



FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys



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Know Your Strengths

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And hire people to offset your weaknesses.

Someone once told me that the more education they had, the more they realized that they did not know. This holds true for me as well: The longer I am in this business, the more I realize there is to learn. The more successful my business becomes, the more I need top-notch people to keep the foundation strong. I have seen one too many businesses grow quickly without sustaining good customer service – as they lose sight of their mission.

When I first started Foster Web Marketing, I was a one-man band – a solo practitioner. I had to do it all; I had to learn it all. When I first started, I didn't want to just build websites for anyone that came along, I wanted to build sites for business people that were interested in marketing themselves on the web. That was a new concept back then. Websites were relatively stagnant, and adding content on the fly was an unknown. No other web designers were doing that. It wasn't easy, but I set out to build a website that let me easily add content to it, and then ensure

that all the linking would happen dynamically and automatically. I knew, even back then, that linking was the backbone to everything. That was how DSS came about.

Since then, there have been many that have worked on the DSS engine and the FWM network. I have not done all of that by myself, so I will not take all the credit. Although I once did it all, I have now brought people to FWM that are much better at coding, designing, and writing than I am. I have realized how to offset my weaknesses and capitalize on my strengths. (I do have some!)

FWM offers writing services to keep your firm's website relevant and sharp. These writers add content each and every day to attorney web sites, so they know what they are doing. I am not such a great writer, as is perfectly evident in these articles each month (my wife has to edit – often). However, I KNOW a good many writers, and they know a good many writers. Magically, writing is not my problem anymore. When I first started this company I hired a writer. First thing I did. You write - I

code. He couldn't code – I couldn't write. He WISHED he could code, and tried – but could not do it well. I WISH I could write, I still try – and you see my point.... And I have since fired myself from both jobs. I now spend most of my time strategizing about how to help you profit from your web site – it literally keeps me up at night and wakes me up in the morning! I wish I could hire someone to take over that job!

I talk to clients every day about their websites, blog, Facebook, Twitter, YouTube, etc. You name it. It all comes down to the same thing, UNIQUE CONTENT, and I say it to all of you: Get some help to do this. There is no possible way that you can do it all. Your money and time are better spent getting help from others that know this game. This will let you focus on your strengths. We all need to be able to work smarter, not harder. Most of us are working pretty hard as it is. So let us help you out with your web presence, and you can focus on what YOU do best.

Tom

"I'm so glad to be working with such honest and reputable people at Foster Web Marketing. Your professionalism as well as everyone else I have worked with on my websites is outstanding!"

Andrew Kim
Bellevue, Washington
www.wainjurylaw.com

What Have We Done For You Lately

- ✓ launched EVM (Enhanced Video Module) and are installing it into sites (a manual process...)
- ✓ launched the SAM (Secure Area Module) where you can password protect web pages for clients or staffs eyes only
- ✓ Hired Buster Tate as Chief Operations Officer (he'll do better than me!)



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)
- Listing in "Hire an Attorney" at 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)

Why Blogging Generates Traffic

There are many important aspects to having a good, active website. It is important to constantly update your site with new content and news updates. While having good, informative essays and timely and relevant news updates are a crucial part of generating and attracting a lot of search engine traffic, blogs are a relatively simple and less time consuming way to generate that traffic.

In fact, you can think of a blog as a website in miniature, with the added benefit of having the ability for people to add comments and feedback. You can also set up an RSS system, which really helps.

The best blogs are actually set up to benefit much faster than websites, and the blogs that we make part of our clients' sites at Foster Web Marketing are no different. We believe that *smart* blogging is better than *hard* blogging. In other words, taking advantage of the way that search engines work is a much more efficient way of using your blog to attract potential clients. Simply starting a generic blog and putting paragraph upon paragraph of content is not the best way to go about it.

Here are some of the ways that the blog software at Foster Web Marketing provides our clients with simple and practical ways to attract both web traffic and potential clients:

Structuring of Content: Our blog software allows you to categorize what you choose to blog about. For instance, if you blog about car accident law, you have a category to put it into. If you blog about medical malpractice, you have a category to put it into. If you blog about slip and falls, you have a category to put that into. Our software allows you to very easily create categories as you need them.

Easy URLs: URLs are an incredibly important part of how search engines zero in on what the user is looking for. Rather than have a URL that is loaded with numbers or code or things that have nothing to do with either your practice or the subject on which you were blogging, our blog URLs are simply distilled, one term descriptions of exactly what you blogged about. You would be surprised how often our blog URLs match up exactly with what potential clients type into the search engines.

Easy Internal Linking: Placing links to other parts of your site is incredibly good for generating search engine traffic to your site, and our blog software makes it incredibly easy to do just that. If you wrote a blog article that is a continuation of an earlier article or references something on your website, creating a link to that page is as simple as cutting and pasting an address right out of the browser. There is no need to learn any code.

Fresh Content: Search engines reward fresh content. Blogs are simple way to constantly update your site and to give the search engines new material to work with and index.

Active Feedback: Blogs have a comment option, so you can give your readers an opportunity to offer you feedback as soon as they read what you have written. You should also consider that the comments can also be used to generate more traffic. This is, after all, simply more text that can be loaded with keywords and key phrases, and that's exactly what these comments can be. And the beauty of it is that you don't even have to write it.

Our main intention at Foster Web Marketing is to raise the profile of the websites of our clients. It has been our experience that high rankings on search engines leads to more site traffic, which inevitably leads to more clients for you. If you have an interest in expanding your practice by expanding your presence on the web, contact Foster Web Marketing for a free technical consultation today.

Ed Van Dorn



Edward M. Van Dorn, Jr

Like many of us Luddite types I was skeptical about internet marketing. I had a website but it didn't seem to produce results. I thought the site looked pretty good but it didn't convert into business. I knew very little about SEO (search engine optimization) or how the web worked in general. I had invested some money in in programs designed to refer internet business to my firm both directly and through my website, but I got very little return on my investment. I got tired of hearing that I needed to be patient, that it took time to establish a presence, etc. They weren't patient when it was time to get paid were they.

Then I was introduced to Foster Web Marketing. What Tom and his group had to offer sounded intriguing but based on my previous

experiences I was gun shy to say the least. Nevertheless I decided to give it a go and entered a contract for Tom to redesign my site and provide services that would improve my SEO (I was gradually starting to understand the importance of these things) and my site content. There were glitches at first and my skepticism started kicking in. But, something told me that this was worth sticking with and I decided to give it more time. I am delighted that I did.

Here's the thing. Tom Foster and his group know this stuff cold. He went ahead and developed a site that to my mind is equal to the best legal sites on the web. As importantly, he designed the site to improve SEO - that's what makes the search engines find your site- what's the point of having a great site if no one sees it. Tom made me understand that there are only two essential aspects to this type of marketing. SEO and Site Content. SEO to get the people to the site and content to make them want to contact you once they get there.

Then there's DSS, which allows us to add and edit content

ourselves and not have to pay each time we want something done. This means we can make the site as big as we want it. The sky's the limit. And, the more content the better for SEO and the more helpful it is to site visitors. Then there is the customer service: when you call Tom's team you get answers and fixes to your problems.

They say the proof is in the pudding. Here's the pudding. We've just finished our first year with Foster Web Marketing. Our cases have increased 40% from the average of the last 5 years. In the past 5 years, new cases from the internet averaged about 5-10% of all new cases added. This year the internet accounted for 30% of our new cases. We've more than tripled the number of good cases we've gotten from our website, and I feel we are just getting started. With Foster Web Marketing the marketing cost per case is very reasonable compared to other web marketing services and other advertising outlets, especially TV and the Yellow Pages.

So, this year I've upped my membership with the Foster

Group to CPM. These are the first class seats with gold star services. If my experience last year when I had only the economy class membership is any indication its going to be well worth it. Now that I think of it - its like having a personal concierge service for my website and internet marketing.

There's no doubt in my mind that all of us are depending more and more on the internet for services we need. (I can't remember the last time I looked in the phone book for something) and with Foster Web Marketing I feel that my firm is way ahead of the curve. My goal is to stay there.

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FAQ

Q: Do keywords in domains need to be separated with hyphens in order for search engines to read them?

A: The ability of search engines to parse keywords that haven't been separated by hyphens is always a popular topic. However, our research suggests that what's really most important is that your URLs are easy for search engines to crawl.

That means using a site map, minimizing dynamic URLs (the ones full of ?, =, and & symbols), avoiding session IDs (such as &id=), and keeping your directory structure fairly shallow.

Beyond that, it's always going to be a good idea to have your keywords in your domain name, since people will usually link to you with the keywords found in your domain name.

Keywords in the rest of your URL are primarily important because they can make your page appear more relevant to searchers, enticing more people to click on your listing. And, of course, they can also provide a small ranking advantage

However, to answer the question - Yes, you need to use hyphens, because currently most search engines are not parsing keywords out of URLs if those keywords are run-together and not separated with hyphens.



Tom Foster

Jonathan Cooper, FWM's client



Jonathan Cooper

against their insurers to assure that their interests are protected in different circumstances.

In addition to the above and my firm's monthly newsletter, I spend a lot of time adding content to my new FWM site, www.JonathanCooperLaw.com, and linking to the site from other locations, like Facebook, Twitter and LinkedIn. Additionally, I advertise my Free eBooks on my areas of practice in a local paper, and in other media, like Craigslist.

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

A: Since my books just came out in the last few months, and my site just launched in the beginning of January, it is a little too early to tell.

Q: What is my monthly budget for marketing?

A: Since the nature of the expenditures are such that some are one or two-time fees rather than an ongoing monthly expense, I think this question is better answered on an annual basis rather than a monthly basis. Right now, I would say that my annual marketing budget runs

about \$25,000, give or take.

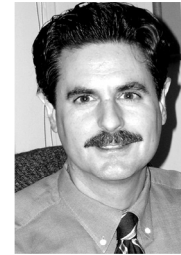
Q: What do I want to do when I grow up?

A: My dream is to have the financial security and wherewithal to retire very early, helping others in need to find gainful employment through my network of contacts and though my own charity, to devote much more quality time to my family, which includes my wife and 5 children, and to spend time studying ancient and mystical texts dealing with the refinement of moral character and the betterment of self and society.

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Conversion: Top Pages to Test (cont.)

By Paul Partridge



Paul Partridge

In the last issue we looked at the Book or Free Report Order Page as an excellent place to start your traffic conversion testing. Now let's talk about other top pages to test.

After the Order Page, the next best pages to consider are:

- 1) the page(s) getting the most traffic
- 2) the page(s) with the highest conversion
- 3) pages that have the highest bounce rates

The reason we want to focus on the high traffic pages is because any improvements here will have far greater impact than changes we make to pages getting fewer hits. Simple logic.

Next, why would we look at pages that are already getting high conversions? Because these pages flag highly motivated visitors. And highly motivated visitors require less arm-twisting. As a result, even small improvements to these pages can result in exponential revenue increases.

Conversely, what makes pages with high bounce rates interesting is that they signal holes in our bucket. In other words, potential prospects are leaking out. We're losing them for some reason, and if we can plug the hole, it improves efficiency and lowers our acquisition costs.

Does that make sense? I hope so. Now that we know WHERE to test, next month we'll explore WHAT VARIABLES to Test.

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