



# FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys

Foster Web Marketing (888) 886-0939  
www.fosterwebmarketing.com



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## “If You Build It They Will Come...”

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Remember that line from the 1989 Kevin Costner Movie “Field of Dreams?” All of us have used it before when we are trying to get somebody to have faith in a cause or something that might otherwise sound ridiculous.

Do we think these are magic words with the same power as *hocus pocus*, *abracadabra*, or the finger snap to underline the total faith and rightness of the statement?

Think about Las Vegas. “Hey, let’s build a resort in the middle of the desert!” How many people laughed at “Bugsy” Siegel when he built The Pink Flamingo? I would give you more analogies, but I don’t have enough room and you get the point.

What have YOU done lately that was laughed at or ridiculed? What idea did you share with your spouse, friend or child that cause them to look at you as if you were nuts? What new thing did you think of or decide to invent that caused your loved ones to hide the booze?

Did the very thought of

*trying* scare you from doing it? I have found that you can pretty much do anything you want - as long as you believe in yourself. It doesn’t matter how much money you have. It doesn’t matter what color you are. It doesn’t matter where you came from. It doesn’t matter what you do for a living. Have faith in your own abilities and be true to your heart. Miracles happen when you think this way. But you have to truly and undeniably believe that you can do it. OK, enough whimsy.

Does this mean that you won’t mess up or make mistakes and endure further ridicule and typical resistance from everyone? Of course not! You will goof up along the way. But you cannot quit on yourself – ever. Especially now... The world needs original and “out-of-the-box” thinkers to get us out of this mess (same old recession banter here...).

For better or for worse, I am a perfect example of “just do something” in action. My entire life and career, I have been following my instincts and listening to my gut feelings about things. Of

course, I’ve made mistakes - more than I can count. Luckily, I have more successes than I can count also. Of course many people along the way told me I was nuts (still do). That’s okay with me. It motivates me actually! It makes life exciting and it keeps me moving in a forward direction.

I am sure you can remember some things you either (1) wish you did, (2) tried to do but failed, or (3) did successfully. In the first case – you never got started - so start now, even if it is messy – it’s better than doing nothing neatly. Number 2: Try again. Either do the same thing differently or go in another direction. Be honest with yourself if you are really committed to the cause. Number 3 – Enjoy the sweet elixir of success!

You just need to take the first step. Build it, believe in it -- and they will come.

*Tom*

*“Just wanted to thank you for all of your help. I am moving up quickly in the Atlanta GA car accident attorney searches and I don’t think that anyone in Atlanta is doing the kind of blogging that I am. Thanks again for all your help.”*

Jim Murphy  
www.murphylawyer.com  
Douglasville, Ga

## What Have We Done For You Lately

- ✓ Trained your CMP writers on the latest SEO techniques
- ✓ Implemented a new Blog networking strategy to connect each of our client Blogs
- ✓ Using our Online Reputation Management service to improve client Avvo scores.

Examples of recent successes:

- Chris Keane from a 6 to an 8.
- Daniel Buckfire from a 6 to a 9.6
- Phillip Miller from a 6 to a 10.0!!
- ✓ Putting final touches on video studio in Fairfax, Virginia



**Foster Web Marketing**

10523 Braddock Road  
Fairfax, VA 22032-2250

Toll free: (888) 886-0939

Phone: 571-251-7386

Fax: 703-997-1309

[www.fosterwebmarketing.com](http://www.fosterwebmarketing.com)

Foster Web Marketing has over 10 years of proven success creating high-ranking, high-conversion attorney websites, and works with over 100 law firms in the U.S. and Canada. While other attorneys chase after expensive keywords, FWM clients achieve high rankings on Google, MSN and Yahoo with FWM's proprietary DSS (Dynamic Self Service) software combined with advanced Search Engine Optimization techniques. Lauded for its outstanding personal service, Foster Web Marketing offers 3 levels of service:

**Basic:**

- Listing and dynamic linking in FWM Network (gives you a huge traffic boost right at new site launch)
- Your own Blog (brings you more traffic & helps you build content over time)
- Your own RSS Feed (increases your traffic & page rank)
- Monthly DSS Webinar & Newsletter (what other attorneys are doing to grow their business)
- Keyword and Web Traffic Report (so you can easily monitor & improve your site's performance)
- Listing and linking on Tom's personal Blog ([lawfirmandattorney-internet-marketing.com](http://lawfirmandattorney-internet-marketing.com))
- Listing in "Hire an Attorney" at [www.hire-an-attorney.com](http://www.hire-an-attorney.com)
- Local Search Listing on over 85 local search engines (Google Local, Yahoo Local, etc)

**Pro:** Same as Basic, PLUS:

- A Content Management Program (CMP) Manager (to make sure your site & content bring in the kind of prospects you want)
- 3 Custom-Written, Unique Articles added to your site each month
- 5 News Items added to your site each month matching your practice focus
- 2 Blog Posts
- 30 Minutes of Web Marketing Coaching every quarter, 1-on-1 with Tom Foster
- Enhanced Video Module
- Priority web updates as needed

**Premium:** Same as Pro, PLUS

- 5 Articles
- 8 Blog Items
- Great Legal Marketing Newsletter (\$199/month value)
- Great Legal Marketing Coaching Program (\$4,800 value)
- Ben Glass's Ultimate Practice Building Toolkit (\$3,995 value)

# The Top 7 Page Title Rules for High Ranking Lawyer Websites

Hands down, the page title tag continues to be the most important part of each page of your Lawyer website and organic search engine placement.

**1. Title Length:** You can use so-called stop words (words that are ignored by engines), such as the, is, of, a, and, as well as punctuation. This means that you can use stop words to make your tags make more sense to users without running the risk of diluting the importance of your target keywords. When creating titles for your home page, practice area pages and library pages, anything more than 63 characters is mostly unnecessary. From a search engine ranking perspective, you should limit titles to only your best keywords. Typically, pages rank better when there is more than one keyword within the tag.

**2. Word Proximity:** Search engines actually do pay attention to the distance between words for multiple keyword searches. For example, use Virginia Medical Malpractice Lawyer instead of Smith and Smith Medical Malpractice Lawyers serving Virginians for 100 years.

**3. Keyword Location:** Make sure your keyword is before your firm name. As a general rule, the closer you place your

keyword to the beginning of the title the better the ranking advantage.

**4. Word Order:** The search engines do pay attention to the order of your keywords, so be sure to position them in the most likely order that real people typically use when expressing them in everyday language. However, be aware of the keyword search opportunities that may also be available when you switch the keyword order around. There may be instances where you'll find that reversing the keyword order sends good traffic with less competition. Try different variations on different pages.

**5. Repetitions:** Certainly you should take into consideration the typical search-phrase usages as well as research the top scoring pages before you decide. Just be sure to bear in mind that simplistic duplication of words without regard to human readability will typically work against you. Can or should you use the keyword more than once in the title? Sure, but do it logically. Do not repeat keywords one after the other as in keyword, keyword, keyword. However, you should keep in mind that the vast majority of the top scoring lawyer sites do not repeat keywords within the title. Once is usually enough.

**6. Titles for Humans:** Because the tag is displayed as the headline for your page in the search results, its role is to motivate people to click your link. Therefore, the tag becomes the headline for your page. Its job is to reassure the searcher that, indeed, your page's content is all about exactly what they are looking for. Otherwise, why would anyone bother to click your link? Be compelling - there is one enduring constant of tag content creation that must remain a top priority—how well the text appeals to your human prospects.

**7. What Words to Use:** However, it's surprising to see how many sites are apparently unaware of this very basic and simple fact of search engine marketing and optimization. We are still seeing many, many attorney web sites that use the same tag on every single page of their site — usually the name of the attorney or firm. That's a big mistake. By inserting descriptive, keyword-rich tags into your web pages you'll be giving the engines exactly what they need to better index and rank your pages and bring you the prospects you are looking for. It should be clear that you should carefully select your best targeted keywords as your tag.

# Mike Schafer, Louisville Accident Attorney

## Serving all of Kentucky



Mike Schafer

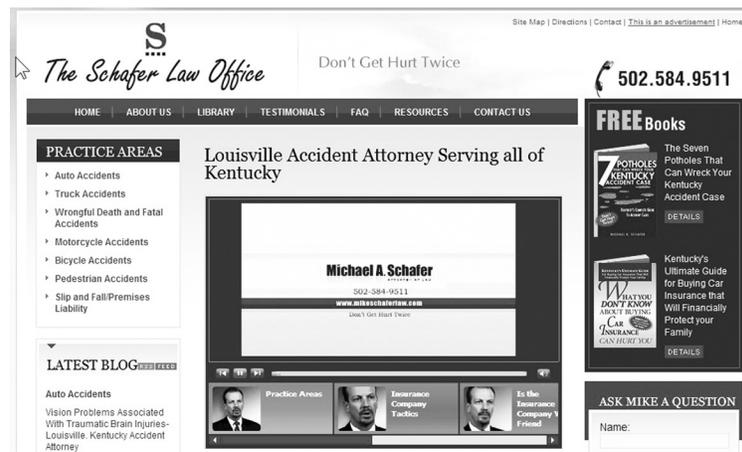
Last year I had zero web presence. A friend had offered to build my web site several years ago. I reserved [www.mikeschaferlaw.com](http://www.mikeschaferlaw.com) as my domain name and the site was on the web with an under construction notice for 3 years. Talk about procrastination. I decided 2008 was the year I was going to enter the Internet Age. I interviewed several web site developers. When all was said and done I chose Foster Web Marketing, although it was really not much of a choice. Ken Pierce was easy to work with and more interested in providing me the information I needed to make an informed decision rather than trying to make a sale. I guess you can do that when you have a product like DSS.

When I received the copy for my site from Gretchen

Upright I was disappointed. There was nothing about what a fantastic lawyer I was. It was all about the accident victim and answering their questions. After a couple of phone calls I grudgingly agreed to the content, crossed my fingers and hoped for the best. At that point I knew nothing about SEO and organic search engines. I figured that is what I was paying Foster Web Marketing for so I followed their advice.

me with my marketing and adding content to the web site. We have posting, on the average, five blogs a week along with adding articles and other content on a regular basis. This is following the road map that Tom Foster laid out for us. The results have been unbelievable. Within 3 weeks I signed up my first case form the web site. When asked how he found me the response was that he had done a Google search, found me on

like 'Louisville truck accident Lawyer', 'Jefferson County car wreck attorney', etc. I couldn't believe it. The first 2 searches I showed up on the top of the 2nd page of Google. On one search I had 2 entries on the 2nd page. Yulee did a search and I showed up 3rd on the 1st page. This was after only three weeks. I have continued to show up high on google and I have been signing up about two new clients a month.



screenshot: <http://www.mikeschaferlaw.com/>

My web site launched on 6 25 08. Based upon the advice of Tom Foster, Ben Glass and Mischelle Davis I hired my wife who has a degree in English, Yulee, to help

the first page, liked the web site and called.

After I this call I started doing some of my own google searches. I typed in phrases

I can definitely see results from our activity. Tom's guidance on blogging and adding content have lead to great results. The web site designed by the Foster team is making some web noise. I know I have a lot of room to improve. Tom has tweaked my site on several occasions. With the changes made I am confident that I will be on the top of google for a long time to come.

**The Schafer Law Office**  
440 South Seventh Street  
Suite 200  
Louisville, KY 40203  
Phone: (502) 584-9511  
Fax: (502) 589-9472

## FAQ

### Q: What are blog tags and why are they important?

A: We hear this question a lot. Think of blog tags as the keywords for your blog.

Depending on what blog platform you're using, there are a number of ways that your blog can benefit from specified tags. Some blogs offer plug-ins such as tag clouds where each tag that has been designated to a blog post will show up in the side bar and the most commonly-used tags are in larger font. Most blog platforms also include a page for each blog tag. Why is this important?

Let's say one of your practice areas is auto accidents, and motorcycle accidents is a tag that you frequently use. Every time you make a blog post that includes that tag, it gets added to the page that includes all blog posts including "motorcycle accidents" as a tag, making the chances of your blog being found through search engines greater.

You can find out more about blog tags in our free report here:

<http://fosterwebmarketing.com/reports/5-reasons-why-you-should-have-a-blog-by-now.cfm>



Tom Foster

# Chris Keane, FWM's client



Chris Keane

## Q: What is my law practice all about?

A: We represent little kids in big cases.

Our practice is limited to representing children who have been abused and catastrophically injured. The focus is on representing survivors of Shaken Baby Syndrome. In those cases, we represent the surviving baby in cases against both the person who shook him or her, and those who have an obligation to prevent it - either child care providers, government agencies (e.g. child protective service workers, public/non-profit childcare centers) or mandatory reporters of child abuse (e.g. police, pediatricians, school administrators, etc.) who knew about prior instances of abuse but failed to report it to child protective services before a catastrophic shaking or abusive head trauma was inflicted on a baby. Additionally, we take a select number of cases for children with hypoxic brain injury (e.g. obstetrical/neonatal medical malpractice cases), burns, animal bites, severe orthopedic damage and sexual abuse.

## Q: What marketing do I do to support it?

A: We let the parents and guardians of the children we are available to represent know about us through the web via FWM's website, blogs (1 for shaken baby syndrome and 1 for pediatric traumatic brain injury) and the ORM program. Also, we have followed the lead of Ben Glass and his mastermind group and come up with a series of books for parents/guardians entitled - Little Kids in Big Cases - for the types of cases we'll take. Additionally, we will be doing a direct marketing to various rehab providers of abused children this coming year - stay tuned. Finally, we also have done print advertising in San Francisco area parenting magazines.

## Q: What marketing ideas do I find work better than others?

A: The web has been best, by far, since people are specifically looking for help in the area of child abuse, etc., when they find us. The general print advertising - while helpful as a feature to let parents know where to find us if they need us, has been effective in spreading the word, but with a much smaller degree of immediate contact.

## Q: What is my monthly budget for marketing?

A: We spend about 5k/month. We try to keep the caseload

we handle between 10-20 cases (active and investigation stage) at any one time, so we are not looking for a great volume; rather, just the precise type of case we would like to work on.

## Q: What do I want to do when I grow up?

A: I'm going to ride the wake of Mad Brenda (which will by then be playing the senior circuit) and form a band with my two (2) kids - Audrey (age 5) and Miles (age 4). There's a pub nestled in the redwood trees down the road from our family's cabin on the Russian River called the Pink Elephant - and the standing weekly band doesn't look like they have 10 years left in them, so I want to be ready when they pack it up.

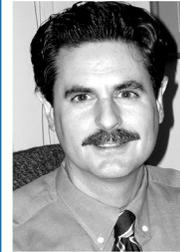
After the kids pack it up and head for college, and when I'm not soloing at the Pink Elephant, I'm going to be carrying my beautiful wife's suitcase around wherever she wants to go...

And....I want to leave a hefty endowment for the San Francisco Child Abuse Prevention Center, so we can continue to prevent as many kids as possible from being abused.

Chris Keane  
The Keane Law Firm  
530 Jackson Street, 2nd Floor  
San Francisco,  
California 94133

# Using Video to Increase Conversion

By Paul Partridge



Paul Partridge

Tom teaches us the importance of having video on our sites. Most people put up a video and say, "There, I'm done." But what's said in

your video (or not said) and how it's presented can double your conversion rate—or cut it in half.

For example, don't make the videos about YOU. Make them about the BENEFITS clients gain from taking the desired action (like requesting a free book). Give them as many REASONS as you can for contacting you.

Kenny Christensen has a great line in one of his videos where he says, "When [insurance] adjusters have been involved in accidents, the first thing they've done is call me and ask me to represent them for their own personal cases." *That* is beautiful reasonwhy marketing.

Other than the script, what else is worth testing?

- auto-play vs. no auto-play (don't let your own preferences get in your way; make sure to test)
- music background vs. no music
- call to action (what you tell the viewer to do) –tell them EXACTLY what you want them to do, and repeat it
- Bill Glazer of Glazer Kennedy fame recommends artificially speeding up your video by 10%. I believe his rationale is that you can get more words into a shorter period of time, plus it also forces the viewer to pay closer attention. I personally haven't tested this yet, but Bill is a smart man.

Paul Partridge is a direct response copywriter and traffic conversion specialist. He can be reached at (908) 233-6935 or [ppartridge@comcast.net](mailto:ppartridge@comcast.net)