



FOSTER
WEB MARKETING

Killer Website Marketing System for Attorneys

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Volume 4, Issue 7
July 2011

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

SAVE YOUR WEBSITE

"You better start swimmin' or you'll sink like a stone, for the times they are a-changin',"
Bob Dylan once sang.



To hear Tom and Jimmy butcher a classic Dylan song, check out youtube.com/fosterwebmarketing

"With Panda here, you need to change your plan, these times, they are a-changin'," Tom Foster sang 47 years later.

To learn about the latest Google Panda changes, recover from the most recent update and be prepared for future changes, register for our July 19th webinar at www.SaveYourWebsite.com.



The Ever-Changing World of Web Marketing

Do you remember the good old days when all you had to do to attract Web visitors was add a few pages to your website?

Things eventually began to change and at one point, creating 10 new articles or blog posts was good enough. Well, that's no longer the case. People have started to figure out the significance of Web content and its impact on SEO. ***That means your competitors have caught on.***

Where does that leave your law firm and website?

You should be changing too!

Competition on the Internet is growing tremendously. You are not the only one who is hearing the impressive statistics about Internet users. Your competitors also know about the billions of views on YouTube and the increasing popularity of mobile searches. Make sure that you are continuing to evolve with the changing

market and that you are on top of your Web marketing campaign.

You need to start thinking about Internet marketing as physical therapy, not surgery. It is a continuous

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process that requires regular exercise to obtain the desired results. There is no quick fix. You will not find a one-time solution that will keep the phone ringing and emails flooding your inbox.

Even with the major changes that Google made over this last year (a.k.a. Panda

Update...check out our website for information), the tried and true way to stay ahead of the pack is the regular addition of content. In fact, the Google updates actually made content even more important. What has changed is the amount of content that needs to be added to your website.

30...40...50...how much content is enough?

For the last year, we have recommended that our clients make it a goal to add 30 unique content pieces a month to their websites. Now that everyone else is aware of the importance of content, your competitors are updating their websites too. That means 30 items a month should now be the minimum number of articles, blog posts and

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FWM has over 13 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 vanity keywords, FWM clients achieve high search rankings with conversion oriented keywords using 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.

- Full access to our proprietary website management program DSS
- 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 News Letter with valuable tips, client spotlights, and inspiring success stories.

Pro – “You want to do MOST of the work yourself but you need a little help” You get all the above plus:

- We get you started with a mixture of optimized content added to your site, which includes articles, news items, and blogs.
- Enhanced Video Marketing and Syndication. Video goes viral after being added to YouTube!

Deluxe – “Flex Your Marketing Muscle” You get all the above plus

we add muscle to your marketing with more content, link building, assist with conversions, headline and landing page copywriting.

- 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.
- Site analytics monitoring done by FWM.
- Link building for competitive keywords.
- 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.



What the LinkedIn IPO Says About Social Media

It almost seems unbelievable that a website, which was started by a bunch of college students, could now be worth about \$100 billion. However, that is exactly what news sources are reporting regarding the value of Facebook.

LinkedIn Goes Public

Just last month, LinkedIn, a social media website that has become the main platform for professional networking, went public. Its initial value was about \$4.25 billion.

Reuters reported that LinkedIn sold 7.84 million shares for \$45 each for a total of \$352.8 million. That's pretty impressive considering that LinkedIn has been around for less than a decade!

Others Expected to Follow

Other social networking websites, including Facebook and Twitter, are expected to go public in the next few months. Investors' interest in social media websites has been referred to as a “feeding frenzy.” Given the immense popularity of social networking, many believe that the high valuations of these sites and the push to go public make sense.

Social Media is a Major Part of Our Lives

Social networking has become a huge part of most people's lives. How many times have

you seen someone on his or her iPhone reading the latest posts on Facebook? What about Twitter and YouTube? It seems as though everyone is now plugged into these popular sites.

Social media is here to stay. While there might be a lot of speculation about the value of each individual social networking site and which one will go public, one thing is for certain, social media will not disappear. If anything, social media will evolve and get better and better.

You can take advantage of the power of social media by using it to grow your business. To learn more, order our new book, *Secrets of Social Media for Attorneys Revealed!* 🌐

FAQ



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Folliard of the Fairfax Video Studio.

Q: What is the difference between inbound and outbound marketing?

A: Outbound marketing involves the traditional forms of advertising—cold calls, email blasts, commercials, direct mailers, etc. Inbound marketing is the polar opposite and generally involves content, search engine optimization and social media. Yet, the main difference between the two is how the message is delivered to prospects.

With outbound marketing you are screaming until someone finally hears you and is interested in what you have

to say. Inbound marketing is more about building relationships and making it easy for your prospects to find you. The best analogy, which you have probably heard me say, is that inbound marketing is like fishing with bait – you need to use enough lines and the right kind of bait to catch the fish you want.

We have many content and SEO plans that will help you improve your inbound marketing. Contact us today to learn more.



Meet Mindy Weinstein

You have probably heard her name mentioned a time or two, but who is Mindy Weinstein?

Mindy Weinstein originally joined Foster Web Marketing in February 2008 as a writer. It didn't take long for us to realize her full potential and we eventually put her in charge of our entire writing team, which now consists of 20 writers and 6 editors!

Mindy has been quoted and featured in high profile newspapers and magazines, such as The Washington Post, Arizona Republic and Woman's World.

Plus, she has even appeared on several television programs that aired on NBC, FOX and ABC!

Mindy is originally from Southern California, but now lives in Arizona with her husband Mike, and her two boys, Quentin, age 5, and Bryson, age 2. She graduated from Vanguard University of Southern California with a bachelor's degree in marketing and later earned an M.B.A. from the W.P. Carey School of Business at Arizona State University.

It is Mindy's unique background that brings the most value to Foster Web Marketing. She has run many successful businesses, including the Financial Victory Institute, and has headed up marketing efforts at various organizations.

Mindy is no stranger to writing quality content and generating publicity. In fact, she has authored numerous books, including *Rich and Thin: Slim Down, Shrink Debt & Turn Calories Into Cash* (McGraw Hill 2007) and *Money Trouble: Surviving Your Financial Crisis* (Beacon Hill Press 2009). Mindy has been quoted and featured in high profile newspapers and magazines, such as *The Washington Post*, *Arizona Republic* and *Woman's World*. Plus, she has even appeared on several television programs that aired on NBC, FOX and ABC!

Some of Mindy's regular tasks at Foster Web Marketing include talking with clients (you may have spoken with her yourself!), staying on top of the latest SEO trends, training writers and ensuring our content exceeds our clients' expectations and brings results.

"Working at Foster Web Marketing has been amazing. I love being on the cutting edge of marketing and helping our clients succeed," explains Mindy. 🌐

Q: What is the difference between a personal Facebook account and a Facebook business page?

A: Facebook offers different types of accounts based on your needs, including personal profiles and business pages. If you are trying to market your practice, it is important that you not only sign up for a personal account, but that you also set up a business page. The main difference between the two has to do with your objectives.

A Facebook personal account should be used to connect with family, friends, old classmates and acquaintances.

Your business page should be used to create relationships with your "herd"

Video is a way for your prospects to get to know your personality and mannerisms. They will feel like they have already met you, before ever stepping foot inside your office.

or potential clients. You should use your business account to interact

with potential clients, share helpful information and promote recent content posted on other websites (such as a blog post, YouTube video or article on your main website).

You can learn more about how to use your Facebook business page to get cases by ordering our latest book, *Secrets of Social Media for Attorneys Revealed!* 🌐

Client Success Story—Jonathan Cooper

If you ever need proof that Web marketing works, all you have to do is talk to New York lawyer Jonathan Cooper.

Jonathan became a client of Foster Web Marketing in 2008, when we launched his first website. He later created a separate blog, devoted exclusively to his business litigation practice.

Like the majority of lawyers we work with, Jonathan has a solo practice. It is only Jonathan and his receptionist in the office. However, that hasn't prevented Jonathan from putting the necessary time into his Internet marketing efforts. He blogs every week and monitors his results in Google Analytics. Are these activities worth his time? You better believe they are!

Jonathan's commercial litigation practice has taken off. His income has gone up

300 percent. Because he is regularly creating relevant content for his target market,

he was *the expert* and didn't want to work with anyone else but Jonathan!



It's nearly impossible to make yourself appear to be an expert in a Yellow Pages ad, TV commercial, radio spot, or outdoor billboard. Web video offers a tremendous opportunity to showcase your expertise.

he has been able to attract Web visitors. But that's not all. Jonathan has also been able to position himself as an authority. One of his big clients hired him after reading the articles on his website. They decided that

Jonathan was also recently quoted in the *Long Island Business News* because a reporter found his blog.

According to Jonathan, he spends 3 hours a week or more on creating quality content for his website. The

results have been phenomenal. His hourly rate has gone up significantly and he is getting a flood of contacts. He can now be selective about the cases he represents.

"I am not a Web marketing superstar by any means, and I haven't achieved success in this process overnight. But by following Tom's advice of dedicating a few hours a week to publishing fresh, relevant and interesting content, I've started getting not only inquiries, but good cases and clients on a much more steady basis." explains Jonathan.

One last note, Jonathan has seven children under the age of 12. If he can find the time to invest in his marketing efforts, while still running a law practice and raising a family, you can too! 🌐

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The Ever-Changing World of Web Marketing

The more content you are able to upload to your website, the better your results will be with your Web marketing campaign.

frequently asked questions that you are adding to your site. ***The more content you are able to upload to your website, the better your results will be with your Web marketing campaign.***

At Foster Web Marketing, we are also evolving and creating plans that fit our clients' needs even better than before. We have created many new programs to help our clients find success on the Internet. We know that you want more cases and we have developed the tools and plans to help you do just that.

To find out what type of plans we are now offering, call us at 888.886.0939. 🌐

Dedicated to your success!

Tom

P.S. We have an impressive team of writers and editors who are experienced in creating content for attorneys. Check out their bios by visiting our website today!