



FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys

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



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Desperate times make people do crazy things

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As everyone knows by now, some malicious lying-liar-pants attacked our client list last week with phone spam. They attempted to discredit our good name by saying we are using all kinds of tactics that Google doesn't like, and so therefore we were getting "blacklisted." They also went on to say any clients of ours would be "blacklisted" as well. This is completely laughable - it's such a blatant and desperate attempt to steal clients based on false accusations and scare tactics.

I understand why they did what they did, we are on fire! When I say "we," I mean all of us - the Foster Web Marketing network of clients. The collective content writing, linking, and sharing of relevant, useful, and unique content is exactly what is getting all of us to **Page One of Google** for the terms we want. The reason why all of you are getting contacted is because what we are doing is working very well. No one would take the time to go after a company that isn't getting the results that we are.

Was it easy? Did I promise

you that FWM could get you to Page One simply by paying me a monthly fee? Did we tell you that merely being in our network would vault you to the top of the search engines?

No, I would never say such a thing, and therefore we do not rely on interlinking between our clients for SEO success. Sure that will boost Google Page Rank, but only if there is something relevant and worth reading on the other end of the link. The simple fact is the reason why FWM websites do so well is because of your **content**. That is what Google wants and that is what we give - content.

You hear us say it over and over again - "*People that are searching for an attorney on the web will search for what happened to them and/or what kind of attorney they need.*" We demonstrate and prove through Google analytics that there is not one string of keywords that will dominate your search stats. So basing your SEO methodology on traditional keywords and linking solely doesn't really work anymore - if it ever did. Instead, we built DSS to be

totally content oriented so our clients can add relevant content, based on what they do, in an "organic and natural way." BECAUSE OF THIS - the content will many times match questions posed by Google searchers.

I find it difficult to summarize all the things that we do here at Foster Web Marketing to ensure we are doing the right thing for our clients.

I can promise you that you're dealing with a company based on moral principles and ethical behavior. I believe in building good relationships with clients. I believe that the more that I can help clients market themselves and grow their business, the better off we all are. During these difficult times, we need to rally together and work with people we can trust.

On behalf of all of us here at FWM, I want to tell each of you "Thank You" for giving us your trust. We work hard every day to earn that trust - and to keep it.

Tom

"Thank you for the great work and meeting the first self imposed deadline. So far, our experience with Foster Web Marketing has been very professional and productive. I look forward to continuing to work with you and the team."

Frank Crivelli
www.crivellilaw.com
Trenton, NJ

What Have We Done For You Lately

- ✓ We have opened an office in Fairfax, right across the street from George Mason University. We are building a video studio and a production hub for video and content.
- ✓ We continue to work on the EVM module and install in CMP Pro clients websites.
- ✓ We are adding better instruction and video tutorials into DSS.
- ✓ We have launched the Conversion SWAT team program (more info on that found in DSS).



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

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)

Do you know who is linking to you?

by George Murphy

As much as we stress the importance of content when talking about getting your web site ranked on Google, Yahoo!, and other search engines for long-tail keywords, we also know how important inbound links are for you ranking for some of your more generic keywords like "Virginia accident attorney".

How many inbound links that you have to the interior pages of your website will, in the long run, determine how search engines will rank you for these keywords. But just as important is the anchor text of these inbound links.

The anchor text is the actual text that is linking from the website to yours. And if you wanted to rank for "Virginia accident attorney", but the anchor text of a link back to your site is "click here", then you may want to take some time to contact the webmaster of that site and ask them to change the anchor text of the link.

Here is a good way to check up on the anchor text of your existing inbound links:

1. go to: <http://www.online-utility.org/>

2. Click on Webmaster on the top right

3. Click on anchor text backlinks checker

4. Type in or paste your websites URL, and click "check"

This will result in a list of your inbound anchor text links so that you can request any adjustments that are preferred. You will notice that a majority of the links are from Foster Web Marketing clients (any time you scroll over one of the numbers and a resources.cfm page is the target, you know that's one of ours).

The anchor text of the inbound links from Foster Web Marketing sites are set to dynamically pull from your home page and page titles. That's right, all that Tom and I spend preaching about the importance of page titles wasn't us just blowing smoke, it is actually important.

Another good thing to look at when analyzing your inbound links is to make sure that the site that is linking to yours is either legal-related, or relevant to your location. You wouldn't want a link from someone

selling Cialis or from a website offering car insurance, because when Google and other search engine spiders crawl around looking for your inbound link and you're being linked from a site that has NOTHING to do with yours, this can hurt your rankings.

If you come across a non-relevant site that is linking to yours, send a quick e-mail to the webmaster requesting that link to be removed.

Lastly, if you have the time, check out the Google Pagerank of the inbound links, because the higher the Pagerank of the site linking to yours (you'll likely notice that all FWM sites have Pageranks of 3/10 and above, which is very good for your linking efforts), the more "link juice" that you'll build with the search engines, and the better chances you have of ranking for your keywords.

For more ideas on how to build links and tools to use in your link building and monitoring efforts, check out our blog at: <http://lawfirmandattorney-internet-marketing.com/>

UGH!!! Facebook, Twitter, LinkedIn, AVVO and other Social Media Websites – I don't want to care!

"I don't even have time to update my own website, how can I do all this other stuff?"

This is what I hear all the time from clients and other professionals when I talk about the social media explosion. Sorry, gang, I don't want to work any more hours than I have to, but you HAVE TO DO SOCIAL MEDIA OR RISK ONLINE OBSCURITY.

Using social media for business became an important strategy in 2008 after many professionals realized that this was one of the major marketing successes of Obama's Campaign. Now we certainly recognize that the "20 and 30 somethings" of the world use Facebook and Twitter like it's the latest addiction and we 40-plusers all scratch our heads because we don't get it. Here's the deal, move beyond that right now. You better "get it" because this is the how your present and future client base will research you and find you.

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Ohio Injury Attorney Chuck Boyk uses his Blog- DO You?



Charles E. Boyk

like crazy and a few weeks later we got a call from a young man who was shot by his cousin while hunting. The man clinically died three times and has serious permanent injuries. The man found our website by doing a Google search for an Ohio hunting accident lawyer. And there we were.

Other six figure cases that we have obtained from the Internet include those involving products liability, work injuries, car accidents, electrocutions, and slip and falls. In each instance of these high dollar cases, the injury directly reflected what we blogged about on our site. Spending time adding content to the site has resulted in not

only huge revenue for the firm, but justice and peace of mind for the client. We tell clients at settlement time that we hope that they never need our services again for an injury claim, but encourage them to come to us should they ever have a problem in the future. And nine times out of ten they do come back, or send their family members, coworkers, or neighbors to us. These Google-searchers have now become lifelong clients.

While majority of our cases come from existing or past client referrals, the Internet and our website has really helped to boost our exposure in this area. Having the built in network that comes from being a member of Foster Web

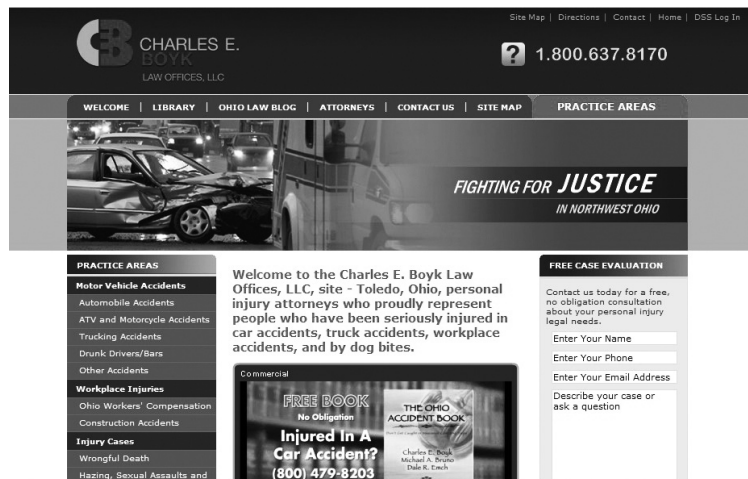
Marketing has not only helped us to place on Google's first page of virtually all practice areas that we handle, but it has also helped us get great blogging ideas, newsletter content, and important links in and out.

Since we started with Foster Web Marketing three years ago, our web presence has skyrocketed. We have noticed a massive difference in the number of cases we are getting from Internet referrals, which is very difficult to do in an area like Toledo where many people are slower to use technology. But we are hoping to dominate the market before everyone in Toledo hops online instead of using the coveted Yellowpages. And with the great exposure and Google ratings our website has brought us so far, we on schedule to be a sure pick for the younger generations in northwest Ohio.

When we first heard the word "blog," it sounded like such a foreign term. But Tom Foster insisted that we blog, blog, blog to increase our Google ratings. What the heck was a Google rating?

Well, after months of blogging, hyperlinking, tagging, and content adding, we can now say that we have easily the best website amongst all the lawyers in northwest Ohio.

We are certainly not quitting there. We know that a website is a constant work in progress, but it is nice to know that we are at the top in our area. We recently got a great case from writing one blog on hunting accidents. With the help of Tom Foster and DSS, along with the blogging guru Larry Buckfire, we wrote a blog on Ohio hunting accidents and tips on how to avoid them. We hyperlinked



screenshot: <http://www.charlesboyk-law.com/>

Charles E. Boyk Law Offices, LLC
405 Madison Ave., Suite 1200
Toledo, Ohio 43604

419.720.4452 Direct Dial
1.800.637.8170 Toll-Free
419.241.8731 Fax
www.charlesboyk-law.com

FAQ

Q: How do search engines rank your site?

A: All search engines use a different algorithm for ranking the various websites.

An algorithm is basically a complicated set of rules used by the search engines that a site needs to adhere to, in order to perform well in search engine results.

All search engines use a different algorithm for ranking websites. So your site may do well in one search engine's results, but not so well in another's. Most attorneys try to optimize their site for Google, as the majority of people use Google as their preferred search engine.



Tom Foster

Brian Beckcom, FWM's client



Brian Beckcom

from other lawyers. Our two Foster websites also generate cases.

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

A: Foster's websites work well and as more and more people go to the internet, we anticipate that they will work even better.

Also, since we typically handle large, complex cases with significant damages, having good relationships with attorneys who trust us to these cases with honesty, hard work, and integrity works very well.

Q: What is my monthly budget for marketing?

A: Approximately \$5,000 on websites (we have two plus two blogs).

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

A: I'm doing it.

Brian Beckcom
Houston Maritime Injury Attorney
713-224-7800 office
713-224-7801 fax
1001 Texas Ave, Suite 1020
Houston, Texas 77002
Partner
 VUJASINOVIC & BECKCOM, P.L.L.C.
www.vbattorneys.com
www.themaritimelawyer.com
www.maritimeaccidentattorney.com
Board Certified in Personal Injury Trial Law Texas Board of Legal Specialization

Q: What is my law practice all about?

A: 100% wrongful death and serious personal injury cases, with a focus on maritime accidents, truck accidents, and product liability cases.

Q: What marketing do I do to support it?

A: Most of our referrals are

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So, once we embrace and better understand the use and importance of social media campaigns, the next question becomes, how do we measure its effectiveness?

More professional business people such as attorneys, doctors, and dentists are wondering where the numbers are and what they mean when determining social media return on investment (ROI). Smart professionals and business owners dependant on the web (umm, that's basically everyone on the planet) agree that time and money should be spent on social media, but they:

1. Don't know which social media sites to focus on and make a priority ...
2. Don't have the additional time or available resources to devote (or simply don't want to)...
3. Have no idea how to allocate a budget for these efforts...
4. Do not understand how to determine effectiveness...

The objectives are pretty clear - increase website/blog traffic and qualified visitors and get more clients! That is exactly the reason why YOU ABSOLUTELY MUST HAVE SOCIAL MEDIA EXPOSURE.

Google Analytics proves that savvy professionals marketing themselves online get more and more referrals and direct visitors from Facebook, Twitter and the other websites I listed above. Generally these leads are more qualified because they may know you, know of you, or are interested in what you have to say. I mean - they have to be your "facebook friend" to even be able see your posts.

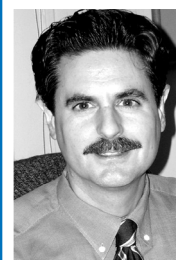
The other, perhaps even more important, fact is that people will search your name once they are considering using your services - especially attorneys, doctors, and dentists.

I hope for your sake they find great testimonials and recommendations from Facebook, Twitter, LinkedIn, AVVO, YouTube...and whatever else comes up tomorrow that people start using!

OK, as with anything else you can do this yourself or you can get someone else to do this for you. This isn't a shameless pitch (ok, it is..), but the fact is, at FWM, we have developed an Online Reputation Management (ORM) program for our web clients that connects everything together. As always, shoot Ken an email at ken@fosterwebmarketing.com or give him a call if you want to know more. He will answer 24 hours a day (he really does...)

Don't Say I Didn't Warn You

By Paul Partridge



Paul Partridge

We interrupt this regularly scheduled column for a breaking story. . . This month I was going to write about the variables on your website

to test in order to maximize visitor ACTIONS. But some information I heard through the grapevine is distracting me, and I want to address it.

Recently in these pages I mentioned some exciting test results. One was Google's 40% response increase from changing their order button from START NOW to GET STARTED. Another was a test where simply changing a headline from black type to red type produced 28% more orders.

I heard that a few attorneys were running out and changing all their order buttons to 'Get Started' and putting all their headlines in red type. Please avoid this temptation. Before making any major changes, you need to do an A/B split test on YOUR site. If not, you risk having your conversion numbers actually go DOWN.

Because what works on one site will not necessarily work on another. Let me say it another way: What works on one site will often NOT work on another.

Why? Could be demographics. Or geography. Or leprechauns. No one really knows. Unfortunately, that's just the way it is. As my junior high principal used to say, "A word to the wise should be sufficient."

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