

KILLER WEBSITE MARKETING SYSTEM FOR ATTORNEYS



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OCTOBER 2012
VOLUME 5, ISSUE 10

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

WHAT LAWYERS ARE SAYING ABOUT FWM

“We couldn’t be more pleased about our decision to work with Foster Web Marketing and we are happy to be an active member of the DSS user community.”



Michelle Davis

Davis Law Group, P.S.
www.injurytriallawyer.net

Check out FosterWebSuccess.com to hear what our lawyers have to say about us!

Five Scary Mistakes Lawyers Make With Their Marketing



Halloween is the spookiest time of the year—and there are hair-raising horrors around every cobwebbed corner. But perhaps nothing is more frightening than some of the mistakes we see attorneys making when it comes to marketing their law offices. Sure, zombies, witches, and mummies give us the creeps, but lawyer marketing blunders truly make our blood run cold.

What are our top five most terrifying marketing errors we see at Foster?

- **Failing to highlight what makes you different.** Read a few attorney websites. We’ll bet that you read a lot of similar phrases and get basically the same offer from everyone. One major key to successful lawyer marketing is immediately letting your reader know why you are the best choice for them and what makes your law office stand out. Don’t get frustrated if you can’t think of something immediately – developing your unique selling proposition takes time and thought.
- **Not learning who your ideal client is—or where they are.** Everyone loves talking about themselves, and attorneys love talking about what makes them great. However, potential clients want to hear about what concerns them: they want information, answers, expertise and comfort. If your marketing plan focuses on you and not them, you’re in trouble. If you spend more time thinking about your accomplishments instead of your ideal client, you won’t know how to find your ideal client!
- **Not understanding the importance of local marketing and community.** Some attorneys get obsessed with search engine rankings and don’t stop to think about who they are really trying to reach or what their long-term standing in their community is. Don’t make the mistake of ignoring online local marketing strategies (like building a mobile website) and don’t make the mistake of not being involved in your local community in person.
- **Failing to create a marketing plan or failing to stick to your plan.** Good intentions never got anyone very far. If you are haphazardly marketing your law firm, inconsistently posting content on your website, or checking your business’s Facebook page once a month, you aren’t spending your marketing time or money wisely. Do you ever win a case by approaching it without a firm plan, a clear goal, and a schedule? Absolutely not. Your marketing plan should be approached with the same resolve and discipline.
- **Not analyzing the success of your marketing campaigns.** We cringe when we see lawyers paying thousands on marketing campaigns but never taking a close look at the results. After a case, attorneys often talk to jurors and look at what went wrong and what went right, but too often in marketing no one takes time to understand which tactics are working and which aren’t. 🌐



Afraid you are making a marketing mistake? Have no fear, our team can guide you. Just give us a call at 888.886.0939



Staff Spotlight: Greg Westneat

Front-end web developer Greg Westneat doesn't have much formal schooling when creating and updating websites, but he does almost have a lifetime of experience that constantly informs his clean, efficient, and effective coding. He first started building websites in the seventh grade and continued to explore web development on the side throughout high school and college. Even as he earned a degree in Public Financial Management and Policy Analysis at the University of Indiana in Bloomington, he was also busy working as a technology consultant for IU's University Information Technology Services—all while founding his own web design and marketing company to boot.

What does Greg like most about Foster Web Marketing?

"Foster has a lot of forward-thinking energy—it's growing rapidly because it's a relaxed, creative environment. They take care of their clients and their employees.

Now Westneat spends his days in the Foster Web Marketing offices, where he says he thrives off of the cooperative, creative environment that his coworkers provide—as well as the well-stocked Foster kitchen. Since he began his job in July, he says he doesn't regret leaving his job as a freelancer behind for regular hours, regular clients, and the daily support of his fellow developers.

Why is web development a great fit for Greg? "Web development is both creative and analytic – I like making things look nice. It's frustrating when you see the potential for a clean design that's not being met. I have an appreciation for efficiency and nice aesthetics, and I think that's reflected in my code."

When he's not elevating the state of client websites—and the state of web development at large—Greg like to spend time in his garden; hang out with his roommates, girlfriend, and family; cook; and travel. He also squeezes in a few games of racquetball a week.

What does Greg like most about Foster Web Marketing? "Foster has a lot of forward-thinking energy—it's growing rapidly because it's a relaxed, creative environment. They take care of their clients and their employees. And did I mention that they keep the kitchen stocked? Also the camaraderie. It's a nice place to grow and a great place to accomplish things." 🌍



Want to learn more about the FWM Team? Go to fosterwebmarketing.com/bio to read their stories and view their bio videos!



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Please read more about these and other new DSS features in our DSS Release Notes—right in DSS! And follow us on Facebook and Twitter for more updates.



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



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



WHAT'S NEW IN DSS?

The author tag on all sites now just says "Connect with me" (used to be use first name, but this was a problem for long first names or those with a middle initial included in the first name field).

You can turn on your testimonials to show on individual pages. Most of your sites are set to show testimonials on a single page, but soon you'll be able to display a testimonial on its own page!

New author tag features that allow you to assign an author tag to the top or bottom of a particular type of content, assign your author tags to multiple pages at one time (instead of going back and adding it one by one to older content pages), give you the ability to assign a default author tag for your content, so whenever somebody adds content to your site, your author tag is already selected.

You now have the ability to assign future-posted videos to content (so if you have a video set to post in the future, you can add it to a page and the video will appear when the post date hits).

Mobile site optimization—we're following Google's latest recommendations for mobile websites, to make your mobile site perform that much better. (Remember, we offer inexpensive basic mobile sites as well as fully custom sites.)

New pagination for the News pages - we've implemented the same fast pagination to your news summary page, like we did for the library and blog summary pages months ago.

FWM Client? Join us the third Thursday of every month for the DSS User's Group webinar to learn how to use all of the new features in DSS!

How Web Video Can Cast a Spell On Your Prospects—Wherever They Are

When it comes to online marketing, everyone wants the secret potion, the magic spell—the one easy trick that will leave their competition in the dust and attract dozens of great new contacts, clients, and cases.



At Foster, we know that most easy solutions are too good to be true. But we also know that there are several great marketing tactics that few attorneys are taking advantage of. The biggest and best of them all? Web video.

Web video, if you hadn't heard, is becoming exponentially more popular among Internet users. In fact, millions of people now conduct video-only web searches and millions more just expect to see video on websites. Why the sudden increase in viewership? While there are a ton of reasons, one of the big ones is that web video is now being watched on way more than just desktop computers. **Web video viewing is increasing on all sorts of screens:**

- **Smart Phones.** Phones are getting faster and faster – and more Americans are buying smart phones every day. People used to only watch web video on their PCs, but now they are watching on-the-go, during commutes, and while they are away from home.
- **iPads and Other Tablets.** Tablets have a great design and fabulous apps for watching video – and that's just what millions of users are doing with much of their tablet time. Tablet users – a group that is growing quickly – greatly prefer sites with video and don't mind paying for video content.
- **Television Viewers.** Did you know that more and more televisions now come web-ready? "Smart TV" is the new thing and customers expect to be able to stream video, browse the web, and play video games on their big flat screens. Many of those that don't have Internet ready televisions do have AppleTV, Roku, or other equipment that gets them online. These devices make it easy for Americans to watch YouTube and other video channels in the comfort of their living rooms.

The bottom line? Web video is only going to get more popular in the foreseeable future. Are you ready to get on board? 🌐



Our web video team can help you get on the screens that matter most. Give us a call at 888.886.0939 to learn more.

FAQ



Tom Foster

Photo by Jim Folliard of the Fairfax Video Studio.

Q: Why Aren't My Reviews Showing Up on Google+ Local?

A: A former client has left a killer review of your law firm on Google+ Local, but there's one big problem: it isn't showing up on your business page. What happened?

While there could be several issues related to your missing review, the most likely problem is that Google has recently updated its review filters—the system that looks for spam and unhelpful reviews. In their attempt to make sure all of the reviews posted are authentic, helpful, and relevant, they admit that sometimes they accidentally block a review by a real customer with important things to say. While Google understands that the system isn't perfect, they also say that it's better in the long run to block some authentic reviews in order to block all inauthentic reviews.

The most likely problem is that Google has recently updated its review filters—the system that looks for spam and unhelpful reviews.

With that being said, here are a few things that will often trigger the Google Review filter:

- When one customer tries to post more than one review.
- When a customer posts anything that looks like advertising or spam.
- When a customer goes too off topic.
- Reviews that aren't specific, or reviews that aren't about a specific location.
- Reviews that aren't based on first-hand experience.
- Reviews that contain URLs.



What's the good news? Google is good about continually improving their filters and algorithms. Many hope that the Google+ Local Review filter will improve in the near future. Before that happens, though, try and make sure your clients and customers are aware of filter triggers before they review.

Give Web Visitors a Treat With a Free Book

When you get costumed visitors on Halloween, you have a simple decision to make: trick or treat?

You could let them leave empty handed, but that involves serious consequences—perhaps involving toilet paper or rotten eggs. When you get a visitor on your attorney website, you have a similar decision: do you give your guests a free offer, or do you let them walk away empty handed, to visit the next attorney website on the block?

We won't lie: creating a free book for your lawyer website takes time, effort, and resources. But it comes with benefits that are long lasting and far-reaching. We've often spoken of the benefits of a free downloadable book or report—including the fact that it establishes a first connection between you and your potential client. Right now, let's focus on another major benefit: educating your visitor.

What can a web visitor learn from a free book?

- **They learn the answers to their most pressing questions.** If you learn one thing about attorney marketing, learn that people are visiting your website to learn. They have questions and need information. An ebook is one of the best ways to offer relevant, accurate, and clear information to your visitors and to let them know that you can help.

- **They learn whether or not they may have a case.** Many lawyers don't realize that offering a free ebook filled with information can save them a lot of time – some people who read the book will realize that they don't actually need a lawyer or that they don't have the case that they thought they did. On the other hand, some potential clients will read your book and gain the confidence they need to take the next step and reach out for legal assistance and advice.
- **They learn that you are an expert in the field.** An ebook is an opportunity to show your knowledge, to familiarize clients with your approach and tone, and to introduce them to your law office. If your ebook is empathetic, helpful, easy-to-understand, and filled with information, don't be surprised if your readers are confident about hiring you.
- **They learn what the best next step or action is.** When a reader ordered your free book or report, they answered a call to action. When they get to the end of your book, they will have another opportunity to act. In many cases, a book can help give your potential client the assurance they need to call your office and make an appointment. 🍪



When you get a visitor on your attorney website, you have a decision: do you give your guests a free offer, or do you let them walk away empty handed, to visit the next attorney website on the block?



Whether you want to write your own free report, or whether you want our help with writing, editing, or design, we are here for you—and we think our book team is pretty great. Contact us today to learn your options and to start brainstorming.

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The *Killer Website Marketing System for Attorneys* Newsletter is a monthly publication of Foster Web Marketing. To subscribe, visit www.FWMnewsletter.com

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