



**FOSTER**  
WEB MARKETING

# Killer Website Marketing System for Attorneys

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Volume 5, Issue 6  
June 2012

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You can always read, download  
and sign up for our newsletter at  
[www.FWMnewsletter.com](http://www.FWMnewsletter.com)

“In addition to the unmatched and awesome talent that the Foster Web Marketing Team possesses, the quality that is equally important to me is TRUST.

I absolutely know that the Foster Web team is dedicated to delivering not just good results, not just a positive return on my investment, but to constantly blow me away with the results they deliver.”



**Bob Battle**

Richmond, VA Traffic  
and DUI Attorney  
[www.bobbattlelaw.com](http://www.bobbattlelaw.com)

Check out [www.FosterWebSuccess.com](http://www.FosterWebSuccess.com)  
to hear what our lawyers have to say  
about us!

## Know Your Competition

*When a potential client looks into hiring a local lawyer, who are they choosing between? Whose website shows up just above or below yours on a Google search? Whose office is just down the street or just across town? Who else is offering the no-obligation consultation, the free report, and the toll-free number?*

Think about it: if it weren't for your direct competition, you'd have all the business in the world. But as it stands, all your potential clients have the same choice: you or them.

### What is your competition doing right?

Try to take an objective stance, if only for a few minutes: what is the law office across town doing that you think is a great idea? Maybe they just started a new grassroots marketing campaign that's really innovative. Maybe their Twitter feed has thousands of enthusiastic followers. Maybe the little league team they sponsor just beat the little league team you sponsor. Sure, it can be painful to look at where the competition has you beat (especially when it is a lawyer you are better than)—but it can also be extremely enlightening. In some cases it might be a great idea to steal an idea that's working for your rivals and just do it better. In other cases, it may be smart to let your competition dominate, say, the billboard marketing, while you focus on online marketing.

### What isn't your competition doing at all?

It can be difficult to do exactly what your competition is doing. It is much easier to focus on marketing strategies that your competition isn't utilizing at all. Does your competition have a Google+ business page yet? Are they making attorney videos? Do they have a blog? It's tough to win all the time when you are playing all the same games as your competition. Be sure to think outside the box.

### What's your competition's unique selling proposition?

Perhaps the most important question to ask yourself is what makes your competition different from every other law office in the area? Why do clients choose them over you? In some cases, they might offer better prices. In other cases, they might have a long history in the area, a great track record, or a down-to-earth approach. Once you understand what their unique angle is, take a look at your own unique selling proposition. Is it too similar? Are you attracting the same clients? Are you letting other clients slip past you? Most importantly, is your unique angle clear to potential clients?

Do you want to know what *your* competition is up to? With a **Competitive Analysis** by our awesome SEO team, we can give you details about your competition that will help you understand what it will take to truly win the search engine/web marketing game. We can give you a winning playbook to success and domination. Call us for details if you are interested in knowing what your next steps should be at 888-886-0939. 🌐



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## STAFF SPOTLIGHT



## Staff Spotlight: Danielle Ruderman

Danielle Ruderman is the Director of Research and Development for Foster Web Marketing, a position which includes overseeing customer service and the FWM Marketing Coach program as well as managing the coders of the Coding Kingdom. She also spearheads the

ongoing evolution of DSS by taking the desires of clients and making them a reality in DSS. Danielle splits her workweek between home and office, but most enjoys direct contact with clients. She says client education and demystifying the SEO and marketing process is at the heart of her job.

An unusual path brought Danielle to Foster Web Marketing just over five years ago. As a self-described "Air Force brat," she spent her childhood in Japan, England, Greece, and six U.S. states. Despite being naturally shy, the exposure to different cultures forced her to become adaptable and embrace the variety of life. She hoped to become a professional horse trainer, but says, "My Dad said there was no way he was sending me off to 'horse college.'" She graduated from college with a degree in chemistry, but chance brought her to work at Foster Web Marketing, where her flexibility and intellectual depth have proven to be key professional and personal assets.



For more on Danielle go to <http://bit.ly/JMbopN> to check out her bio video!

Prior to her start at Foster Web Marketing, Danielle worked for the Red Cross for several years where she helped to revolutionize the way that the mobile blood collection system works. As an IT Project Manager on the endeavor, Danielle led a team of 50 people that overhauled a software and hardware system that involved more than 2,000 laptops and desktops and resulted in significant savings for the non-profit organization.

The most surprising fact about her past? Danielle lived in her car one summer. "I'd do it again," she says, "as long as there was a bathroom reasonably close by. It is easy to take indoor plumbing for granted."

In her spare time, Danielle likes to play with her children, read, cook, do needlework, play piano, and enjoy the outdoors. Reading is her top hobby, with *The Last Good Kiss*, *The Glass Castle*, and *A Confederacy of Dunces* among her favorite books.

Today, Danielle enjoys life with her husband ("very patient husband," she insists), two sons aged 3 and 5, and a vast collection of pets. Her huge extended family includes her remarried parents and a younger sister. Her summer vacation plans include a trip to North Carolina's Outer Banks, and then going with the boys on the family's first Disney cruise at the end of the year.

For more on Danielle go to <http://bit.ly/JMbopN> to check out her bio video! 🌐



DYNAMIC SELF-SYNDICATION  
ATTRACT | CONVERT | RETAIN

## WHAT'S NEW IN DSS?

### Have you seen the DSS Dashboard lately?

We've color-coded the bounce rate field so you can quickly see which of your landing pages need attention (there is also a quick edit link next to each content item in the list). You may notice additional changes on the Dashboard, as we look to expand the top landing pages display to help you target troublesome content. We're also working on integrating SEOmoz domain rank, page rank and mozRank information into DSS. Wow!

**KML and geositemap.xml files for all sites** – using your office addresses, we now dynamically create a KML and geolocation sitemap for each of your sites. This data is intended to help with local search by making it easier for map programs like Google Maps to access your office locations.

### You can now add your author tag to the Practice Areas and to your Home Page.

Make sure you are using this important, cutting edge feature that helps your picture to display in Google search results!

Don't forget to join the monthly DSS User Group for DSS tips, tricks and share ideas with other DSS users! Contact Danielle ([Danielle@fosterwebmarketing.com](mailto:Danielle@fosterwebmarketing.com)) for information.

Psst... want to take your site to the next level? Consider a version 2 "warp drive" upgrade... find out more at [FWMupgrade.com](http://FWMupgrade.com)

Stay up to date on the latest and greatest from DSS by following us on



[www.Facebook.com/DynamicSelfService](http://www.Facebook.com/DynamicSelfService)



[www.Twitter.com/FWM\\_DSS](http://www.Twitter.com/FWM_DSS)

# How to Optimize Your Headlines to Appear to Google and Catch the Human Eye

*Search engine optimization requires constantly dancing between the needs of people and those of machines. Those needs are in such tension that targeting your content toward one aspect may undermine your appeal to the other. At the same time, the man/machine requirements are so entangled that you cannot succeed without a balanced approach.*

## “Fluff” Versus “Crunch”

To borrow some terms from role-playing game theory, people want “fluff”—discursive and descriptive text that responds to their issues and touches them intellectually. They demand that your content have **actual content**—not just a teaser to phone a lawyer, but nuggets of practical information. If you don’t have that, the reader will feel cheated and go elsewhere.

Machines don’t care about content. They want “crunch”—hard data that can be counted and indexed. Search engine spiders want to know how many times your webpage contains the phrase “experienced St. Louis car accident attorney.” Why? Because their overriding goal is to tell searchers who are looking for that phrase where to find it.

Content needs crunch so searchers can find the content you have produced. If you don’t have that, it doesn’t matter how good your prose is; no reader will ever see it. But once readers get to your page, you better have the fluff they demand, or else you’ve failed to make the sale. You need to get readers so involved in your writing that they stick around, read more articles on the website, and ultimately pick up the phone to contact you.

## Ooh! Something shiny!

Ask a car salesman how his business works: “It’s the chrome that gets ‘em in the door, every time, but it’s the people on the floor who make the sales happen,” he’ll tell you. Similarly, you need to dangle an attractive morsel to lure readers, and then trust your compelling content to win their full attention. That morsel is the headline.

Headlines and capsule descriptions—meta content—show up on search results screens, so they need to be attractive to human readers, i.e. heavy with “fluff.” Those headlines promise something important and interesting enough to compel the user to click and read more. Ideally, the article follows through on that promise.

Should you avoid “crunchy” keywords in your headlines? Of course not, if you can integrate them meaningfully. But you only have 70 characters to work with in a headline, and that headline must generate reader interest. If you’re debating between fluff and crunch in headline development, then fluff should prevail almost every time.

Want to learn how to write stirring Web content? Go to [NoMoreBoringContent.com](http://NoMoreBoringContent.com) to download our book! 📖



Learn All of the Tips and Tricks of Effective Content Writing by Downloading *The Secret to Content That Gets You Cases, Plain and Simple* at [NoMoreBoringContent.com](http://NoMoreBoringContent.com)

## FAQ



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Folliard of the Fairfax Video Studio.

## Q: When are the best times to post on social media?

**A:** Social media posts have a limited “shelf-life,” best measured in minutes or hours. For maximum impact, make a social media announcement during a time of diminished posting activity but high audience attention, so your content has a chance to make an impression.

You probably know there are bad times for social media—weekday commute time, late Saturday evening, Monday morning—when people are too busy with workday routines or weekend plans to pay attention to serious messages. Thanks to researchers, we can be more precise about optimum timing for your message to get through (time references are for Eastern Standard Time):



Twitter. Post weekdays early in the afternoon. Earlier in the week is best. For serious content, avoid weekend times after 3 p.m. Friday.



Facebook. Post between 1:00 and 4:00 p.m. on a weekday. Wednesday afternoons are the very best.

# WARNING!

**“Don’t Read This If You’re Already Resigned To Settling For a Mediocre Profit From A Chaotic and Time Consuming Practice That Should Be The Source of Your Perfect Life!”**

**But if you’re looking for a steady stream of new and profitable clients that respect and value you then by all means....have at it.**

## Dear Friend:

At Foster Web Marketing we’ve helped hundreds of lawyers transform the way they practice law, find clients, get referrals from those clients, AND keep those clients and the profits that come from using our advanced marketing techniques. And, in case you’re wondering, we created the software that many of the nation’s best lawyers are using to drive their success. We have a community of the savviest lawyer/marketers who help us to help you.

## Nothing makes your life better, and your practice more valuable than a simple, easy to use software

that gives you all of the tools you need to magnetically attract the right kinds of cases and clients. You’ve been around and studying effective marketing long enough to know, that **the lawyers who are truly successful, have truly balanced lives, and truly valuable practices, make marketing a process— NOT AN EVENT.** Their marketing systems are designed to attract, convert, and retain clients.

And our Dynamic Self-Syndication (DSS) software now does that better than ever and better than any other system available. And it now does this for you at a fantastically affordable price.

## Already a Foster Web Marketing client?

Then upgrade your entire web site for a fraction of what you’d expect. When you do, you’ll automatically get the benefits you’ve been craving. Go to [FWMUPGRADE.com](http://FWMUPGRADE.com) or call 888.886.0939 for the specifics and to upgrade NOW!

## Not yet a client?

Then go to [FWMsuccessSites.com](http://FWMsuccessSites.com) or call 888.886.0939 to learn from our attorney-clients (who are already proven winners) on how to totally transform your web presence and your marketing to:

- 1 Get a radically higher ROI on every marketing dollar you spend
- 2 Own the best way to get clients that like, respect, and value you—and who want to pay
- 3 Discover how you can “**work once**” and get profit from your efforts over and over again
- 4 Get a modern, fast, effective, high quality, and customized website that makes video, web marketing, email, reports and more easier for lawyers than ever before.

## How much money have you left on the table? How much have your competitors taken from you?

**Stop it now.** Being complacent isn’t working. Start getting what you deserve with a proven system, web presence, and kick ass tool that drives your success—and may pay for itself with as few as one or two new clients.

**Want even more performance and an even better deal? If you order either an upgrade or a Success Site you will get a simplified mobile site at a super low price of \$350. Better yet, become one of the first 25 to order and get a mobile site for free!**

Ready to get started? Call 888.886.0939 today! 🌐