



# WARNING:

GOOGLE SLAPPED A LOT OF WEBSITES SILLY WITH ITS MOST RECENT UPDATE (THE PANDA UPDATE), AND NOW, AS BOB DYLAN WOULD SAY, "THE TIMES THEY ARE A-CHANGIN."

ACTUALLY, THAT'S NOT ENTIRELY TRUE. THE TIMES THEY AREN'T A-CHANGIN...  
**THEY'VE ALREADY CHANGED.**

What happened? Well, Google has really just become a much, much smarter search engine (again). The Panda update includes roughly 250 algorithm changes and enhancements, and it is still going. It's a rolling update. That means that the changes are still taking effect and they will be for some time.

## WHAT DOES THIS MEAN TO YOU?

It means you need to pay attention because this affects your entire web marketing strategy which begins and ends (or should) with your website! But it also means you have a tremendous opportunity (but more on that later).

Have a seat and digest all of this because the following information could truly make or break your website. Here's what we now know:

- More than ever, quality content that is **relevant, topical and interesting is absolutely essential**. We're talking 30, 50, 70, even 100 pieces per month, including articles, blogs, FAQ's and videos, are needed to be competitive.
- **Your content better be original** and not duplicated throughout your site or anywhere else on the web – Google came down harshly on so-called "content farms" that gather low-quality content and present it in hopes of luring visitors.
- Not only does your content need to be good and original, it also needs to **engage people and keep them on your site**. Just because you add 300 articles about a single topic, don't automatically assume that Google will put you on page 1 for that topic. Google is now paying closer attention to what people do when they get to your site and will penalize you if high percentages

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of visitors go to your site and then immediately jump back to the Google search results to find better alternatives. **#1**

- Additionally, **Google now pays even closer attention to page load times and the actual integrity of the coded web page!** If your pages take 15 seconds to load, people won't wait (and neither will Google's indexing bot). They will go back to their search result and choose a faster loading site. Google records this and if it remains a consistent problem, and you don't do anything to fix it, you will be penalized. We solved all current load issues with the latest update to our new web code and the enhancements to our server architecture. You just need to upgrade your design to get the new and improved codebase.
- Your site and its content need to generate some buzz and legitimate interest if at all possible. This

**#2**

is where **social media has become a crucial element of a successful overall web strategy.** If visitors share your articles or blog posts and/or comment on them on sites like Facebook and Twitter (and now Google Plus), Google will definitely take notice and reward your site with higher placement for organic searches.

- Speaking of keeping people on your site and engaging them, **the overall user experience is now a critical part of how Google ranks sites.** Sure, your site needs to look good, but it also needs to have a flow and seem intuitive to users. They need to be able to easily find the information they are looking for and also find additional resources that can help them. Our new and improved design strategy incorporates some of the most successful methods to keep visitors on your site and to give every opportunity for them to contact you and become a potential client.

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## THE NEW MANTRA — ADAPT OR DIE

In the wake of Panda, you better adapt or prepare to become irrelevant on the way to extinct.

Google demands a lot from the sites that it ranks highly in its index, and it won't think twice about dropping sites way down in their rankings or taking them off the index entirely if they don't play by the rules – sometimes overnight.

Don't believe it? Just go to Google now and type in "Google Panda made my website invisible" or "Google Panda made my website disappear."



REMEMBER, GOOGLE IS A BUSINESS AND DOES NOT CARE ABOUT YOUR LAW FIRM SUCCESS OR YOUR WEBSITE SUCCESS. ONLY THAT ITS USERS ARE HAPPY WITH THE SEARCH RESULTS THAT THEY PROVIDE. IF YOU DO WHAT GOOGLE WANTS, YOU WILL BE FINE AND GOOGLE WILL LIST YOU.

**IT'S REALLY THAT SIMPLE!**

# OK, SO HOW DO I PROTECT MY WEBSITE AND GET MORE LOVE FROM THE PANDA?



Good question. Here's how you can take advantage of the Panda update while your competitors are doing nothing but complaining about how unfair Google is:

**1** Educate yourself and read the included report that Mindy, Jimmy, and I put together, **"7 Ways To Make Google Panda Love Your Website."** Get your free copy at [www.MakeGooglePandaLoveYourWebsite.com](http://www.MakeGooglePandaLoveYourWebsite.com).

## **2** IT'S TIME TO UPGRADE YOUR DESIGN AND CODE...

The Google Panda update is actually timely for all FWM Partners because we have just released the results of our massive code upgrade initiative, codenamed "WARPDRIVE". For the past 6 months, our development team has been diligently improving line after line of the code that controls your website. We have been testing it for some time and are just about ready to release it to FWM Partners.

### So, why is the WARPDRIVE upgrade important to you?

- Your pages will load 30% faster based on Google Page Speed score. Remember, Google's crawlers are actually digesting your site's code so it needs to be clean and lightning fast.

**#3** • New content buckets that organize your content based on related subject matter. This makes Google happy since it organizes the content by topic, exactly the way visitors view it. Check out [www.CNN.com](http://www.CNN.com) to see an example of a major content provider using this same technique.

- Custom styled and integrated Social Media sharing buttons (Facebook, Twitter, Google +, etc.) for better user interactivity and increased engagement. All search engines admit to using "social endorsements" as a ranking factor now. It's important that you are complying with the latest and great standards.

**#4**

- Support for video on more than 15 desktop browsers, mobile devices (iPhone, Droid, Blackberry) and tablets (iPad, Samsung Galaxy, HP Think Pad) and full video integration on your mobile site.
- Increased visibility in search due to cutting edge code and SEO enhancements.
- More accessible than ever. Our new sites are completely Section 508 compliant and adhere to the Web Accessibility Initiative, meaning they are user-friendly for handicapped visitors. **#5**



**Our tests indicate that your site could be as much as 30% faster with our new, clean coding and enhanced design. This will result in a better user experience (and don't forget that Google uses page speed load time as a ranking factor!)**

# SO, WHAT'S NEXT? SIMPLE — YOU HAVE TO TAKE ACTION.

## HERE'S WHAT YOU NEED TO DO...

#6

The screenshot shows the MeyerWilson website with several callout boxes:

- Quick and Easy Navigation with Streamlined Tabs:** Points to the top navigation bar with links like Home, Common Claims, Investment Misconduct, Firm Profiles, Current Investigations, Case Results, Testimonials, FAQs, Library, and Contact Us.
- Videos That Will Play Nearly Anywhere:** Points to a video player featuring a man speaking, with the text "Won the Largest Jury Verdict in Ohio's History, in excess of 260 million".
- Full Social Media Integration:** Points to social media sharing buttons (Like, +1, Tweet) on the left side of the page.
- Organized Content Buckets:** Points to the "Current Investigations" and "Common Claims" sections, which list various legal cases and updates.

Other visible elements on the website include a toll-free number (866-827-6537), a search bar, a live chat window, and a "Free Books" section offering a guide on investment fraud.

Foster Web Marketing website upgrades are \$4,500. There is already a line forming and we suggest you get in it. Fill out the attached form so we can get to work on your new website today!

**IF YOU HAVE ANY QUESTIONS, PLEASE CALL  
KEN PEARCE AT 571.251.7386 OR CHAD FOSTER AT 813.494.1185**



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Tom,  
I realize the times are changing and I want to stay ahead of the competition.  
Sign me up for a re-design of my current website at \$4,500!

## CLIENT INFORMATION

First name \_\_\_\_\_ Last name \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## ORDER INFORMATION

Product	Price	Quantity	Total
Website Redesign	\$4,500	1	\$4,500
<b>Grand Total</b>			<b>\$4,500</b>

## PAYMENT INFORMATION

- Cash
- Check (Please make checks payable to Foster Web Marketing)
- Credit Card
- Charge Credit Card on File

Card Type:  VISA     MC     AMEX     DISCOVER

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**FAX TO 703.997.1309**  
**OR EMAIL TO [BILLING@FOSTERWEBMARKETING.COM](mailto:BILLING@FOSTERWEBMARKETING.COM)**