspect of his job to be conducting market research and compiling competitive analyses to better serve clients and keep FWM the best web marketing firm out there. Of the process, he says, "I look at it as the same thing as watching film to prepare for a big game."

In his free time, Mike enjoys skiing out west or in Virginia's backcountry, playing ice hockey and rugby, and fishing. In the summer, he relaxes by boating on the Potomac and cutting down trees with his dad. He also enjoys riding the tractor at his parents' place in Port Haywood, VA. Mike has a dog named Mug and two younger siblings who both go to James Madison University.

A native of Mount Vernon, Mike is a die-hard Capitals and Redskins fan. In April 2010, Mike successfully climbed Mount Kilimanjaro in Tanzania with his father. 🌐

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