



FOSTER
WEB MARKETING

Killer Website Marketing System for Attorneys

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Volume 3, Issue 7
August 2010



Link Building—Is It All A Bunch of Nonsense?

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“FWM is far and away the company that best suits our needs. Tom and his company understood what business model would work for us. FWM helped us design our website, and market the way that we wanted to market to clients through information and the entire way that we handle ourselves and our practice.”

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There are the things that are easy to measure, like the amount of content being added to your site or the number of visitors your website is attracting. *What is a little more difficult to understand is what goes on behind the scenes and believe me, there is a lot happening that you don't see.*

Link building is a hard concept to grasp, especially if you are not in the search engine marketing world. It doesn't matter how many times we might explain its relevance to you. Link building ends up sounding like some mystical force that may or may not be helping your website. However, it is incredibly important and it can make all the difference in your website's performance, including the number of Web visitors you attract.

You hear us preach the importance of content—“Content is King!” However, so is link building.

In fact, link building is one of the key components in search engine optimization. It is that secret ingredient that will help you blow away your competitors online.

As far as link building goes, you need to understand the significance of anchor text and where the link is coming from. Let's break it down:

Anchor text: Anchor text is basically the visible, clickable text used in a link. For example, the text could be “Dallas car accident attorney,” which links to a practice area all about, guess what? Car accidents. Anchor text is a huge component in search engine ranking. Search engines continuously check the anchor text on your website. If the text is relevant to the page it links to, your ranking for that keyword or phrase may improve. A link to your home page is less powerful than a link to an internal page about a specific topic.

Quality over quantity: The number of links that are pointing to your site, known as inbound links, is important, but these sites need to be relevant to yours. What does that mean? It means having an online shoe store linking to your law firm's site isn't going to be that helpful. There are a lot of SEO companies

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WHAT HAVE WE DONE FOR YOU LATELY?

We're constantly making things easier for you! Here are some recent improvements to DSS:

- A new search feature for articles. You can search for library articles based on the page title from the URL.
- An option to label the submit button for your books. You have control over what appears on the submit button and can change it as often as you want.
- More control over order forms. You get to decide which order form appears on your Reports page.
- Greater ease in selecting videos. If you have a lot of videos, scrolling through the list can be time consuming. The good news is that the video selection box now contains categories to make video selection hassle free.
- Two options for the global footer. You can add a global footer at the very bottom of the page or to the actual content area, which will go on all content pages.



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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, and blogs.*
- *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.*
- *Enhanced Video Marketing. Video goes viral after 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.



Top 5 Reasons to Write a Book!

Before we start working on your website content or developing your site, we will typically ask you, “what makes you different than the lawyer down the street? Why would someone call you?” Most lawyers have a range of answers to these questions, all of which are usually great in differentiating themselves from their competitors. ***From a potential clients’ perspective, wouldn’t the fact that you are a published author make you stand out from the crowd? You better believe it would!***

As an attorney or business owner, you need to add book writing to your to-do list. ***A book is a great way to attract business and convert more prospects into clients.*** The benefits of becoming a published author don’t stop there. Below are some of the great advantages to having your own book:

1 Free publicity.

You spend a lot of money on marketing and advertising, wouldn’t it be nice to get some free press? That is what a book can do for you. Reporters love interviewing published authors and quoting them as experts in their news articles and on television programs. Who knows? Maybe Oprah will be interested in having you as a guest!

2 Reach more people.

When you have your own book, you have the opportunity to get in front of a larger audience. You can create a website dedicated to your book and you can contract with Amazon.com and other booksellers to offer your book.

3 Potential clients will be drawn to you.

If you are a lawyer, you know that your potential clients often get overwhelmed when trying to hire the right person to represent them. As a published author, you gain an edge over your competition and stand out from the crowd of law firms in your area.

4 Become a credible source of information.

People will feel like they can trust what you have to say. After all, you have written a book on the very subject they are interested in!

5 Perception that you are a celebrity.

As word of mouth spreads that you have written a book, people will start to view you as a celebrity. It doesn’t matter if your book is self published or picked up by one of the major publishing houses – most people don’t know the difference. All they care about is that you have written and published a book.

Writing a book takes time and it can be an overwhelming task when you are already busy with your everyday work. That is why we will write your book for you. We have an experienced published author who will help you create a well-written, informational book. 🌐

To find out more about our book writing services, call us today at 888.886.0939.

As a published author, you gain an edge over your competition and stand out from the crowd of law firms in your area.



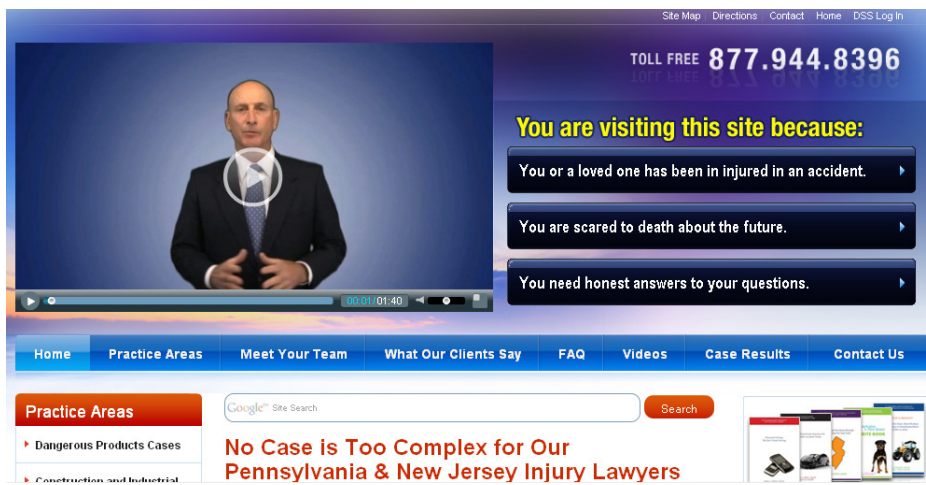
I run a four attorney practice limited to serious and catastrophic personal injury cases in Pennsylvania and New Jersey. Our focus is on construction site and industrial accidents, products liability, premises liability, very serious MVA/trucking cases and catastrophic dog attack cases (see my book for details).

We maintain a relatively small inventory of high quality cases for individuals who we genuinely want to represent. We have a short list of excellent attorneys to whom we refer clients whose cases do not meet our criteria. In return, we receive referrals of more complex cases from those attorneys.

We do a good deal of marketing, and each of our marketing efforts is designed to accomplish one or more of the following things: 1- Nurture our herd; 2- Build our herd; 3- Reach people who don't know us, but who need a lawyer now. All of these efforts revolve around our FWM-designed website. **Working with Tom and his team, we have been able to build a website that accurately presents who and what we are.**

Our monthly newsletter is our chief herd-nurturing effort. We try to keep it light and interesting, and we always include some reason to get our former clients and friends to visit the website to look at a new video or

check out a new free product. **Having our friends see our videos is almost like having a face-to-face meeting with them, and it keeps us top of mind with our herd.**



White and Williams LLP use their informative website as the central hub around which all of their online and offline marketing efforts rotate.

We build our herd in two distinct ways. First, we feature a local business, or business person, in our monthly newsletter. The featured individual sends our newsletter or an announcement to his herd, directing them to visit our website to obtain one of our many free products. Second, we hold educational events with other professionals and business people—round table discussions, interviews or demonstrations which focus on the other person's business. We videotape the event and create a product, usually a DVD and a written product. The event and the availability of the product are then announced to both my entire herd and the other person's entire herd through the mail. People are directed

to my website to order a copy of the product. This allows me to build my herd in a very targeted way—with people who are already clients/ patients/customers of other

professions who I know, like and respect.

To reach people who don't know me yet, but who need a lawyer right now, all of our efforts are based on our FWM website. The visits to our site are increasing wonderfully. Our site is relatively new and the results so far are excellent. We are doing a ton of videos. We have our own video studio in our office and we're learning how to do video right.

Our website is the hub around which all of our marketing efforts rotate. The website presents us the way we want to be presented and it contains enough high quality content to demonstrate that we are genuinely expert at what we do. **For people who know us, the website is almost like**

having someone stop in the office to say hello. For people who don't yet know us, our website serves the same general purpose as an initial client meeting/interview.

It's a close call between the videos on our website and the free products we offer on the site. I recently got a wrongful death case for a woman in New Jersey who called after watching only my introductory video on the website. She said that I am the only lawyer she called and that she wanted to hire me without ever meeting me, based solely on the 90 second introductory video. I obviously needed a meeting to review the case with her to make sure I wanted to handle the case, but this shows how effective Tom has made our website.

I am using the monthly brainstorming sessions with Tom to come up with new and better ways to integrate all of our marketing efforts into our website, as well as YouTube and other web-based vehicles. 🌐

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The Nitty-Gritty of Facebook Ads

Are Facebook ads worth the time and money? This question is one that many online marketers are asking, as they look for ways to generate buzz about their products and services.

If you go on Facebook's website it seems like you would be a fool not to throw money at the ads. After all, you can "reach over 400 million people where they connect and share!" However, that's Facebook's take on their ads, and you know they are biased.

Here's the truth about Facebook ads—we have seen them work.

In fact, we have even created our own Facebook ad promoting our free books and reports. The response we have gotten is overwhelming. We almost had too many book and report requests to handle.

According to a Nielsen study, Facebook ads "are cutting through and being remembered quite well by users." Researchers found that audiences who saw these ads had a high recall rate of the ads, even 24 hours after being exposed. The study also concluded that Facebook ad campaigns were "successful at changing exposed audiences' attitudes about these brands and products."

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Link Building—Is It All A Bunch of Nonsense?

out there that will promote their link building campaigns, but they are really engaging in nothing more than link farming or spamming. Both aren't good. Search engines are savvier than you might realize and they can quickly spot a linking scheme!

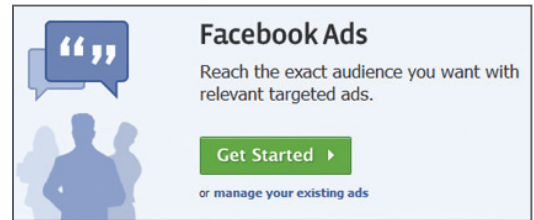
Trust me, there is a ton more that goes into link building, but it only gets more confusing. I will just leave it here for now.

You can go out and try to develop your own link building strategy, but it won't be easy. A better idea would be to leave it to the

Some of the features of these ads include (based on Facebook's description):

- Ability to target your audience based on location, age and interests
- Opportunity to test various types of ads
- Control over how much you spend
- Option to pay only when people click or see your ad

Now, back to the original question – are Facebook ads really worth it? Only time will tell, because it ultimately comes down to conversion. You need to focus your efforts on converting Web visitors into contacts. Eventually, after these contacts have gone through your marketing funnel, they should be converting into clients. That is when you know the true success of your marketing campaign. 🌐



FAQ



Tom Foster

Q: Why haven't I gotten any cases yet? My website launched last month.

A: If you have talked with me on the phone, you have heard me preach the same thing over and over again—it takes time. Do you start the P90X workout and expect to get a six-pack in one month? No! It's not a quick process.

There is a lot that goes into the success of a website. You also have to understand that the major search engines, including Google, need time to index Web pages and it is a mistake to believe that this happens instantly.

As long as you have all of the right components in place, including quality content, Web video, a call-to-action, such as a book or report, and an easy way for people to contact you, you should be able to create a strong online presence that converts visitors into contacts.

Don't forget that there is a lot that goes on behind the scenes. Even though you can't see some of the things we are busy doing, remember that we are hard at work to help you succeed. We have helped clients just like you dominate the Internet. Just be patient.

Dedicated to your success!

Tom