



FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys



Foster Web Marketing (888) 886-0939
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Exclusivity Kills Your Business

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"Tom is quite simply 'the man' when it comes to the web! Through his presentation we were given a window to the mystery of web success. I was able to take action on his recommendations while sitting at the airport on the way home. Taking action on Tom's insight paid for the trip several times over!"

Vaughan de Kirby
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San Francisco, California

When I got out of the Marines, I joined a software company that did translation software. We had some competition - they were smarter, had better code and were in every store, and outsold our products by a vast margin. But we were bigger and had more funding from venture capitalists - so we bought the company. Problem solved, right?!

Wrong - that is when all the problems began... We absorbed the only company that had been challenging us. The company that, in hindsight, actually made us strive to be better. We got complacent and cocky and declared ourselves the "Best." We stopped trying to make our products better because we had no one to measure ourselves against. Before we bought them, we learned A LOT, enhanced our products and grew based on what we saw them do. As a result the parent company was out of business within 5 years. Stock that had been worth \$70 per share was worth less than 2 cents. Adios...

Periodically we are asked about exclusivity. This is a bad word. It serves no purpose

and only hurts everyone. You don't really want that. I don't want to be the only website developer for attorneys in the world. Why?

First, I understand "trade secrets", marketing tactics, and strategies that should be kept close; I don't disagree. But at FWM, we start everyone on a level playing field and show them how to do it. We give our clients the tools like DSS, access to marketing events and webinars, recommendations, our consultation - whatever they need to help them become successful online. We don't give one client one thing and then someone else another. We look at it differently. The more successful any ONE of our clients are, the better off the collective group is. Much of our individual client's success, in terms of ranking and visitors, is based on the fact that we have over 120 active client sites that all link to each other (if they are in the CMP program). This is one of the things that gives FWM CMP clients such a big boost in page rank. At this point, many of you can brag about your "4 Page Rank." How do you think you got that? You

don't get that Page Rank from your website in isolation. It's from linking. The reality is that a better Page Rank can be established by linking from your direct competitors even more so than from someone's website across the country that doesn't compete with you.

Keep your friends close, but your enemies closer... Sun Tzu (400 B.C.), author of [On the Art of War](#)

I put my money where my mouth is. Right now we are building another website (bestlawfirmsites.com) that lists not only websites that we don't design or manage, but other attorney web design companies that we directly compete with. The value of the traffic and education we might receive from that site far outweighs any concern we have for losing a client to the competition. At FWM, we want to make sure we always have the motivation to do better.

Face it, you need competition to know if you are successful or not.

Tom

What Have We Done For You Lately

- ✓ Upgrading all clients this month to new web servers
- ✓ Launching the Enhanced Video Module and rolling it out first to all our CMP Pro clients (they get it for FREE...)
- ✓ Building blogs
- ✓ Hiring more people!!



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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)
- 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)

Learn How to Play the Name Game

by George Murphy

Have you ever noticed, when looking in Google analytics, just how many people search for your name on Google?

It's almost scary how this is similar for every Foster Web Marketing client, the fact that the number one keyword that drives traffic to your website is usually your name.

That being said, you know that when someone is referred to you by a friend or past client, when someone sees you on a television commercial or see one of your ads somewhere, that they're likely going to "Google" you and see what they can find.

Wouldn't you?

Do most people go buy a new truck after seeing it on a commercial during an NFL game? No, they go online and research. What kind of gas mileage does it get? Does it have any recalls?

But they also look at consumers' reviews. "Uhoh, this doesn't look good, one guy said the transmission went out after 50k miles. Another said the dome light isn't bright enough. Better keep looking."

It's amazing how sometimes we allow little things like these to influence our decisions.

But the best part about the Internet is that, for the most part, you have control over what comes up for the most important factor that is related to your legal practice: your name.

You've been hearing all about our new blog and online reputation management package and have heard Tom stress the importance of being on social media sites like Facebook, LinkedIn, and Twitter time and time again.

We're not telling you that if you spend an hour a day on these sites that you will get clients. There are plenty of reasons why you would benefit from setting up and maintaining profiles on these sites, but the most important one: it's more of YOU on page one.

Search for a person's name and I can almost guarantee that a Facebook, LinkedIn, or Twitter page is among the results on page one of Google. And the more time you spend on these sites, the better

chances you have of Google ranking them.

The person searching for your name might use Facebook, Twitter, or LinkedIn... or they might use all of them. Being active on these sites is just another way to a) relate to that potential client, and b) show that you're ALL OVER THE PLACE. "Wow, this guy must be good, he has a blog, a website, a Facebook page, a Twitter page... he must know what he's talking about!"

You're portraying that image. You might not be able to prove that being active on these sites directly resulted in a lead, but you know how many people search for your name: isn't it time for YOU to determine what comes up for those searches?

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Follow me:
www.twitter.com/george_murphy

Happy New Year to You and Yours!

The new year has come and with it new plans and hopes for 2009. May it be a year of discovery and success for our organization, for you and for your family. You deserve the best that life can bring.

Thank you for your help and good work in 2008 and thank you in advance for your contributions in 2009. Your work will help to make our organization successful.

Ches Crosbie: Dominating Page One: Worth It?



Ches Crosbie

The “holy grail” of Killer Website Marketing for Attorneys is first page of the search engines in the search terms you want to be found for – or so they tell us. Is it worth the effort and expense?

My small firm practice in a remote corner of North America may be a good test case for hype. Newfoundland and Labrador is a mainly island jurisdiction and relatively rural, with a population base of 500,000. Think parts of Alaska or West Virginia. Our reliable revenue stream comes from motor vehicle and malpractice cases, which enable forays into consumer class actions.

My earlier site was passive and ignored. My Foster Web Marketing site is not. With

the assistance of Ken Pearce and Gretchen Upright, the new site was up and running in mid June 2008. For search terms like “Newfoundland injury lawyer”, it vaulted from obscurity to first page of Google and other search engines within days of launch.

Warning: the following statistics (courtesy Google analytics) may appear puny to those with websites in sophisticated, tech-savvy urban areas. But 8% of my hits are from dial-up modems! In July, the first full month of operation, all traffic generated 464 visits and in November, 1,134 visits, with 3,794 visits for the six months to date of writing. That’s nearly 4,000 contacts with the world that my firm did not have in the previous six months.

The main purpose of having a website (or so I suppose) is to convert hits into clients, either now or later. Six month result: of 58 cases accepted by my firm, three originated from the website. Or I should say, reported to my staff that they originated from the website, because that’s the way

I have been collecting the data and the clients aren’t asked if the site was a secondary source, we just record their top-of-mind response (needs improvement, I know).

We received 363 book orders in the same period, 137 from my firm site or its cousin NewfoundlandInjuryBook.com, and 226 by telephone.

What do I make of this? Well, in a small island jurisdiction, people know each other. 21% of the terms used to find my site contain the words “Ches Crosbie” either alone or in combination with other terms. As well, prospects could be doing secondary “research” before making up their minds. I tend to think the site has generated more than the three self-reporters, but if it hasn’t, is it worth the effort and expense? Well, at our average net profit per case, yes the site is paying for itself. That’s the short-term analysis.

But as Ben Glass might argue, a comparison of the cost of the website (including the value of my time blogging and keeping it current) with average fees of

cases generated, is too narrow a standard of evaluation. There is value in adding those clients to a herd of fans. There is value as well in capturing the contact information of the hundreds of people who have ordered books, and in staying in front of them by monthly mailings. That’s the long-term view.

So yes, having a top rank website is worth it, even in a technology-constrained market environment where people know each other, provided your web presence is an integrated component of a marketing system with a unique selling proposition, which trades valuable free information for consumer contacts and does regular follow up to stay in front of the herd in an interesting way. Magic bullet, no; essential pillar of an integrated marketing strategy, yes.

Ches Crosbie
Newfoundland and Labrador
Canada

FAQ

Question: Do 301 redirects transfer the site equity from the old domain to the new domain?

Google Answer: “This is a pretty common question that we recently did a blogpost about. In short, 301’s are the best way to retain users and search engine traffic when moving domains.”

FWM Comment: Sometimes FWM will realize that a client’s URLs either aren’t including the correct keywords, or are including keywords that just aren’t converting. So instead of re-naming the entire page and URL, we’ll do a 301 redirect or something similar so that you don’t lose any rankings that you previously had for that page.



Tom Foster

Jeffrey Meldon, FWM's client



Jeffrey Meldon

Board. New and having a big impact - are my updated and highly ranked web site, meldonlaw.com, (thanks to Foster Web Marketing), and a monthly newsletter.

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

A: Our best cases are generated from referrals from past and present clients as well as other lawyers throughout the state and all over the country. Our newly revised website and monthly newsletter are already starting to produce significant results. Also, based on practicing law in Gainesville since 1971 I have recently written two books on personal injury and DUI, which are being well received and can be downloaded on our website.

Q: What is my law practice all about?

A: I have a regional law practice (North and Central Florida) specializing in plaintiff's personal injury and DUI cases. I currently have 3 lawyers and 8 support staff.

Q: What marketing do I do to support it?

A: I have a large marketing presence in Gainesville and Ocala FL through: TV, billboards, a weekly radio talk show, my Scholar-Athlete Program, Injury

Q: What is my monthly budget for marketing?

A: Our monthly marketing budget is currently \$20k per month (it used to be 40k per month before we stopped advertising in the yellow pages this past year).

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

A: I enjoy my work and look forward to practicing law well into my 80's, although I will spend more time at my beach condo and traveling.

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Five words that Resonate with Power

Business Week's Frank Lutz says that in his research for a new book, he has discovered the most powerful words that business leaders use today.

The number one word is "**consequences**." There can be good consequences and bad ones, but the word instantly personalizes and dramatizes the potential result of an action.

Next comes "**impact**." Lutz says it makes people pay attention and causes them to assume they can make a measurable difference. People want results. They aren't interested in hearing about efforts or solutions. They want to know how well they can execute.

"**Reliability**" increasingly has great resonance in business, especially with customers. Whether it's a product or service, reliability is a factor in price. It adds value.

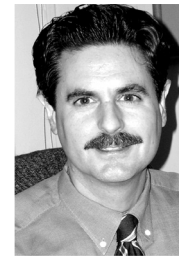
"**Mission**" and "**commitment**" should be part of your business vocabulary. The old words, pledges and promises, don't carry much weight. Leaders now have to put their credibility on the line to achieve a successful outcome.

A mission is a window into the soul of your business. Along with commitment, it shows a desire to be authentic.

These words are positive and proactive. Leaders can only use them if they are speaking candidly and truthfully.

Traffic Conversion, Where to Start

By Paul Partridge



Paul Partridge

Why do I get so excited about traffic conversion? Because it literally gives you the power to pull money out of thin air.

Google recently ran a test on one of its product sites, changing the words on the order button from START NOW to GET STARTED. The result: conversion increased by 40%. Imagine, 40% more revenue just from changing *two words!*

I was involved in another test where simply changing a headline from black type to red type produced 28% more orders.

These kinds of conversion improvements—and more—are hiding in your website *right now*. Where to find them? Start on your **Order Page**. For example, do you offer a free book? Test: What You SAY—Try different headlines. Make the body copy more persuasive. Pump up your call to action. Add urgency. What You SHOW—Test different versions of the book cover. Try 2-3 various designs, colors and titles.

What You OFFER—Test the look, feel and language on the order form. Add testimonials.

Let's say you conservatively get a 15% improvement on each of these variables. Voila—you've achieved an instant 45% increase in book requests! Now, see why I'm so excited?

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