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**IS YOUR WEBSITE
READY FOR
GOOGLE'S 2021
UPDATES?**

In May 2021, Google will be changing how search engine rankings are determined. User experience will play a bigger role in how your website ranks. Your website will be judged by how fast the pages load, how it works on mobile devices, how easily it can be found, among other things. But, content will still be a critical factor in your site's success.

So, what can you do to make sure your website measures up? For starters, make content a priority. Remember to write dense, quality content and to post it regularly. Keeping things fresh will keep you on Google's radar and help your rankings. Next, look into how user friendly your site is and determine if it's time for any updates. Start now so you're not scrambling after your rankings plummet.

If you're not sure what your page speed is or how to fix some of the more technical things Google will be looking for in 2021, reach out to us. We will make sure you're prepared for the changes ahead. Get your free website analysis at FWManalysis.com or call **888.886.0939**.

**Did You Know That
GREAT CONTENT Can
CHANGE LIVES?
For Real!!**

by Tom Foster, Founder | CEO

Any website that wants to stand out needs to feature excellent content. This is true even more so with the legal and medical communities.

It's a necessity, and—just like the title says—great content can even change lives. Just think about it. **A well-written piece of content might be the tipping point that encourages someone who has been wronged, injured, or is in serious pain to take that next step and call you.** It might answer their burning questions, like detailed questions about their billion-dollar estate plan and what to do with taxes, guide them through a distressing process, or even just put a smile on their face for the day. And ultimately, content turns leads into clients. In other words, it's pretty powerful stuff!

If you know me at all, you've probably heard me say, "content is king," more than once. And I'm not the only one who thinks so. SEO experts and Google also agree. It's a well-known fact that your content is a major factor in your search engine rankings and your website's user experience. So, with Google's planned algorithm updates coming



in May 2021, I want to make sure you truly understand just how critical your content is to your success.

"Content is the key to organic online marketing growth, which is more sustainable, authentic, and affordable than paid marketing."

Everyone is relying more and more on the Internet for their information and entertainment, but never more so than right now. They're searching for well-written articles that give them the answers they need, right when they need them. They're

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MOTIVATE MORE CONVERSIONS by Creating Great Calls to Action



A lot of attorneys and doctors find it easy to attract traffic and visibility with their marketing. Conversion, though, is often a different story. Without a little prompting or direction, most people won't reach out to your business on their own.

So, how do you get the people—especially the “perfect clients”—you’ve attracted to your website and marketing materials to convert into contacts and clients? The answer is simple: just ask them with a great call to action!

What Is a Call to Action (CTA)?

In marketing terms, a call to action (CTA) is what we call **any kind of invitation for your visitor to take the next step**. You might say it out loud in a video or write it into your content—if it asks your reader, viewer, or visitor to do something, then it’s a call to action.

The whole idea of the CTA is to encourage visitors, readers, or viewers to make a move toward building a relationship with your business. That can be as simple as “click here,” “let us hear from you,” or posting your office phone number. It can also be as direct as “schedule an appointment” or “fill out our contact form.”

What Does an Effective CTA Look Like?

The best calls to action are tailored to the goal you want to accomplish and what will be most relevant to readers or viewers. For example, depending on your goals, an

effective CTA might ask people to:

- *Call your office*
- *Schedule a consultation*
- *Fill out a contact form on your website*
- *Subscribe to your newsletter*
- *Share a story or leave a comment*
- *Download your free book*
- *Follow you on social media*
- *Click through to a relevant landing page on your website*
- *Sign up for an event*

Keep in mind that an effective CTA needs to **make sense where and when people see it**. For example, it probably doesn’t make sense to ask people to visit your estate planning page in a video about personal injury insurance. If you want people to contribute to your goals, you need to draw a clear connection between the content that attracted them to you and the step you’re asking them to take.

Does your website lack strong calls to action? Are you having trouble turning visitors and viewers into contacts and clients? Request an analysis at FWManalysis.com, and we can evaluate what’s working and what isn’t. 🌐



Your **ONLINE** CONTENT STRATEGY Is a Direct Strategy for Success

Content can sometimes feel like a little bit of “extra” that you put on top of the other marketing you do. But, before you decide to put down that pen or pack up that keyboard, take a look at what a focus on content has done at Browning & Long, PLLC.

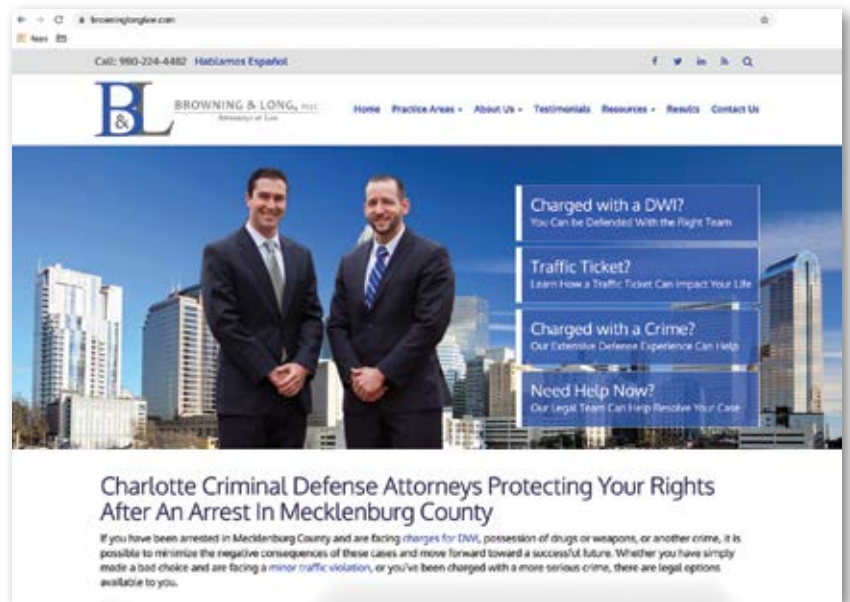
Partners Todd Browning and Howard Long are very receptive to new ideas, and they’re both great at identifying out-of-the-box strategies to drive in new leads and potential clients. That’s part of why they chose to work with FWM!

Instead of trying to produce tons of content all at once, they started simple. Each month, the FWM writers produce a library article, blog, and FAQ for the Browning & Long website. The content focuses on informing new visitors about the legal process and predicting common questions from potential clients and their families.

Content That “Reads the Minds” of Potential Clients

Now, when new visitors come to the site, it’s likely that the answers they’re looking for are already right there—and there’s no better user experience than a business that can seemingly “read your mind!”

Since Browning & Long also features pointers to their best content on their homepage and landing pages, they start directing new visitors to the answers they need immediately, and all that information is available to potential clients 24 hours a day. The monthly mix of blogs, library articles, and FAQs give visitors lots to choose from.



When new visitors come to the Browning & Long site, it’s likely that the answers they’re looking for are already right there—and there’s no better user experience than a business that can seemingly “read your mind!”

A sustainable content strategy is what keeps you on track and turns all those individual articles, blogs, and FAQs into a powerhouse website that attracts new cases, converts readers, and retains past clients and referral sources.

To create the content strategy for Browning & Long, we analyzed their main competitors’ websites to learn more about what is working in their location and in their practice areas. Then, we worked with Todd and Howard to build up their own unique, strategic content plan and broke it down into sustainable monthly tasks.

The measurable improvement that has come from Browning & Long’s focus on content is obvious. They are already feeling marked improvements in their organic traffic, with users, new users, sessions, and goals completions improved by more than 100%.

Is your content working for you? Request a content analysis at FWManalysis.com, and we can make sure your content strategy leads you to success. 🌐

Did You Know That Great Content Can Change Lives? For Real!!

seeking out feel-good stories to escape from all the negativity out there. And, like me, some of them just want content that entertains them and makes them laugh. If you have what they want, they'll remember you.

"People buy from people they like."

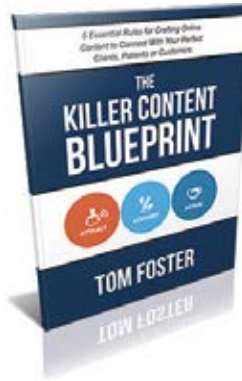
Content needs to be created and updated regularly. Don't just write a bunch of pieces after your website launches and then stop. That won't work. Don't rely on pay-per-click. That's not sustainable. Decide on a long-term schedule and stick to it. We also know Google favors more in-depth articles, so create content that's "meaty" and delivers real value.

If you can't manage it yourself, hire someone to create content for you! It's really a non-negotiable if you want your website to support your goals. And I don't just mean written content. Photos, infographics, and video content are all excellent ways to attract the attention of Googlebot and people. Two of my favorite options are podcasts and videos!

After all, the #2 search engine is YouTube, not Bing.

If you can find a way to stand out with your creative content, why wouldn't you try it? Think outside the box. Use pop culture or news topics to craft content that connects you with your audience. **Don't be afraid to be unique and show your**

personality in what you write or create—just be you!



Look, content is SO important that I just wrote a whole book about it. ***The Killer Content Blueprint: 5 Essential Rules for Crafting Online Content to Connect With Your Perfect Clients, Patients, or Customers*** tells you everything you need to know to create the kind of content that will attract more clients and generate more money for your business.

Visit FWMcontentbook.com to download your free copy!

If you want some content coaching from Matt Tate and me, such as formulas on how to get it done, perfect client exercises, content calendar creation, or anything else, we're here to help you! Set an appointment with us today at FWMcoaching.com! Or call **888-886-0939** and ask to set up an appointment for coaching. 🌐

My best wishes for your continued success! Stay safe!!



IN MEMORY OF STEVE ADAMS

We were so shocked and saddened to hear of the tragic accident that took the life of our friend and client, Steve Adams. We feel fortunate that we got to spend time with him recently at the Great Legal Marketing Heroes and Icons event. We had a blast getting to know him better, and we were so psyched to see what he would do next. His energy and love for helping people was evident in everything he did. Our thoughts and prayers go out to his family and friends.

If you would like to make a donation in Steve's memory, please send memorial contributions to St. Vincent de Paul, 1125 Bank St., Cincinnati, OH, 45214 or Calvary Alliance Church, 986 Nurdyke Rd., Cincinnati, OH, 45255.

