



FOSTER
WEB MARKETING

Killer Website Marketing System for Attorneys

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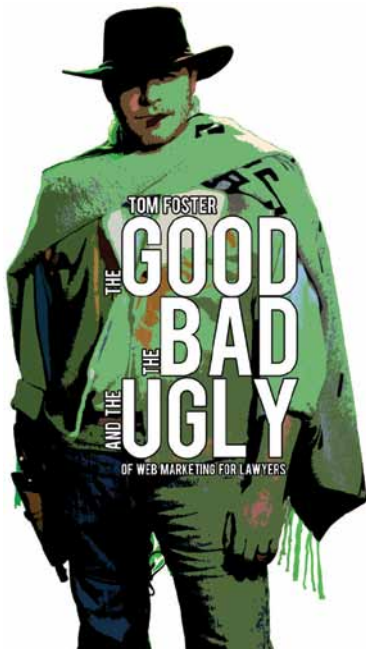
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You can always read, download and sign up for our newsletter at www.FWMnewsletter.com



The Foster Web Marketing Academy is only open to current clients but the GKIC Super Conference is open to everyone. You can learn more at www.FWMDallas.com.



If there was ever a time to take control of your firm and your marketing, it's right now.

Practicing law while consistently bringing on new clients is a balancing act that only the most focused attorneys can achieve. We can't help you practice law but we can help you get the clients you want.

For the first time ever, we are holding a training seminar, the Foster Web Marketing Academy, to teach our clients the nuts and bolts of successful web marketing. You've been to legal marketing conferences, but you've never been trained, quizzed, tested and certified by some of the best minds in marketing.

There will be no sales pitches. There will be no vendors. Just rigorous training with the goal of allowing you to step away from the law once in a while and enjoy life!

How to Become a **WEB MARKETING ROCK STAR** in 3 Days Flat

www.FosterWebMarketingAcademy.com

Here is exactly what you will learn (in nitty-gritty detail):

THE LAWS OF ATTRACTION

- Local SEO best practices
- Content that surpasses Google's expectations
- How to become a link magnet
- Video marketing and YouTube domination
- Researching and selecting those "golden" keywords

THE LAWS OF CONVERSION

- Turn website traffic into real cases while you sleep
- How to effectively communicate with your Web visitors
- Landing pages, Live Chat and Follow Up Sequences
- Social media marketing that works

Turn the page for seminar details →



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WHAT'S NEW IN DSS?

We have been hard at work making DSS easier to use and more effective for our clients. Here are some of the most important changes we've made recently:

• **We've made it much easier to sort through your images when adding them to a blog post or article.** You can filter by date or just type in a search. Don't forget to add a title and description to get most SEO benefit from images.

• **Re-designed sites now have floating social media sharing buttons.** Wherever your web visitors go, the Facebook "Like" button and the Twitter "Tweet" button will scroll down the screen with them.

• **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!

• **Also coming soon... a DSS forum!** You will be able to ask questions and collaborate with other clients to get the most out of DSS.

In the meantime, be sure to follow our DSS release notes, which can now be found in DSS.

You can follow the changes to DSS on the web!

[Facebook.com/DynamicSelfService](https://www.facebook.com/DynamicSelfService)

[Twitter.com/FWM_DSS](https://twitter.com/FWM_DSS)



5 New Year's Resolutions to Help Your Marketing Plan In 2012

The New Year is a great opportunity to set goals for all aspects of your life, from your personal aspirations to your professional dreams.

In 2012, don't forget to resolve to make your marketing plan the best it has ever been—and remember: the best resolutions are detailed, attainable, and flexible.

1 Create a content schedule.

There is perhaps no better way to improve your website in 2012 than by adding thoughtful, unique, and helpful content on a regular basis. Set a goal of articles per month and post them evenly over each week. If you already have too much on your plate, we'd be happy to provide and post content for you.

2 Invest time in video.

Video will only become more popular in 2012, and you have the power to get in on the trend early. Consider purchasing a camera, getting professional videos created, and making informative, great-looking videos a mainstay of your website.

3 Make time management a priority.

Anyone who bills by the hour understands the value of every minute. Be sure that your marketing plan gets the time it deserves by using your time well and delegating tasks that don't need your guidance.

4 Become a marketing expert.

Yes, you may be an attorney, doctor, or other professional. But as someone who has a business, you must also understand marketing. Pick up a book, attend a webinar, or take some time to check out what the competition is doing.

5 Exercise more.

You didn't think a list of New Year's resolutions would leave out exercise? Getting your body moving every day helps all aspects of your life, from fighting stress to clearing your mind to energizing your body. We even think it will help your marketing plan. 🌍

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How to Become a Web Marketing Rock Star in 3 Days Flat

WHO

Foster Web Marketing clients and their staff. Registration is limited to just 30 attendees to keep the classroom atmosphere personal.

WHAT

The best, most detailed web marketing available to lawyers anywhere.

WHEN

February 22-24, 2012

WHERE

George Mason Inn - Fairfax, VA

WHY

Because we want our clients to succeed!

You can learn more, including pricing, registration details, hotel and travel information at:

www.FosterWebMarketingAcademy.com

Pay-Per-Click Advertising for Lawyers, Part 2:

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 1, we discussed doing Keyword Research. This month, we will talk about the other side of that coin, which is

Step 2) Your Negative Keyword List

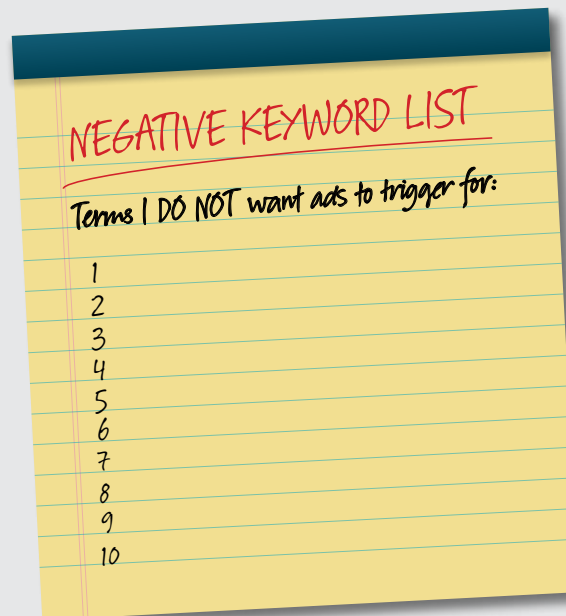
In this step next step you want to create what is called a negative keyword list. This is a list of terms that you **do not** want your ads triggered for. You should have a few obvious negative terms already from building your keyword list in Step 1.

While sitting down with your team to build your list, brainstorm more terms that you would definitely not want your ads triggered for as well. For example, if you were doing lemon law work, you would not want the terms lemon "recipe," lemon "cake," lemon "fruit" and may not want the terms "puppy" lemon law or "used car" lemon law. If you do bankruptcy work, you may not want people searching the term "free bankruptcy" or "do it yourself bankruptcy."

Once you are up and running, you can see how people are

actually finding you in the Google Adwords management interface and discover more negatives to add. These exclusions can not only save you money, but can also boost 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.)



Identify your negative 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 3 in "Setting Up a Winning Law Firm Campaign in Google Adwords"—Your Account Structure.)



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.



How to Turn Your YouTube Channel into a Content Network by Using Annotations

You've learned how to title your YouTube videos to attract the most views and how to tag your videos using SEO techniques, but do you know how to use the annotation feature to turn your YouTube Channel into a content network?

What are YouTube annotations?

The annotations feature allows users to add notes, spotlights, and speech bubbles to their videos, which enhance a viewer's experience and allows for a number of unique opportunities.

How can YouTube annotations edits enhance your marketing?

Let's take a closer look:

- **Annotations can get you more subscribers.** Adding a subscribe button to the videos you upload is easy and effective – and it gives viewers an effortless, one-click way to follow your YouTube activity.
- **Annotations can get more views for your other videos.** Use annotations to add a link to your YouTube channel or another related video you have created. If they are watching

one of your videos, then chances are that they want to learn more.

- **Annotations can start a conversation.** Add a note using the annotations tool to ask viewers to leave a comment, visit your website, or call your toll-free number. You can even add a link that will allow viewers to send you a personal response or encourage them to post a response video.

It is important to remember that YouTube is much more than a place to post videos—it is a networking website designed to connect people and build relationships. Annotations is just one tool that can help you create your content network. 🌐



Employee Spotlight: Jimmy Daly

It takes huge amounts of enthusiasm and creativity to be the Marketing Director at Foster Web Marketing—and Jimmy Daly has big stores of both.

Between developing innovative marketing strategies, blogging, a weekly podcast, script writing, and keeping up with newest technologies and trends, Jimmy (and the rest of the Foster team) is lucky that he does nothing but thrive in the fast-moving and ever-changing field of online marketing.

A 2008 graduate of the University of Delaware, Jimmy became interested in web marketing while helping a friend promote a new business selling gluten-free flour. At Foster, he appreciates the dynamic environment that has inventive, original marketing at its forefront but that also involves business development and entrepreneurship.

When Jimmy isn't running from meeting to meeting, he is running... everywhere else. A former cross-country coach of the Gonzaga College High School (his alma matter) and varsity runner at Delaware, Jimmy has just as much enthusiasm and talent for running as he does for marketing. Last fall, he finished 63rd in the Marine Corps Marathon in an impressive 2:48:56 – with the help of his sponsors, Foster Web Marketing and Fairfax Video Studio.

What does Jimmy believe is at the heart of every good marketing plan? "I believe that great marketing is driven by information and education. The customer (and the potential customer) should rule your marketing strategy." 🌐

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