



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

WHAT'S NEW IN DSS?

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Giving Thanks to Your Clients This Holiday—Past, Present & Future

Yes, Thanksgiving is about pumpkin pie, watching football, and consuming a large bird, but it's also very

much about giving thanks to your community. While many people often give thanks to their family and their friends, it can be easy to forget the community that surrounds their business and their past, present and future clients.

How can you show thanks through your relationships with your clients?

- **Provide potential clients with information and options.** Potential clients will visit your website or call you with very specific needs in mind. A website with high-quality videos, great content, and lots of answers illustrates that you understand their needs and can find a solution.
- **Give current clients the attention they deserve.** It is important to remember that your present clients won't just disappear into the ether after their case is closed. Follow through with promises, stress customer service, and make sure that they know their cause and their success is important to you.
- **Keep in touch with former clients.** Working with your client should only be the beginning of your relationship. Keep a database of clients, and send along holiday cards, hardcopy newsletters, postcards, and emails about local events. Make sure your former clients know about your presence on Twitter and Facebook, and encourage interaction with them online. Don't be afraid to show your personality or share family news.

Remember that you can't go wrong when providing clients with interesting and useful information—whether they are potential clients, current clients, or former clients. Also, remember that the goal of fostering a customer community is subtler than getting someone to respond to a call to action: it is about creating relationships, involving yourself in local events, and ultimately giving thanks. After all, the success of your business has always depended on them. 🌐

Dedicated to your success!

Tom



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WHAT'S NEW IN DSS?

• **Ever wanted to add a header or footer that was specific to a practice area? Now you can!**

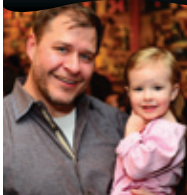
We received a request from Rick Shapiro at HSinjurylaw.com asking if there was a way we could add keyword phrases to every piece of content in each practice area. Now you can go into DSS and create a new header or footer that you can attach to every piece of content in one practice area with just two clicks!

• **Does it seem like your site is loading faster?** Toby Crandall, our IT Director, has been working hard to improve the speed and performance of our sites. Check out <http://bit.ly/FWMfastersites> for more details.

• **The FWM Link Network that used to appear on your Resources page is no more!** We have officially done away with the links that were appearing automatically on your Resources page. The focus will now be on adding more relevant, local links to this page. Read more about why we implemented this change here: <http://bit.ly/FWMLinknetwork>

*There's more!
Keep reading
on page 4.*

FAQ



Tom Foster, pictured here with his daughter Maddie.

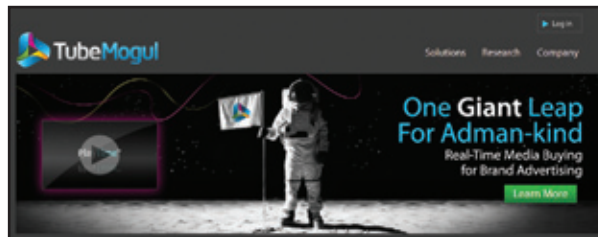
Photo by Jim Folliard of the Fairfax Video Studio.

Q: How Many Facebook Fans Should My Law Firm Have?

A: It's just like your mother used to say: it's not how many friends you have; it's the quality of your friendships. Having 5,000 Facebook fans instead of 50 doesn't mean anything if your fans aren't engaged and active. More than that, having an engaging and interesting fan page will likely draw in more fans over time.

How can you increase engagement and interaction on Facebook, Twitter, and other social media websites?

- **Ask questions.** What do your fans think about the new city ordinance, a recent case in the news, or a local event?
- **Provide great content.** Have you recently made a video or blogged about a current event? Share it with your fans.
- **Post when readers are likely to be logged in.** Posting late at night or on weekends can be like shouting into the wind. Instead, post during high-traffic windows, like weekday mornings.
- **Show some personality.** Connect with your readers by occasionally sharing a personal event, such as a birth, wedding, or even just weekend plans. Your readers want to know who you are and what you are like.



Q: Should I Syndicate My Videos to Multiple Video Platforms With a Tool Like TubeMogul?

A: Although there are ways to use video distribution tools like TubeMogul to your advantage, you should be wary of two issues: creating duplicate content on the web and creating situations in which your videos are competing against one another.

One way to effectively use video distribution tools and video syndication is to place the same video on multiple video platforms, but optimize the video differently by pairing it with different titles, descriptions, and tags. Over time, you will be able to ascertain which optimized video is more effective.

What is a better way to get your video seen, heard, and ranked highly by search engines? Here at Foster Web Marketing, we believe that taking the time to produce interesting, unique, and high-quality video is the absolute best way to find success.

If you have your great video ready to go on your website, we also recommend that you:

- Carefully choose your video's title, tags, and description.
- Share your video on social media websites like Facebook and Twitter.
- Alert industry bloggers and others about your new video.
- Write your own blog post and press release to promote your video.
- Make it easy for others to share your video by adding social media buttons to your video page. 🌐

How to Come Up with 20 Video Topics in Five Minutes or Less

Many of the attorneys we speak with want to add video to their website but aren't sure which topics to cover or how to get started.

We believe that the first step is easier than you might think: ask yourself why people are looking for your services and what their needs are.

Brainstorming frequently asked questions

Take a moment to jot down ten common questions that



The first step is easier than you might think: ask yourself why people are looking for your services and what their needs are.

clients ask you over email, over the phone, or during an initial consultation. Don't focus so much on whether or not you believe the questions are the most important ones; focus on the fact that this is the information that potential clients are seeking when they search for an attorney.

Brainstorming "should be asked" questions

Most people seeking legal services are in a situation that is new to them—whether it is an injury case, a divorce, a bankruptcy, or a business matter. This means that readers don't often know the right questions to ask. Take a few more minutes to think about ten questions that you wish your clients would ask you on their first visit to your office.

There is no reason to over-think your web videos

While we believe that online videos should have great lighting, great sound, and a great script, we also understand that the most helpful and most effective videos are short, easy-to-understand, and simple. You don't need to change the world or explain complex legal issues—you only have to introduce yourself, address a concern, and let them know that you are there to help. 🌐

Staff Spotlight: Kevin Quigley

There is a new face in our offices—and more often than not, it's lit up with the glow of a computer screen. Just two months ago, web developer Kevin Quigley joined our team and brought with him a talent for coding that makes our clients' desktop and mobile websites shine.

Kevin was introduced to computer programming five years ago, when he was a sales manager who volunteered to develop a new company website. It was love at first algorithm, and Kevin soon left his job to start a new career as a freelance web designer. When he had the opportunity to join Foster Web Marketing and dedicate even more time to becoming a better coder at a single company, he jumped at it.

A native of Virginia, Kevin has to pause and think when asked what he enjoys when he's not coding at work—or coding at home. A single guy who simply enjoys life, he can often be found hanging out with his two young nephews, reading a good book (yes, sometimes about coding), or writing music with his guitar.

What makes for really good web development? Kevin strives for clean, streamlined, and smart code that will grow with the client's future needs. The best code is robust, reliable, and easy (and inexpensive) to maintain. And the best part of his job, according to Kevin? Listening to his clients' needs, and problem-solving his way to a solution. 🌐

**STAFF
SPOTLIGHT**



A single guy who simply enjoys life, Kevin can often be found hanging out with his two young nephews, reading a good book (yes, sometimes about coding), or writing music with his guitar.

WHAT'S NEW IN DSS?

• **Another great idea from Rick Shapiro!** We now have some great new video searching, sorting and selection features available in DSS. Not only that, but we've improved how you add videos to your content pages—now you can view your videos before adding them to a page!

• **We also have to thank Steve Richardson** at richardsonlawoffices.com – thanks to him, we've implemented new error handling on the video page, so you won't lose your content if you don't fill out all the required fields.

• **Whenever a visitor to your website fills out a contact form or free offer form on your website, you get an email from DSS letting you know.**

Now when you get an email from DSS, the email will be from dsscontact@fosterwebmarketing.com.

The best part of this change is that now all you have to do to keep your DSS contact emails from getting stuck in your spam filter is add dsscontact@fosterwebmarketing.com to your email white / safe list!

• **You can easily add additional office addresses to your firm and drag and drop them into place.**

Check our Facebook page for a tutorial video!

• **Finally, we have implemented an outside e-mail relay and delivery solution for all contacts, book orders, and newsletter e-mails sent to our customers and their clients.** This will prevent client e-mail hosted with us from being blacklisted if someone reports a newsletter or contact form as SPAM to their Internet provider. In addition, it decreases the risk of your newsletters and contact form confirmations from being bucketed in the recipients' SPAM folders.

The DSS Team has been busy—this is just the short list of recent changes!

Learn more about all of our changes and upgrades to DSS at Facebook.com/DynamicSelfService and Twitter.com/FWM_DSS!



Does Your Website Need a **WARPDRIVE** Upgrade?

For the past six months, our web developers have been busy streamlining, updating, and improving the thousands of lines of code that make our websites run.

The result is what we are calling “WARPDRIVE,” and it’s an upgrade that will make your webpage look better, run faster, and ultimately rank higher.

Let’s take a closer look at how WARPDRIVE can improve your website:

- **Faster loading times.** Our coders have WARPDRIVE sites loading up to 30 percent faster – an improvement that means a lot to both website visitors and search engine crawlers.
- **Social media share buttons.** Customized share buttons for sites like Facebook, Twitter, and Google+ help your website visitors tell their friends and followers what they are reading. And yes—this is also a feature that search engines are now considering when ranking your page!
- **Content buckets.** Grouping content together into organized subjects helps your readers navigate your website and helps Google’s crawlers better understand what your website offers.
- **Better support for video.** WARPDRIVE makes sure that your videos will work on 15 different desktop browsers as well as smartphones and tablets.
- **Better access for those with disabilities.** Your new website will follow the guidelines of the Web Accessibility Initiative and allow those with disabilities to browse your site more easily.

What do all of the components of the WARPDRIVE upgrade have in common? They all make the user experience better, and they all take into account the newest information regarding search engine optimization. 🌐

To request a WARPDRIVE upgrade for your site, give us a call today.