



# FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys

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

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## Tom Foster's Musings

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Facebook, Twitter, LinkedIn, Squidoo? What in the world?

We are all very fortunate to be embracing the web and all it has to offer. It's fascinating to me to watch how it continues to evolve – and how fast. Just a short time ago, all we worried about was getting a “simple” website up. Now, we need to think on a much larger and broader scale. We realize that all of this is pretty confusing and with so many offers and choices, it's tough to know which thing to do next. That is why we just recently introduced our **Personal Blog and Online Reputation Management Services**. With these new services, and everything else we already offer (with other cool stuff right around the corner), those of you taking advantage of these services will be so far ahead of your competition in 2009 and beyond!

It's a very exciting time to be alive! Sure the economy is in the tank, automakers are looking for a bail-out from the government, and we are still a nation fighting two wars. It can be pretty depressing... But I choose to look at it

differently. We have a new vision for the country now and our relationships with other countries will surely improve. Whether or not you voted for Obama, you have to be amazed at the tremendous historical significance of his being elected.

To that end, I was rowing the other morning and watching CNN when they announced Obama's Economic Recovery Plan. I am interested in learning more in general about all of the points of Obama's plan, but the one that got my attention the most was his fourth point: *“Renew our information superhighway by boosting broadband deployment in communities across America.”* Did you know that the United States is listed as 15<sup>th</sup> in the world for broadband access? I didn't realize we were so far behind other countries in terms of technology! Wow... and that got me thinking. Here we have a new President that is wildly popular-- that not only embraces the Internet, but utilizes every single aspect of it to get his message out. He is blogging, he is on facebook, twitter, linkedIn, etc. Just go

to Obama.com and see for yourself. He does it all!

What does this mean to us? Well, we already know that the Internet is the future for marketing. Increasing broadband deployment across the country just means more prospects will be using Google to find services they need! If you are present, current, and being found – you will be hired over firms that are not. If your message is compelling, different, and engaging – you will be hired over firms that are boring and status quo. I don't mean just your website either. I mean your blog, your facebook, your linkedIn, your twitter... any and all of them could lead prospects to contact you.

And that is ultimately the point of all of this. Getting clients. You must go to where they are, and yes – they just may be on Squidoo... and so should you.

As always, dedicated to our partnership and success!

*Tom*

*“I want to reiterate what I said the other week--you guys are doing a great job and I'm super impressed with the results. Keep it up.”*

Brian Beckcom  
www.vbattorneys.com  
Houston, TX

## What Have We Done For You Lately

- ✓ We continue to upgrade the hosting environment. This month we added FIVE new power servers!
- ✓ We launched the Personal Blog (PB) and Online Reputation Management (ORM) Services. Please speak with Ken Pearce about signing up for these to catapult you over the competition.
- ✓ Making dramatic improvements to DSS and the back-end to all websites.
- ✓ We are working on video tutorials for DSS best practices.
- ✓ The final testing for Enhanced Video Module - this will be released to a select few members in January!
- ✓ We redid the contact archives to read better



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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)

# How to Look at a Competitors Web Site (Part Two)

*By Ken Pearce*

We try to work with you to have a design that fits your needs and your style and works for you, but if your favorite colors at pink and yellow and light purple we will probably try to point you in a different color direction for the site. The way that the site looks is very important and we want to make sure that it is perfect for you.

Coding is what goes on behind the design on the web site. This is what Google and the other search engines look at when they come to a site. The search engines could care less about the colors and images on the site. That is strictly for the humans. The Title Bar is the first thing that the search engines will see on the site. If your competitor has a good one then it will probably have a location, practice area and attorney or lawyer a couple of times for the most important practice areas. You need to have the same thing. The next thing that should be found are the keywords and they need to be set up properly for the search engines to be pushed towards the areas that you want to be found for on your site (the Practice Areas). A good meta description is important as this provides all of the information that will be found on that page. If your

competitor is using the same keywords and descriptions on each page that will not work to their advantage. Would it help Google to know that your competitor can help with pit bull dog bites on an auto accident page? Not really. That is why Foster Web Marketing will provide the proper keywords and coding on the correct pages. We use cold fusion programming which allows the search engines to get through all the coding quickly to get to what it is looking for in the first place. Content! You can now see how all of this ties together.

The ability to update your web site is crucial for SEO. If the search engines come to your competitor's site and it is exactly the same this week as it was last week, month or year there is no incentive for them to continually send out robots and spiders to check out the site. It will still be the same. Foster Web Marketing stresses that you **MUST** continually update your site. It can be a blog, FAQ, library item, news story, testimonial, new practice area, case result or whatever you do to update the site. As Nike says, "Just Do It!" You must update the site to entice those spiders and robots to come back to your site to index it and give you

a higher page ranking. The DSS system allows changes throughout the site and we encourage you to make as many additions as possible. This is what is going to make your web site grow and be exciting for the search engines.

Finally there is the call to action. If you have good content, design, coding and update your site it is not good enough. You need to make your prospective clients do something. Your competitor is trying to get YOUR potential client to call them. You want them to call YOU. You need to give that client options and choices. You can have a toll free number or a contact form or possibly a book or a report that may help them through their difficult situation. They want your help and if you can assist them early in this process you will be gaining that edge on your competition. Foster Web Marketing will help and guide you through the entire web site process. SEO and Call to action = Success.

Call Ken Pearce the Foster Web Marketing Sales Manager at (571) 251-7386 to get a free web site review (notice I am trying to get you to do something).

## Online Reputation Management

*By George Murphy*

Online reputation management is such a cool buzzword, but what is it? What is the point of you taking time out of your day to post on Twitter or Facebook when it doesn't result directly in leads?

In a tough economic time where it seems like everyone is standing around with their hands out, a grassroots online marketing campaign is just what the doctor ordered.

Having a website and a strong presence on Google and other search engines is important, but being active through social media is just as important. Who is "Joe the...um....graphic designer" more likely to relate to when he needs representation, a big law firm with a fancy website, or that guy/lady he saw on Twitter the other day sharing personal stories and legal tips?

People thinking of you as an individual and being able to relate to you is very important in the new Web 2.0 world we're living in.. It's all about transparency, and social media can help you maintain it.

# Bob Battle of BobBattleLaw.com and DUAnswer.com



Our member of the month is Richmond Virginia DUI and Reckless Driving Speeding Lawyer Bob Battle. Bob has been a Foster Web Marketing client since 2006.

He first learned about Foster Web Marketing after attending a Great Legal Marketing seminar in Fairfax, Virginia in the Spring of 2006.

Prior to joining Foster Web Marketing, Bob had his law firm's website with another company. After being with this company for some time, Bob noticed that his rankings on the search engines had taken a nose dive. Even more disturbing was the fact that Bob recommended a friend who practiced in the same area and did the same type of law who was getting very good results from this company. When Bob asked his webmaster about the discrepancy, the webmaster responded that he had been trying something different for his newer clients that was working very well and had not bothered to institute this for the clients who had been with them for a longer time! As Battle recounts, "So much for loyalty and sayonara to that webmaster."

Right off the bat, Bob Battle was impressed with Tom Foster's knowledge of Search Engine Optimization and his drive to be the best. Also, by doing an independent search of Tom's existing clients at that time such as Ben Glass, Bob was able to see that Tom was telling the truth about his ability to drive clients to the top of the search engines.

By the beginning of 2007, BobBattleLaw.com began dominating the search engine results for all the Richmond area jurisdictions under Google searches for "DUI lawyer" or "reckless driving speeding lawyer." Battle recalls, "Given the

experience I had with my previous webmaster that led me to Tom Foster, I consider myself to be an extremely demanding client. Despite this predisposition, Tom Foster far exceeded my expectations and I was thrilled at how rapidly I began to get tremendous results for all relevant search terms in my practice." Bob Battle counts himself today as a "raging fan" of Tom Foster and Foster Web Marketing. In fact, when Battle, who has moonlighted as a professional comedian for over 20 years, was asked by Foster Web Marketing whether he wanted the Basic, Pro, or Premium Web Content Package, Battle responded "I'll take the Plutonium level!"

Given his background as a professional actor and comedian, Bob Battle is one of the first lawyers in the country to recognize the value of video on a website. Bob even had uploaded a homemade video on his previous website before switching to Foster Web Marketing. When Tom Foster announced that he had secured the services of the amazingly talented videographer Jim Foliard in a joint venture to provide video for Foster Web Marketing clients, Bob Battle jumped at the opportunity. Battle commented that he is still amazed at how easy that Tom and Jim are able to go from raw video footage to Web video that not only looks great but is optimized for the Internet search engines. In fact, Bob's video on BobBattleLaw.com was featured in an article in *Lawyers USA* in 2008.

Bob Battle has enjoyed such tremendous success through his affiliation with Foster Web Marketing, that he has teamed with Tom Foster, Ben Glass, and other lawyer marketing gurus to start a national DUI lawyer marketing program called the **DUI Marketing Success System**. One of the focal

points of this program is another Foster Web Marketing website located at [www.DUAnswer.com](http://www.DUAnswer.com).

When other lawyers are contemplating making the switch to Foster Web Marketing, one of their biggest questions is whether someone can put a number on how much more money comes into their practice as a result of having a top ranking website. Without hesitation, Bob Battle likes to tell the story of coming back from his initial Great Legal Marketing seminar and reading a book by Dan Kennedy which had an exercise requiring the reader to write down how much money they hope to gross in a year. Energized and pumped after attending the seminar, Bob chose a number that was \$50,000 higher than any year he had grossed in his first 20 years of practicing law. Bob came nowhere near that number because he wound up making \$250,000 more than he had made in any previous year of practicing law!

And what about the recession year of 2008? "Because of the great positioning my website gets in the search engines and the fact that most people who see the outstanding design and content on my website decide to hire me before I even speak with them, I have chosen not to participate in the recession of 2008," quips Battle. "In fact, 2008 was once again my most successful year ever, and that is not even including the additional income I make from the DUI Marketing Success System. Because of my position as a coach of other lawyers and someone who is honest and will always give a no BS answer, I speak with a lot of lawyers who tell me that they are not sure whether they can afford a website with Foster Web Marketing. My answer is always the same. I tell them they can't afford **not** to invest their money with Foster Web Marketing. In fact, it should be priority number one with any lawyer's marketing budget."

The screenshot shows the DUAnswer.com website. At the top, there are banners for "DUI" and "DUI Answer" with phone numbers (888-394-2679). Below the banners is a navigation bar with links for "DUI/DWI Law By State", "DUI/DWI Articles", "DUI/DWI Videos", "FAQs", and "About DUI Lawyers". The main content area is divided into three columns. The left column is titled "DUI/DWI BLOG" and lists several articles such as "Arizona tosses dui breath results" and "DUI cases thrown out in Virginia". The middle column features a video player showing Bob Battle holding a book titled "DUI/DWI Arrest Survival Guide". Below the video are two smaller video thumbnails: "Bob Battle Introduction" and "Bob Battle Consumer Guide". The right column is titled "DUI/DWI Arrest Survival" and contains a form for downloading a free ebook. The form asks for Name, City, State (Alabama is selected), Zip, Phone (Home, Work, Cell), and E-mail. It also includes a question: "In Which City/County were you charged or is your case pending?" and a field for "Any Other Comments?". At the bottom of the page, there is a warning: "Don't take action without the information contained in a FREE ebook written by experts".

## FAQ

**Q: Many believe that to rank well, you simply need "quality" backlinks. But how important is having your keywords in the titles, and throughout the site? Is keyword density of any importance to show what the page is about? What % is suggested?**



Tom Foster

A: "Links are just one factor involved in Google's ranking of pages. We look at both on-page and off-page content. So what you have on your page can be an essential part of ranking. However, there is no recommended 'keyword density'. Your content should be high quality and written for users. If you try writing for search engines, the language can become very unnatural, which may end up hurting you more than it helps".

*FWM Comment: This is good to know. Foster Web Marketing always stresses the importance of not only creating content, but also creating content that is related to your practice that people want to read about. Keyword insertion into content is important, but if it's overdone, it can look like you're writing for the search engines instead of your audience.*

# Mike Schafer, FWM's client



Mike Schafer

first page on Google on many search terms within thirty (30) days. I am also a member of the Great Legal Marketing Mastermind Group. The implementation of the strategies of Ben Glass and Tom Foster has allowed me to streamline my marketing without having to put myself at the mercy of the Yellow Page reps.

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

A: My practice concentrates in personal injury litigation. We represent victims of automobile, truck, motorcycle, bicycle and fatal accidents in the state of Kentucky.

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

A: My marketing takes two forms. For many years I have relied on referral marketing. This entails developing relationships with chiropractors, medical doctors and other attorneys with the hopes of receiving referrals. In June of 2008, I launched my website with Fosterweb Marketing and have had tremendous results; being listed on the

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

A: I have never been happy with the Yellow Pages due to the costs and quality of cases that I would receive. I have had great success with my referral marketing, but dislike the dependence on others for my flow of new cases. Since I have launched my website the quality of cases that I am signing up has increased dramatically. This is a direct result of following the advice of Tom, Gretchen and Ken which has placed me on the first or second page of Google for most search terms. I have also found since beginning my newsletter in September that my referrals from past clients have increased, which is an area I had ignored.

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

A: At the present, I am spending approximately \$5000 per month. This does not entail any traditional marketing. I have focused my efforts on my web presence, the writing of informational books and maintaining contact with my former clients through newsletters, etc. This is a great bargain for what I am getting in return.

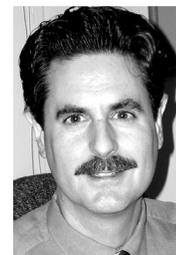
## Q: What do you want to do when you grow up?

A: I do not want to grow up at all. As Jimmy Buffet said, "I'd rather die while I am living than live while I'm dead". My wife says she is a ski widow in the winter. I would love to ski year round and live a true endless winter. I now see this as a reality that I will be able to achieve as I grow my law practice.

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# How to Convert Traffic Into Clients

By Paul Partridge



Paul Partridge

OK, so you're getting traffic. Thousands of visitors a month. Congratulations, you've done the hard part. Now, how do we go about converting all that new traffic into paying clients?

The answer comes from the world of direct mail, where getting prospects to take action is critical. When I worked for companies such as American Express, Dell and Reader's Digest, we'd create elaborate 200-part testing matrixes to find the best mailing lists, offers, graphics and copy. Sure, it took some effort. But the difference between test cells could be 100%... 300%... 500% or more.

Fortunately, website testing is much easier because you don't have to test the most volatile component: mailing lists. So... what do you test?

With the Foster Web Marketing website, we improved response simply by changing some copy and the order of the videos. The elements most likely to affect your results are headlines...your videos...reply forms...landing pages...and book cover.

Improve just one variable and your conversion will increase.

Improve many and you can achieve exponential growth.

Next time: Where to start.

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