



FOSTER WEB MARKETING

Killer Website Marketing System for Attorneys

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Tom Foster's Musings

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Wow—what a world we're living in! I don't know about you, but I am fascinated by all the changes we have been experiencing in the world. The economy, the war, the election, technology—not all of these changes are good!

I am ever the optimist, though.

It's times like these that we would all do well to remember what is important to us. Most of us enjoy the challenges of work and the rewards that it can bring. Of course, we work for financial reasons or because we align ourselves with our professional identity. We forget why we are working in the first place.

My baby daughter Maddie is eight months old. How did she get to be eight months old already? She is about to start walking. Did I miss the crawling stage? It's fun to watch her grow and learn, but it also makes me very sad. My oldest daughter Torie is applying to college next

year. My daughter Sam is rapidly approaching college as well, and my son Thomas is applying to high schools. Where has the time gone?

Oh, yeah. I was WORKING!

I'm sure you have those moments in your own life when you stop and reflect about what you've accomplished. It's the rare person that believes they have spent enough time with their parents, spouse, children, and friends. We all have to stop and remember why we are working: to provide for our family, to contribute something to our world, to be a productive member of society.

Something is going on in the world, and I think it's time that we stop and listen. We need to get balanced, get focused, and rethink how we spend our time. It is important to provide for your family—but the best thing you can provide your family WITH is yourself. As

a society, we need to step back and decide what's important, what makes us human. And for the most part, that is our relationships with one another.

You also have a relationship with yourself that you need to honor. Find out what makes you happy. (Most of us would not say "work.") Remember when you were a kid and you rode your bike down a hill and smelled the fall leaves as the wind blew through your hair? Remember that feeling you would get? I bet you could feel it again now if you gave yourself a few minutes to experience it. And as fall makes its way in preparation for winter, take the time now to rebalance, refocus, recharge, and renew. You owe it to yourself and the people that love you.

As always, dedicated to our partnership and success!

Tom

"Tom, your DSS system is phenomenal. By adding so much content to the library, we are moving up in the SEO rankings daily. Many times, I'll do an article at night and by the next evening it is #1 on Google."

Lawrence J. Buckfire

What Have We Done For You Lately

- ✓ Improved FWM Network to better focus on client keywords
- ✓ Enhanced Video Module is almost done
- ✓ Improving DSS code for lightning fast site loading
- ✓ Hiring more support staff and project managers



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)

How to Look at a Competitors Web Site (Part One)

By Ken Pearce

This article is written to make you think about what your competitors are doing on the web and what you can do to beat them at the web site "game". There are a couple of areas that should be your main focus when viewing a web site. These areas are as follows:

- Content
- Design
- Coding
- The Ability to Update the Web Site
- Call to Action

Content is one of the most important areas when it comes to Search Engine Optimization (SEO). Keep in mind that most people that come to a web site will not be reading every word of the content. This is usually written to attract the search engines and if the prospective client happens to read this material then it is an added bonus. A web site needs to be written using proper long tail keyword sequences (these are the more detailed items that people will be searching for the on the site) and specific geographic areas

that people will be searching for and not just the city where the law firm is located. The surrounding geographic areas should be mentioned in the content to help with searches. The content written by your competition saying how great they are may not be what the client is looking for. Does it really help the client to know when the firm was established? No! They have a problem and are looking for a web site to get help with whatever has happened to them. If your competitor's site reaches out to them in an empathic way then they have an edge. Foster Web Marketing writes with the search engines in mind first and also trying to educate the consumer how you can help them. If you are trying to show your potential clients how you can help them solve their current legal situation and not telling them on the home page which law school you graduated from then you are going to be providing them the information that they are looking for. Content usually includes a good title

bar and meta information, but that will be covered in the coding section later.

Design is the way that the web site looks. If your competition has a great looking web site then prospective clients are more inclined to stay on the site longer. Foster Web Marketing provides a web site using the three column approach since this works well for the search engines, and it can be visually appealing. We want you to be involved in the selection of colors and images to portray **what** you do or **where** your law practice is located. Images tell the story of these two important factors. If your competition has a gigantic header (the picture at the top) then they are not allowing Google and the other search engines to get to the content on the site quickly. Foster Web Marketing would recommend a mid-sized header.

Part II Next Month: Coding, Updating and Call To Action

Lawyer Marketing Conference Announcement!

Unless you are totally satisfied with your law practice, you owe it to yourself and to your family to come to Virginia in January to learn marketing and practice-building techniques that are not only effective and ethical, but put the fun back into the practice of law.

This Will Not Be Your "Typical" State Bar Association Legal Marketing Seminar. This will be the most important legal marketing conference for solo and small office law firms in 2009.

Attendance will be limited. This is an **ADVANCED** legal marketing seminar. Please don't even put your name on the *I want the information* list unless you are a take action performer who believes in the principal of the slight edge. (And, if you judge a seminar by the slick brochure or the promise of CLE credits, then please find a generic marketing seminar closer to your home. This will have neither. But this seminar does come with a **MONEY BACK** guarantee--ask your State CLE vendor to make that offer!). Go to www.glmjumpstart2009.com for more information!

LaVan and Neidenberg



LaVan and Neidenberg

The Law Offices of LaVan & Neidenberg specialize in representing disabled individuals. Over the past several years the firm has maintained a website under the URL www.DisabilityLawClaims.com. Prior to hiring Foster Web Marketing (FWM), LaVan & Neidenberg did not have much success marketing its website.

In April 2008 the firm retained FWM with a goal to start actively marketing the website. Building on Tom Foster's advice, our strategy revolves around adding content - mostly original. So the firm set a goal of adding a minimum of 50 items (e.g., library documents, news articles, case results, blogs, and frequently asked questions) per week.

We spread our website activities out across the week and our three practice areas - Social Security Disability, Veterans Disability and Long-Term Disability. Our focus is to load each document with

as many keywords as possible while keeping the material relevant and interesting. And, rather than just add content about our practice areas, we look for information that relates to the diseases and disorders that ail our current and prospectus clients.

Our site's launch occurred in early September 2008. And though we were told that it may take about three months to be ranked by Google, we were ecstatic to learn that our website had been ranked by Google and attracting over 1500 visitors in its first month! In October 2008, the majority of our web pages rank between 3 and 4 out of 10 and attract close to 4800 visitors (an increase of almost 300%!)

The sudden success of our website has come to us in

many ways...

Posting blogs is our favorite way to quickly broadcast our fresh content to World Wide Web. Use your blogs to express your thoughts and pique your visitors' interest. Use them to announce a new document you've added to your site. We know that blogs present an attractive source of entry to our site.

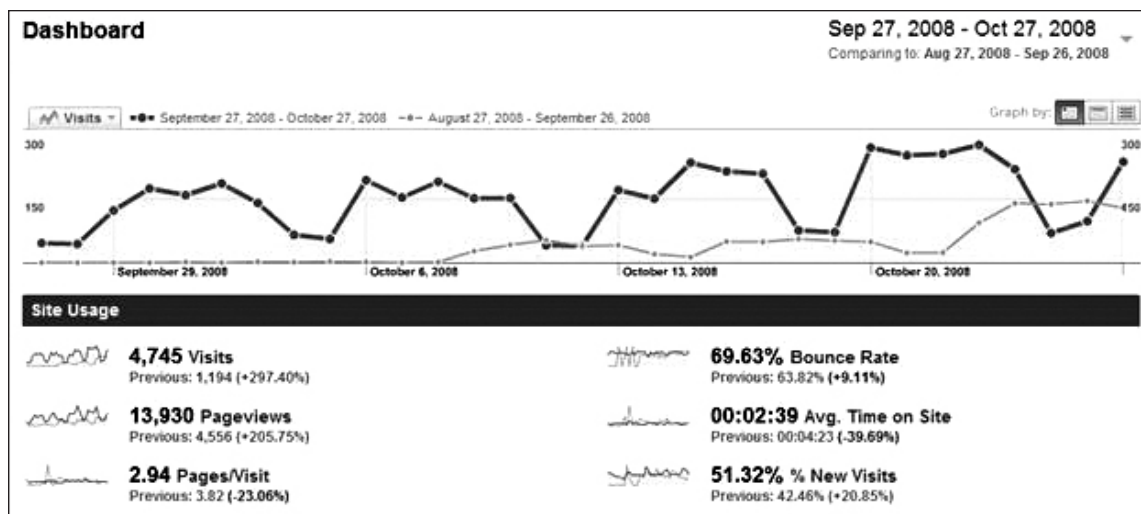
Our case results give us many opportunities to create web pages and exploit keywords. Because case results can be quite lengthy, we make sure we break our cases down to 400 words per page. When we're done posting one case we may have three to five pages of original content.

Google Analytics can be a powerful tool if you use it to your advantage. We review

our numbers everyday and analyze what people are searching for which helps us tremendously when deciding what that week's content will be.

We've also uploaded our commercials on YouTube and MySpace and post a few ads on Craigslist everyday. Although we can't really track if these avenues lead to us, we figure we have nothing to lose since they are all free services.

Something else we believe has contributed to our website's traffic, is giving page titles the reverence they deserve. During a FWM webinar in September, Tom stressed the importance of page titles and we ran with it. By doing so we realized an immediate increase in the number of visits to our site.



FAQ

Q: How do you know if your web site marketer is getting the best results for your advertising dollars, e.g., ads on Google or Yahoo?

A: This is actually pretty easy to track. Your web site marketer should have your pay-per-click advertising campaign set up so that when someone comes to your site and makes further inquiry, either by requesting a book or free report or by filling out your contact-us-form, that you know that they originally clicked through your Google or Yahoo ad. In other words, your pay-per-click, like all other marketing, must be trackable. This is easy to do from the webmaster's side, but you need to be sure that you have an offer of some sort at your site because eventually when you do work for the client and make some money, you should be able to go back to see exactly how it was they found you. This is true whether you're running a Yellow Pages ad, a TV ad, or a Google pay-per-click ad.



Tom Foster

Brian Mittman, FWM's client



Brian Mittman

Q: What is your law practice all about?

A: "Serving injured workers and their families since 1933" - its about helping injured workers and their families with workers compensation claims, social security disability, long term disability claims, new york state and city retirement claims

Q: What marketing do you do to support it?

A: Foster Web Marketing, I am beginning a campaign with Rem Jackson (www.toppractices.com) and a free book, I do a lot of on hands seminars to attorneys and local groups (such as the local Hispanic Association), some print advertising and even slides at the movie theater

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

A: many of them work well, its just the follow up that is key. I absolutely loved the movie slide idea at two theaters. I heard from dozens of people I knew that they saw the slides.

However, it was hard if not impossible to track. Now, with ideas from Ben Glass and Fosterwebmarketing, I am considering doing them again, but this time offering a free book or give out! The information based web marketing is, as well a tremendously useful marketing tool! (compared to Findlaw where I get very little return for the money I have spent and do spend)

Q: What is your monthly budget for marketing?

A: considering brochures, internet etc. somewhere between 2-3K a month, where I used to spend that alone on Findlaw!

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

A: Travel in Spain (and speak fluently), write the historical fiction book I always have wanted to do, and, once I recover from my shoulder surgery, get back to ice hockey so I can eventually grow up and be a professional player (well not quite, but I need to just keep playing!)

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The Mind Set - Money, Wealth, and Happiness



Dave Frees

Last time we started looking at the meta strategies used by the ultra successful to constantly improve their business and personal lives. Meta strategies, are the strategies, rules and guidelines that help them to consistently make better decisions and to recover more rapidly when they fail.

Meta Strategy #2

The next meta strategy is to develop and use systems.

Develop systems for your business and in you personal life. Nothing will give you more time back in your life than a system . Systems will literally extend your life. And, when you couple systems, with leverage and action, (two more meta strategies) you begin to get positive changes and results in your life so fast that you may feel that it's too good to be true.

So why systems and how do you do it? Systems make it possible for you to delegate routine tasks to others without sacrificing quality. And, it makes you less dependent on any one individual. Have you ever been let down? Have you ever lost a key employee. Did that seem like a major set back? What if you had a manual, a system, a procedure to hire great new employees, or to easily transition to a new person who could quickly learn and do the job. Would that be easier? Take an action now. Schedule some time to identify things that you are doing that can be easily turned into a procedure, write the procedure, and delegate the task. Make sure the system allows for training and review. Notice how your life is better.

Want more Meta Strategies? Want to learn what experts, gurus, and successful people know about:

- 1) Leverage
- 2) Taking Action
- 3) The Power of Flexibility and
- 4) Creating a cycle of improvement?

Want to know how six little words can change your business and personal life forever? Look for the next installments.

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Dave Frees has been called a grand master of communications skills by Steve Forbes Editor – In – Chief of Forbes magazine. His seminars are packed and his teaching style has been called "pure genius."

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