



FOSTER
WEB MARKETING

Killer Website Marketing System for Attorneys

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How We Are Helping YOU Succeed

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As a client of Foster Web Marketing, you are part of an elite club of attorneys and professionals who are all looking for innovative ways to grow their businesses. One of the perks to being a member of the Foster Web Marketing group is having access to our wide range of awesome services. We recently expanded the services we offer, which will help you dominate your competitors both online and offline.

Here's a brief description of some of the ways we can assist you:

Link Building

Let's face it—link building is crucial if you want to be found online. You probably don't know a whole lot about link building strategies, and the good news is that you don't have to. That is our job. All you need to know is that we have the necessary resources in place to make your link building campaign a success. **Our link building techniques will help you generate more leads, get the cases you want and improve your bottom line.** Who wouldn't want that?

Content

Quality content is not a new offering for us, but we have increased the types of content we provide. **Our experienced writers have the ability to not only create powerful SEO content, but also to develop press releases, 12-page reports, articles for online directories and content for email campaigns.** We will take the time to learn about your specific business and target market, so we can draft effective, conversion-driven content.

Book Writing

You already know that we place a huge emphasis on having your own book. A book is a great client conversion tool, plus it makes you stand out from your competitors. **When you are an author of a book, you gain credibility and are perceived as an expert (even a celebrity)!** We know that you are busy focusing on your business, which is why we will write your book for you. As part of our book writing service, you will be working with Mindy Weinstein, a published author, who will work alongside you to create an interesting, information-packed book that will attract more clients. 🌐

Here's the deal, we are here to help when you need us. We view our relationship as a partnership and we want to see you succeed. Actually, we want to see you more than just succeed; we want you to be able to crush your competition. Call us or send an email to find out more about our expanded services.

Dedicated to your success!

Tom

“I have nothing but the highest respect for Tom, his team, and the product and service his company delivers. It is rare these days to have partners and vendors on which I can rely and count on to get the job done as they did.”



Jeff Rasansky

What Have We Done For You Lately? DSS Just Keeps Getting Easier by Buster Tate

There are so many great benefits to DSS that there isn't enough room to list them all; so, we'll just focus on what is new:

- You can now view your activity and contacts in a simpler format. We have developed a Web Contact Statistics Chart that shows you the number of contacts you have received in the last 3, 6, 9 or 12 months.
- Another recently added DSS feature helps our clients who are selling books. You can go into DSS and add a target URL for the book order form. A button will be created that connects to the target page.

There are more additions to DSS and if you want retraining or more information, contact Connie at Connie@fosterwebmarketing.com.



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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.



Running Out of Content Ideas for Your Attorney Website? Read this Article.

Content, content, content. You probably grow a little tired of hearing how important content is to your website. The truth is—content is one of the most crucial elements in your attorney Internet marketing campaign. It is the key to effective attorney SEO and the more content you have on your website, the better.

When it comes to developing ongoing, fresh content, it can become challenging trying to think of topics to write about. For example, how many times can you blog about a traumatic brain injury or what to do after a car accident? **If you are at the point where you are struggling to come up with ideas for your articles and blogs, keep reading.**

Below are some ways to help you generate ideas for your website content:

1 Always have a notepad or smart phone with you. You might even consider putting a notepad on your nightstand, just in case you get a great article idea in the middle of the night. In fact, many people form their ideas as they fall asleep, because the brain begins to relax and the subconscious kicks in.

It is often during the most unexpected times that an amazing article idea pops into your head. If you don't write it down, you might forget it later.

2 Search social media websites. Twitter is a good source for article ideas and it has a search feature, which allows you to type in various keywords and phrases to see what other people are writing about.

3 Read the news. Often times, a story in the news will trigger an article idea or may serve as a blog topic on its own. You might read about a case or a recent development that impacts your clients that is worth writing about. 🌐

Drive Traffic To Your Lawyer Website Through Article Submission

Competition is fierce when it comes to attorney Internet marketing. You are up against countless law firms that are all trying to vie for the top spots in search engine rankings. It is vital that you get noticed among the sea of lawyers in your area and one way you can accomplish this goal is through article submission.

Article submission is a great way to increase your search engine ranking, as it helps you obtain inbound links to your website. Link building is a major component to effective attorney SEO.

Here's how article submission works:

1 You write an insightful article relating to the types of cases you want to attract. The article will show that you are an expert in your field.

2 The article is uploaded to an article submission website.

3 Online publishers, including producers of newsletters, ezines and so on, will use article submission websites to find free content.

4 These online publishers are allowed to use the articles, as long as the articles contain functioning links back to the authors' sites.

5 Each article has the potential to generate hundreds of links back to your website!

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Client Success Story | Brian M. Mittman



When Tom asked me if I would be willing to write a few words about my experience with Foster Web Marketing I

happily agreed but asked to get a link to some back editions of what people said. I then ignored that email because I realized I really do have a lot to say about what Tom Foster and his team has been able to help me accomplish through my Foster Website(s).

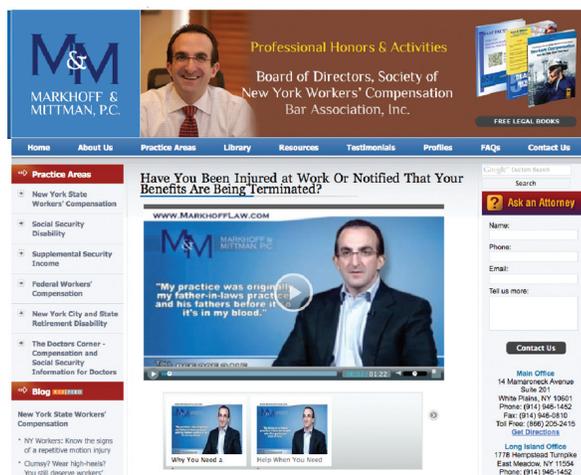
I began using FWM about 2 ½ years ago after switching from a Findlaw site. At the time I thought I was getting a great new website but did not realize I was going to be getting life lessons on how to run my business, how to market, how to have the right mindset and how to really enjoy what I am doing. And more importantly, I didn't realize that my four children would think of me as an internet guru – go figure!

But that is the essence of FWM—it's not a hire and forget advertising or marketing tool.

It can be, but you might as well stick to the yellow pages.

FWM provides you:

- *With the ultimate website tool (DSS)*
- *With useful and insightful feedback*
- *With additional value such as webinars, mindset pieces and practice management pieces*



In October of 2007 I was rocking with my old website. I loved what it looked like, I had new content being added for only a what I thought was a minimal fee, I didn't have to do anything. I even got some cases from the website, and I had over 140 visits in October of 2007! Yeah! With my FWM

site in October of 2009 I had over 3000 visits, a low bounce rate for an attorney site, good time on site, multiple page view visits and most importantly, measurable, traceable conversion! And I can tell you, by October of 2010 I plan on having over 5000 visits and even more quality conversions!

The best part is, it's easily doable through DSS.

FWM has also helped me look at the quality of all of my "other" marketing and let me understand and realize the questions I must ask—how do I track and measure and improve or move on from a particular marketing strategy

or media. The best part is this came about not from me just paying a bill and sitting back but by being engaged in how my website proceeds and again DSS is a tool that makes it easy enough for anyone to do it!

What is even better is that FWM has the people and support to help you out. I have always had my phone calls and emails returned, questions answered, suggestions accepted, and feedback. Being in a service business myself I understand how important having that connection is and the FWM family has always made me feel part of their family.

So it's pretty simple. Awesome tools. Real measurable results. Great people. That is a definition for success.

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Drive Traffic To Your Lawyer Website Through Article Submission

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Benefits of Article Submission

There are other tremendous advantages to article submission, in addition to link building and increasing your search engine ranking. One of these benefits has to do with the fact that you are attracting targeted traffic, as the people who are clicking on the links in your articles are already potential clients. These are prospects who are

... the people who are clicking on the links in your articles are already potential clients

looking for information about their cases online and want to hear what you have to say.

Another benefit of using article directories is that you are able to build credibility among your potential clientele.

Through your articles, you are able to show them that you have the information and solutions they are looking for.

Google Places? I Can't Keep Up!



We have been receiving many inquires about Google Local, so we felt that it was important to update you on some recent changes. Google Local, which is a business listing service created by Google, has been re-branded. It is now called Google Places and this new name has brought about many additional features.

For a \$25 monthly fee, you can tag certain information on your business listing. You can place a yellow tag next to your website address, directions to your office or anything else you choose. Plus, your \$25 a month gives you the ability to utilize the Google Places dashboard where you can review the number of clicks and actions you have received.

Through Google Places, you can obtain a unique bar code, known as a QR code, which can be downloaded and placed on your ads and business cards. If your potential clients have smartphones, they can use the devices to scan the code, which will provide them with directions to your office, contact information

and additional details about your Google Places profile. While this feature may be hard to conceptualize, it is a great marketing tool.

If you don't have a photograph of your business in your Google Pages profile, don't worry - Google will take one for you. Google Maps will post a picture of your business at no charge. This feature is not necessarily new, as we noticed that Google has been providing this option for a few clients, but it has just officially been announced.

To find out more about Google Places and why you should claim your business listing, order our report, *Google Local: What Every Lawyer Needs to Know to Dominate*. This report takes the mystery out of Google Local and will walk you through the steps on how to get listed and rank well. 🌐

We can help you create a powerful listing on Google Places! Contact us today!

FAQ

Q: What are the most important pages on my site to get links to?



Tom Foster

A: What you're referring to here is the deep-link ratio, or the number of links pointing to your homepage versus the number of links pointing to other pages on your site (also called your internal pages). Many sites neglect their deep-link ratio, focusing just on building links to their homepage. That's a big mistake. We've consulted with many clients who were being outranked by competitors who actually had fewer incoming links. Upon doing a link analysis, we find the client's site has over 90% of their incoming links pointing at their homepage, while their competition has about 40% of their links pointing at their homepage, with the other 60% pointing at internal pages. Those sites are ranking better largely because they have a higher deep-link ratio.

Whenever you get a link to any page on your site, it helps to boost your entire site. The actual page being linked to experiences the greatest boost, but your overall site will also benefit. In short, that means that getting links to your internal pages will actually also help your homepage (and every other page on your site) rank better.

Increasing your deep-link ratio is also important for a few other reasons. First, it makes your links look more natural. **When people naturally choose to link to your site, it's often because they've found something that would be of interest to their readers, such as an article, product review, or something similar.** This means they usually link directly to the internal page of interest, rather than the homepage. On the other hand, artificial link-building techniques such as buying or swapping links usually results in a link going directly to a site's homepage. A certain number of links to the homepage is natural, but if all your incoming links are pointing at your homepage, search engines start to get suspicious.

Second, **if you want to attract the widest range of search engine traffic, then it's important that your internal pages also rank well.** For example, let's say your site is about personal injury. Your homepage

may be designed to rank for personal injury attorney. However, your highest converting customers may be those who are searching for much more specific terms, such as automobile accident attorney or motorcycle accident attorney. Your smartest approach is to design a specific page for each of those terms, and build links to each of those pages. Your " automobile accident attorney " page should have lots of links pointing to it that say automobile accident attorney, your " motorcycle accident attorney " page should have lots of links pointing to it that say motorcycle accident attorney, and so on. **Building targeted links to those specific pages will help them rank in the search engines for those terms,** and the corresponding increase in the number of deep links to your site will also improve your homepage's ability to rank for the more general phrase personal injury attorney.

In general, a higher deep-link ratio is better. Most sites that rank well for very competitive keywords have a deep-link ratio of around 30 or 40 percent. Of course, don't start removing links from the home page and pointing them at your internal pages. Leave those links alone, since they're what's helping your homepage do so well. Instead, **start working on adding new links to your internal pages. You'll be surprised at the overall positive ranking effect this has on your site.**