



FOSTER
WEB MARKETING

Killer Website Marketing System for Attorneys

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

DSS UPDATES

What Have We Done For You Lately?

You can now edit the subject lines of emails that are sent from DSS after a potential client fills out a web form.

To change a subject line, go to [Contact Us > Edit Thank You Page](#).

Then scroll down to "[Contact Form Email Subject Line](#)" and "[Mini Form Email Subject Line](#)".

Get creative!



A Surprisingly Simple Secret of Successful Lawyers

We previously told you that you need to incorporate video into your website, because it is the next big thing. Well, in truth, it is no longer the next big thing. Web video is now a major marketing tool that you must use, if you want to get more cases.

trust before you even meet your prospects in person. Plus, people are now using video to decide which attorney they want to hire. You need to get them to trust you!

2 Prompts the user to take action

One of the biggest dilemmas faced by Internet marketers is how to get visitors to stay on a website and take action. Video is the answer. Web video has been known to lengthen the amount of time people spend on a website. In addition, it will encourage people to reach out to your firm.

3 Answers specific questions

The majority of us go on the Internet for one reason—to find answers to our questions. Your potential clients are no different. If they have been hurt in an accident, they will look for information regarding their injuries. If they are considering filing for bankruptcy,

We're at the point now where people expect to see video on your website. If you don't get with the program and develop online videos, don't be surprised when your competitors leave you in the dust.

Online video works. In fact, we would go so far as to describe it as one of the biggest pieces of the conversion puzzle. Clients are constantly asking us: *How do I convert more Web visitors into contacts?* The answer is a free book, informative content, and **Web video**.

There are many reasons as to why online video is such an effective marketing tool, so let's break it down. *Below are the top five advantages:*

1 Establishes trust

Your clients need to be able to trust you. They have many attorneys to choose from, and, in the beginning, you are just another name in a long list of legal professionals. Video changes that. It allows you to establish

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Marketing
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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.



How To Bridge Offline and Online Marketing

Mobile web use is growing rapidly. You can leverage this to drive people to your website.

You are doing some old-school advertising, like sending out a newsletter, and your call to action involves driving them to your website. (Before we go any further, let's just clarify that "old-school" isn't a bad thing...paper newsletters are one of the most effective marketing strategies that you can employ.) But let's say, for example, that you want to drive them to a landing page where they can download your book.

Up until now, the best way to do this was to grab a URL from GoDaddy.com and do a 301-redirect to the landing page.

www.5MistakesAttorneysMake.com is a URL we use to drive potential clients to our free book "5 Mistakes 99% of Attorneys Make" and is a great example of this but it requires that your reader make a mental note of this and then manually type it into their browser.

Not a bad method but here is a much easier way:



Download an app like QRReader or ScanLife on your smartphone to give this QR code a try.

WHAT CLIENTS SAY

"I'm very pleased to let people know that they should visit the website; and, even better, current and former clients are saying it's awesome! I'm very satisfied. Thank you so much!" -Charles Powell

"The staff at Foster Web Marketing are experts at doing attorney websites and can show you how to get proven results from your practice area." -Jim Brown

"Tom's team continues to impress us with their responsiveness and intelligent approach to an ever changing market. We look forward to a continued successful partnership." -Watt White

"We are taking in about 2-4 cases a month from the site now, and that is perfect, because it keeps us alive and allows us some security, while we develop our herd." -Elmas Sharrin

"I wanted to pass along a compliment to you. It is the extra effort and initiative Gretchen took. Lawyers are some of the biggest users of the Internet to market their businesses. From websites to blogs to LinkedIn and Facebook profiles, they are starting to "get it." Yet many are also very frustrated with their return on their Internet investment. Most don't get to the first page of Google (the most valuable real estate on the internet) and even when they do, they don't convert visitors to clients. Isn't that why you built a website? To get clients? It was cool, at first, to show your friends your whiz-bang site, but now it's supposed to get clients, isn't it? Some are spending a ton of money with mega law firm directory web sites yet (or worse, with pay per click ads that someone convinced them would get them on the first page of Google) they are getting little to no return.

Warning: Read This Book Before You Hire A Web Marketer. Learn The Importance Of Having The Best Website On The Internet!

Click here to CHAT LIVE!

DOWN LOAD REPORT

First Name *

Last Name *

Email *

Phone *

Street Address 1 *

Street Address 2 *

City *

State *

Postal Code *

DOWNLOAD NOW

www.5MistakesAttorneysMake.com is a URL we use to drive potential clients to our free book "5 Mistakes 99% of Attorneys Make."

Now you can use QR codes to accomplish the same goal.

A QR code is a like a barcode that readers can scan on their smartphone and it will take them to the page you designate. Download an app like QRReader or ScanLife on your smartphone to give this one a try.

How do I create a QR code?

Bit.ly is the easiest way to create and track QR codes. Sign up for a free account at <http://bit.ly> and shorten a link. Click "Info Page" next to your shortened link and bit.ly will provide your free code. There are lots of ways to get creative with QR codes. If you have any questions about getting started or using them in your marketing, just email our marketing dude Jimmy at jimmy@fosterwebmarketing.com.

YouTube vs. vimeo

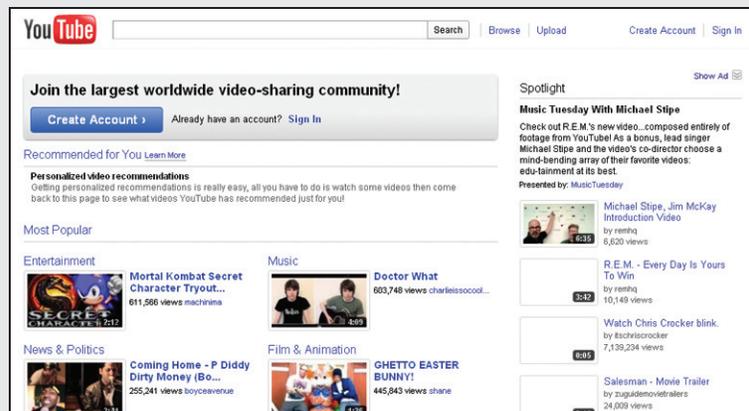
What You Need to Know about Uploading Video

When it comes to video sharing websites, there are two major players in the market—YouTube and Vimeo. While YouTube is more widely known, both websites are incredibly useful when it comes to uploading your videos.

YouTube

YouTube is the website that most people think of when it comes time to upload video. The website is extremely popular, as nearly two billion videos are viewed daily and 36 hours of video are uploaded every minute. YouTube has a wide range of videos and offers high exposure. There is no question as to why YouTube is the first video site that people turn to when they need to upload and stream their videos.

Uploading video to YouTube is fairly simple. With YouTube, you are able to upload videos that are up to 2 GB in size and 15 minutes in length. Once your videos are up and running, you can easily embed them on your website, blog, or other platform.



YouTube is extremely popular, as nearly two billion videos are viewed daily and 36 hours of video are uploaded every minute.

Now, YouTube isn't perfect. Some people complain about the YouTube icon that appears on each embedded video and the giant video progress bar that is attached to the bottom of each clip. However, these complaints have more to do with personal preference than anything else.

If you are looking to create powerful, high-quality video, contact us today. We can help you develop Web video that attracts more clients.

Vimeo

Vimeo might not be as big as YouTube, but it is the website that is generally preferred by video artists. According to Vimeo's website, it "was created by filmmakers and video creators who wanted to share their creative work, along with intimate personal moments of their everyday life."



Vimeo might not be as big as YouTube, but it is the website that is generally preferred by video artists.

Videos uploaded to Vimeo have a very clean look and great interface. Uploading video clips to Vimeo is also an easy process. The major drawback, though, is that if you have a basic account, your file size is limited. Your videos can be as long as you would like, but you are only permitted to upload 500 MB of video per week. However, you can upgrade your account for a nominal fee. Once you upgrade, the file size limit increases significantly.

Vimeo also has an impressive iPhone version that allows you to edit your video from your phone. The iPhone version is free.

Whether you choose to upload your videos on YouTube or Vimeo, the most important thing is that you get your videos out there. 🌐

FAQ



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Folliard of the Fairfax Video Studio.

Q: A lot of videos on YouTube have received millions of views, but are poor in quality. So, why would I need to hire a video production company?

A: We have all heard the saying, "Don't judge a book by its cover." Despite our best efforts to follow this advice, the majority of us do make such judgments. We live in a society focused on first impressions and projecting the right image. Your Web videos are no different.

Every Web video that you create is a direct reflection of your company. If your videos are poor in quality, what does that tell the viewer about your firm? It is therefore crucial that you take the necessary steps to create online videos that are informative, educational, *and* high in quality. Believe me, your prospective clients will notice the difference.

Q: I have a camera, but my videos don't look professional. What am I doing wrong?

A: When it comes to professional videos, it's all about the lens. That basically means that you can choose to spend \$10,000 on a new camera to obtain quality videos, or you can invest in a lens with a very narrow depth of field.

Depth of field refers to the portion of an image that is acceptably in focus. It is what allows you to control what your audience is drawn to and even provides for some creativity.

Regarding Web videos, you want your audience to focus on you, not the background. A lens with a narrow depth of field will project a blurry background, drawing more attention to you and making you stand out in the video. It is this focus that separates the amateur videos from the professional ones. 🌐

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Can Video Really Help Me Attract More Clients?

they are going to research the details and process. Create videos that answer your prospects' questions. After all, that's what they really want.

4 Makes you the expert

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. The best part is that you don't actually have to say that you are an expert, since your Web visitors will be able to reach that conclusion by simply viewing your informative video.

5 Performs well in search results

One of the significant advantages to Web video that is often overlooked is the SEO value. Videos perform well in search engine results. By properly optimizing your videos (don't worry, we can show you how), not only will your website and online articles show up in search results, but so will your videos.

The thing about Web video benefits is that they are not based on theory alone. We have witnessed attorneys attract

cases and grow their businesses by developing Web videos. Just take Gerry Oginski and Ben Glass as examples. Both have been able to utilize online video to get more prospects in the door.

We recently rolled out a new video syndication plan that

makes it easy to update your website and YouTube channel with powerful videos. Every month, you will receive high-quality videos that are optimized to attract clients *and* search engines. For more information, give us a call at 888.886.0939. We will be more than happy to explain the process and how we can help. 🌐

Dedicated to your success!

Tom