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IS YOUR WEBSITE
BROKEN? DO YOU
KNOW?

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find out for free!
FWManalysis.com

Do You Have the Right Stuff to Last the Journey?

by Tom Foster, Founder | CEO

You signed up for it, so don't blame the world if it isn't working out quite as well as you imagined.

It may be a hard truth to swallow. I know because I've been there before, too!

Your life isn't a movie. There is no script, and the rest of the world isn't a cast of characters there to do your bidding and make sure you get a happy ending. This definitely isn't "The Truman Show" or a video game where you get to download an "unlimited lives hack" from the internet and master every level.

Real life isn't easy, no matter how old you are.

We can agree on that simple fact, so let's just be realistic and honest:

Do you have what it takes to succeed? Do you know what that is? (Most of us don't, and even more of us give up!)

Are you inspired by what you do because you truly enjoy it? (Be honest with yourself!)

Are you simply doing it for the money or because you think your competitor is making bank? (This is a very common motivation among lawyers.)

Are you doing what you love but struggling to earn a living no matter what you do? (This is also common with all kinds of attorneys, even in giant firms!)



This is a never-ending journey filled with thousands of missions you win or lose. No one wins them all.

Are you overworking yourself and missing out on important time or "once-in-a-lifetime" events with your kids, spouse/partner, or friends, then feeling guilty about work stuff that's seemingly out of your control? (All entrepreneurs suffer from this.)

Is your area of practice is becoming more and more difficult? (Innovate to succeed—it's never too late. We have so many examples of this...just ask me about the many lives of Vaughan de Kirby!)

Do you doubt that you were born to lead? Are you worried that you don't have what it takes? (If you're reading this, you probably already have more of what it takes than you think.)

Or the worst—are you burned out? Maybe you've been doing it for 20 years and just don't have the fire anymore. You feel like you've hit rock bottom and find yourself asking, "what's the point?" In a world of millennials and the interwebs, you can't keep up with all the technology—the website, the social media, the AdWords. You may be thinking, "screw it... I don't want to play here anymore." (Lawyers say this to me all the time, and I can relate!)

— continued on page 4

Overall Score



Listings Reviews



Social Website



We'll give you the insight you're looking for by providing a comprehensive analysis of your website, marketing, and online presence.

You'll get a report that spells out exactly what is working, what is wrong, and—most importantly—what needs to be done to correct it.

Find out how to improve at FWManalysis.com or call 888.886.0939.

Protecting Your Law Firm From **DIGITAL CLIMATE CHANGE** in 2018 & How to **LIVE SUSTAINABLY** in 2019



Every year feels like the digital world is suffering from rapid climate change in Marketing, and 2018 was no different.

Below you'll find our 2018 digital weather climate report for some of the bigger changes.

2018'S DIGITAL MARKETING WEATHER REPORT

UPDATES	DESCRIPTION	TAKE ACTION
 January, 2018 Upgraded Pagination for FWM Websites	All of the newest FWM websites were updated to display more items on content overview pages (blog, FAQs, articles, etc.) and now use a quick "load more" button that allows people to scroll through more content without navigating to multiple pages that helps improve user experiences, which Google loves!	FWM Clients: No action unless your website is >3 years old Others: FWMdesign.com
 March, 2018 Mobile-First Index Roll-out	Google announced that the mobile-first index was finally "rolling out." Since the index has been in testing for many months, and Google has suggested they are migrating sites gradually, but we're seeing about 80% of our websites now identified with Mobile First Indexing in Google Search Console.	Update: Websites >2 years old FWMdesign.com
 April, 2018 HTML5 Video Update & Upgraded YouTube Integration	With this enhancement, we made the video players on FWM websites provide a better user experience and give you more control over your video playlists. In the past, when a user clicked a thumbnail of a video, that video would automatically start playing from the beginning--even if the user clicked the thumbnail of the video they were currently watching.	Learn More: FosterWebMarketing.com/Connect-YouTube-to-DSS
 May, 2018 New Ability to Add "Brief" Case Results	Because many attorneys face restrictions when it comes to sharing case information, we wanted to give you a chance to create simple, to-the-point case result summaries. Entering Title, Headline, and Award Summary will display only those three fields, and adding an Award Value to Sort By will let you display your case results from highest amount to lowest. Use the "Link to Page" option to link to another page on the site, like a testimonial or additional information on the case type, and assign this result to a Service Area or Category.	Learn More: FosterWebMarketing.com/DSS-Case-Results
 May, 2018 Snippet Length Drop	After testing longer display snippets of up to 300+ characters for a few months, Google rolled back snippets to the former limit (about 160 characters). A lesson to be learned, don't completely change what you're doing based on changes in the algorithmic weather.	How Well is Your Website Optimized? FWManalysis.com
 May, 2018 GDPR Rolled Out	The General Data Protection Regulation 2016/679 is a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area. Update your privacy policy if you are planning on advertising in EU	Learn More: FosterWebMarketing.com/DSS-Privacy-Policy
 June, 2018 New Duplicate Offer Feature	Want to run A/B split testing on an offer or campaign? You can now easily duplicate your offer pages, including the Meta description, Headline, and Content. When duplicating a page, DSS will automatically populate these fields, but you will need to create a unique Title for every page.	PPC Landing Pages: FosterWebMarketing.com/PPC-Landing-Pages SEO Landing Pages: FosterWebMarketing.com/Organic-Landing-Pages

UPDATES	DESCRIPTION	TAKE ACTION
 June, 2018 Video Carousels	<p>Google moved videos from organic-like results with thumbnails into a dedicated video carousel, causing a shake-up in results that were previously tracked as organic. At the same time, the number of SERPs with videos increased significantly (+60% in MozCast).</p>	<p>Get Video: FWMonsitevideo.com</p> <p>DIY Video: FWMgreenscreen.com</p>
 July, 2018 Mobile Speed Update	<p>Six months after announcing it, Google rolled out the mobile page speed update, making pagespeed a ranking factor for mobile results. Google claimed that this only affected the slowest mobile sites, and there was no evidence of major mobile rankings shifts.</p> <p>Our Client's Improvement Post Website Upgrade:</p> 	<p>Discover Website Speed: FWMdesign.com</p>
 July, 2018 Chrome Security Warnings (Full Site)	<p>After warning users of unsecured (non-HTTPS) forms months earlier, Chrome 68 began marking all non-HTTPS sites as "not secure." The changes rolled out on July 24, but rely on users installing the latest Chrome version, which can take weeks or months.</p>	<p>FWM Clients Call: 888-886-0939</p> <p>Others: FWManalysis.com</p>
 August, 2018 "Medic" Core Update	<p>Google confirmed a "broad core algorithm update," with wide reports of massive impact online. It rolled out over the period of about a week, but peaked on August 1-2. This update seemed to disproportionately affect sites in the health and wellness vertical, although large-scale impact was seen in all verticals.</p> <p>Client We Helped Recover From Medic Penalty</p> 	<p>Were You Affected? FWManalysis.com</p>
 October, 2018 Google+ Retiring	<p>The sunset of Google Plus comes shortly after news of a security issue back in March that potentially exposed some private profile data—such as email address, age, and gender—for thousands of users. While Google released a patch shortly after the bug was discovered and does not believe vulnerable data was misused, it was the final nail in the coffin for Google Plus.</p> <p>It's probably no surprise to anyone that, in its post-bug review, Google found low engagement with Google Plus and a dwindling user base. The company reports that, currently, 90 percent of user sessions on Google Plus are five seconds or less.</p>	<p>Learn More: FosterWebMarketing.com/Social</p>
 October, 2018 NEW SEO Tool Announced	<p>The NEW DSS SEO Tool is the next step to achieving our goal of making DSS the #1 marketing automation solution in the industry and gets our clients the best website marketing results possible...more of the clients and cases you actually want!</p>	<p>Learn More: FosterWebMarketing.com/DSSseoTool</p>

DONE WITH THE HISTORY LESSON AND READY TO TAKE ACTION IN 2019?

Google is constantly changing the rules, but if you're focused on aligning your goals, tactics, and strategies to Google's, you will be better protected against digital marketing natural disasters.

If you feel like you're constantly having to pivot your marketing based on the most recent algorithm updates and digital changes then it's time to look at whether your goals, tactics, and strategies are really aligned with the right marketing mix. Learn how you can adjust your marketing mindset in 2019 by going to FosterWebMarketing.com/Marketing-Mindset.

If you don't trust your current Marketing Meteorologist go to FWManalysis.com for a complimentary review of your online presence. 🌐

Do You Have the Right Stuff to Last the Journey?

A Journey Has No End

Over the years, I have watched clients, friends, colleagues—and myself upon occasion—struggle with finding that little spark of inspiration we all need to fuel the engine of passion that gives us what we're shooting for and that gets us to move, take action, and evolve.

As humans, we all face this internal challenge, but we must be relentless and never stop. Sure, take a breather and analyze yourself in order to perform better, but don't freakin' quit!

This is a journey that doesn't stop just because you have a moment of doubt.

No Matter Where You Go, There You Are

It may not feel like relief right away, but the cure is to realize that we play the biggest part in our own successes and failures. Most of us think all our problems are created by others—our clients, our co-workers, our family, the IRS, God, the government, or our competitors.

We tend to knee-jerk blame others instead of taking a hard look at ourselves.

No one is a "perfect human"—or at least, no one would be recognized as such if 100% of the human race were polled.

If you can't get real about yourself and your goals, the cycle of working against yourself just repeats and gets worse as you age. You can be in denial about it all you want. There are always course adjustments that need to be made along the way. Only you know what you are truly capable of, and only you can make the change.

Sure, it's another hard pill to swallow. But I think it's really important to start with being honest with yourself about yourself. Are your hopes and dreams being fulfilled? Are there ways that you are working against your real self?

The bombshell here is that **most humans are working against themselves without**

even knowing it because they're following a script or process that is not of their own making. You don't have to reinvent the wheel every time, but you do need to be aware of and engaged in what you're doing. What works for someone else doesn't necessarily work for everyone. Blindly following someone else's script doesn't get you anywhere.

You might be rolling your eyes at this point and thinking your ol' buddy Tom has finally lost it. But in reality, I have found it. And so can you.

The journey to your success becomes much easier and less annoying if you just accept a universal truth: **this is a never-ending journey filled with thousands of missions you win or lose. No one wins them all.**

"I love it when a plan comes together." —Colonel John "Hannibal" Smith

Remember "The A-Team?" B.A., Face, Hannibal, and Murdock encountered myriad challenges in every episode. Every day of their lives involved gunfire and some daring rescue!

Imagine if that was your life! Well, it kinda is—without the explosions and bullets.

In "The A-Team," each member of the team had unique skills that they used to get the team to specific goals. Sure, they shared common skills like killing people, but each had their own strengths. The strength of the individuals combined is what makes up the strength of the unit, the company, and the entire team. The A-Team was awesome because they leveraged their individual strengths to make plans turn into successful actions.

My point is that nobody who operates as an individual, alienates everyone around them, and fails to listen or obtain counsel ever wins at anything. You may be able to plan alone, but making those plans a reality is a whole lot easier with a highly

trained team of experts at your side.

I know it's hard to trust others! Maybe you've been burned before, but that cycle doesn't need to continue. Delegate to people who have the best skills for the task, and build a team that will help you get to the goal.

Marketing Can Be a Super Fun Journey!

With the right marketing team working alongside you, you get your time and energy back to work on the things that you enjoy and are good at. You use your strengths, your other partners on the team use theirs, and you execute the plan better together.

Many of you have already achieved this level of nirvana. Many of you have also been on this journey with me for a while, so you already know what I'm talking about!

I thank you for the ride—the ups and downs, the victories and defeats, the disappointment of failed campaigns and the curiosity about why—and the resolve to make corrections until we get the thrill of getting it right and seeing it work on a consistent basis.

That's the stuff that puts kids through college, buys the beach house, and pays for retirement.

Be well, and **find the inspiration that ignites the passion that's still within you.** 🌐

Dedicated to the TRUTH about marketing,



P.S. Speaking of lasting the journey, we saw a TON of changes in digital marketing over the past year. Check out the article inside to learn what happened in 2018, and what you should do to make it through 2019. Need help with any of it? [Visit FWManalysis.com](http://www.FWManalysis.com) and we can help you along the journey.