



STAR DATE 2021  
VOLUME 14, ISSUE 2



## GOOGLE'S UPDATES HAVE ARRIVED!

**As of June 2021,  
Google has begun  
using 'Core Web  
Vitals' as a ranking  
factor.**

PageSpeed Insights—  
Google's online tool  
that grades webpage  
performance on a scale  
from 1 to 100—uses  
the Core Web Vitals to  
determine your score.

**Want to know more  
about Core Web Vitals,  
your performance  
score, and what to do  
about it?**

Visit [FWMdesign.com](https://www.fwmdesign.com)  
to get started.

# The **MAGIC PURPLE PILL**

by Tom Foster, Founder | CEO



***Here it is. I'm finally going to share that "magic purple pill" that everyone wants to make their marketing better, help their businesses thrive, give them more vacation time, let them retire early, so on and so forth. That one thing that will either make a success or ensure failure.***

And what gives me the authority to say, "I know what the others don't?" Great question...

### **Did you know this year marks the 23rd anniversary of Foster Web Marketing?**

When I started this company in 1998, I had no idea where we'd end up. We've had highs and lows like any business, but we're here, we're solid, and we're still going strong. I'm really proud that we've managed to weather some huge storms. Those 23 years gave me plenty of time to learn through trial and error, and while we still don't know what the future holds or what changes Google is going to throw at us next week, there is one thing I know for sure.

There is one thing that can ABSOLUTELY GUARANTEE your success or failure: a team you can rely on.

**Let me explain.** When you have a team you can rely on, you know it will get done right the first time around. You know you can take a vacation or have a sick day, and the team doesn't slack off and ignore obligations. You know your team is going above and beyond, even when no one is watching.

When my team says, "This is ready to launch," I know it's really, truly ready.

The new feature in DSS has been thoroughly vetted and tested across multiple platforms. The team has tried to break it in QA, and they designed it with the knowledge and understanding of YOUR needs. It's passed through multiple iterations for the best UX, and by the time

— continued on page 4

# Here's the **NUMBER-ONE SECRET** to Growing Law Firm Revenue



*You can love the work you do all day long. But, at the end of that day, running a business is about making revenue. You need to put your head on the pillow at night knowing that your law firm is growing and keeping you going.*

**The #1 thing you can do to increase revenue is invest revenue.** If you're not putting part of what you're making into making more, you're walking away from opportunities. You're just leaving money on the table!

The common standard in business circles is that small and medium businesses—like most law firms—should spend around 8% or more of their revenue on marketing.

So, at the very minimum, we're talking about putting 8% of your gross revenue per month into trying to get new cases and clients. If you're not doing that much, the simple truth is that you're missing out on revenue.

## **It's a Big, Persistent Myth That You Can Save Money By Cutting Your Marketing Spending**

In reality, that's like shooting yourself in the foot. Think about it—marketing is what brings in more clients. It's what keeps money coming down the pipeline. If you aren't putting revenue into marketing your law firm, you're only limiting the amount of revenue you can make tomorrow.

If you're always using the same tools, same campaigns, and same everything, you'll always get the same output. **But, if you can put a little bit of what you're making into improving your marketing machine, then you can increase your law**

**firm's revenue and keep growing it over time.**

## **Build a Law Firm Marketing Machine That Outputs More Revenue**

There's lots of complicated, detailed advice out there on how to improve all the bits and pieces that make your marketing and your business work. But, when you're talking about increasing revenue, you have to step back and look at the big picture.

Think of it like a machine. You put people into your funnel on one end. They work their way through all the cogs, wheels, and slides of your marketing machine. And at the other end, the output is always revenue for your law firm. People go in one end, and happy clients and money come out the other.

With that perspective, if you're not happy with the output of your marketing machine, there are really only two ways to improve it:

**1 Invest in making the machine better.** You can improve your parts and tools, so your machine works a little faster, better, and more effectively. For example, if you're getting great leads but losing them because you're so busy that you're missing calls, you can invest in hiring and training intake staff. If you're leaning hard into PPC or legal directories, you're forcing a lot of pressure on one part.

— continued on page 4



# How John Griffith REDESIGNED His Way to EVEN BIGGER WINS

*John Griffith, founder of GriffithLaw, launched his first website with FWM in 2016. His goal was to develop a website and marketing strategy that could build up his new firm's brand and bring a few more clients and cases his way.*

John Griffith, founder of GriffithLaw, launched his first website with FWM in 2016. His goal was to develop a website and marketing strategy that could build up his new firm's brand and bring a few more clients and cases his way.

**And, boy, did he ever hit that goal!**

At first, getting even 5 leads a month was a pretty big success, but that quickly changed as John worked with Digital Marketing Strategist Cody Moulton and implemented more pieces of his marketing machine. Now, in 2021, John's FWM website and marketing efforts are easily bringing in 100 or more leads each month.

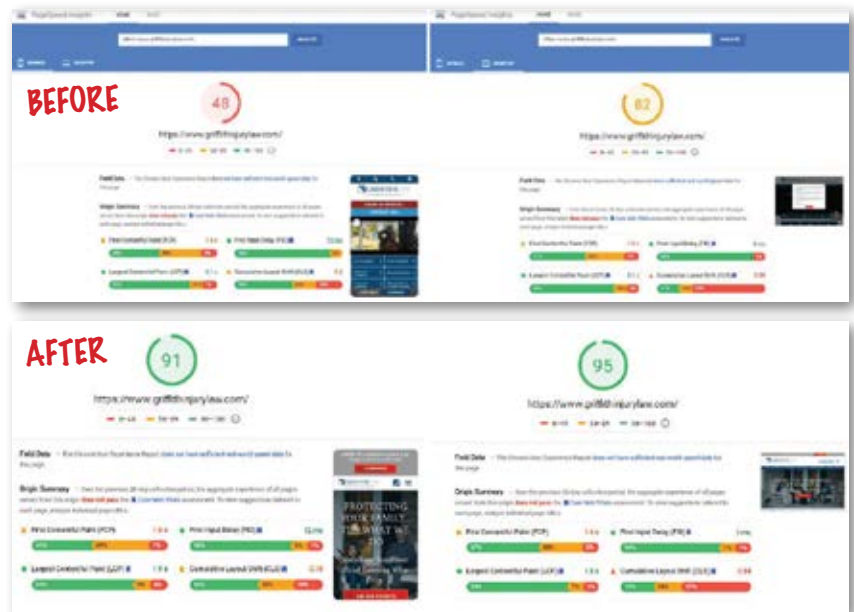
However, a lot has changed since 2016, both in the world of digital marketing and at GriffithLaw. And that's exactly why John decided to redesign his already successful website for 2021.

## GriffithLaw's Redesigned Website Offers Way More Than a Fresh Coat of Paint

GriffithLaw's website got a premium design overhaul that perfectly balances professional with approachable. But John's new website offers a lot more than just a great look and feel. We worked hard to make sure that it also works harder for him and his firm in the background.

With his major upgrade to our V5 website framework, John is reaping the benefits of:

- **Updated site code.** Coding best practices have shifted around a lot since Google announced its big changes for this year. John can rest assured that his new website meets or exceeds those guidelines. And, maybe most importantly, he got a huge boost in website speed on both desktop and mobile!
- **Better mobile experience.** John's new website also provides an overall better experience for John's mobile users. This is super important now that Google is using mobile-first indexing, which prioritizes mobile sites.



*GriffithLaw saw a huge jump in speed scores with its upgraded website.*

- **Customizable panel design.** The Panel Manager in DSS allows John to create and use custom panels throughout his site. The panel-based design gives everything a very modern look and feel, and it's a format that is especially convenient for visitors on mobile!

Of course, those are just the biggest highlights. Overall, John's new design has super-boosted his already impressive lead-attracting powers, and it has opened the way for some awesome new projects, ideas, and campaigns.

**Need inspiration to build a new foundation? Check out John Griffith on World of Marketing, Episode 86 or visit [FWMdesign.com](http://FWMdesign.com) to discuss your ideas for the future.**

## The Magic Purple Pill

it gets to me, any changes beyond that are personal selection or ease of use.

The new SEO process is directly tied to best practices for all search engines, and my team has done the research and due diligence to ensure this is the best use of your time and money. They aren't ticking boxes for the sake of completing a task. They are identifying your needs and responding.

**The content written for your site is unique, engaging, and geared toward your ideal clients.** It's written with your voice and tone in mind and optimized to help you get noticed by prospects AND search engines.

I don't say this just to brag about my team (but they are worth bragging

about). I say it because it is truly the thing that has gotten us to year 23. Don't get me wrong—I might want to make adjustments for personal preference or better branding, but

**There is one thing that can ABSOLUTELY GUARANTEE your success or failure: a team you can rely on.**

that's mainly because I enjoy being involved. I trust my team, and I know they produce excellent work even when I'm not looking over their shoulders.

If you want to be successful, there's one surefire way to get there: you need a team you can trust. If you don't

know how to build an awesome team, work with my buddy Jay Henderson. He specializes in helping you find the right people for your team, and I never hire without him! You can get in touch with him at [RealTalentHiring.com](http://RealTalentHiring.com).

We have some big things coming down the pipeline, and I know we can make it happen because of the team I've built. Need help understanding what your team needs to be successful? **Register for an analysis at [FWManalysis.com](http://FWManalysis.com).** 🌐

*Dedicated to YOUR success,*



## Here's the Number-One Secret to Growing Law Firm Revenue

So, invest in a few reliable, new strategies that spread the pressure around and keep potential clients moving smoothly through the rest of your machine.

**2 Invest in putting more potential clients in the funnel.** Even if you have your machine working at peak performance, you still have to keep filling it up. So, jump on potential opportunities. Optimize your website and content to drive better potential leads to your door. Get the word out about your law firm, and use your marketing to find more potential "perfect clients" in new ponds. If you focus on the things that keep your funnel full at the start, then it just makes sense that you'll increase your output at the end.

Remember, you have to invest revenue to make revenue. You can't be afraid to put yourself out there, and you can't be afraid to interact, engage, and talk with people. If you can see the big picture, you know every small investment you put into your marketing moves you toward the outcomes you really want to see.

And, when you start seeing the outcomes, you know without a doubt that investing in your own growth is worth it.



*"I signed up with you guys before I could afford it because I knew I couldn't afford not to, and that's not a cliché thing—it's the truth."*

*"We knew that if we invested on the front end, the same thing we do with our hiring, always investing in hiring to grow, to get us there faster."*

*"In fact, within a couple months of getting an FWM site, it already paid for itself many times over." – Kenny Berger*

**Are you ready to get serious about improving your marketing machine and increasing your law firm's revenue? Get a marketing analysis that will show you where you can concentrate your attention to get more juice for the squeeze. Visit [FWManalysis.com](http://FWManalysis.com) to get started.** 🌐