



FOSTER
WEB MARKETING

THE CAPTAIN'S LOG

EXPLORING THE FINAL FRONTIER OF MARKETING

PHONE (844) 531-4797 WWW.FOSTERWEBMARKETING.COM



STAR DATE 2022
VOLUME 15, ISSUE 4



GOOGLE'S HELPFUL CONTENT UPDATE IS HERE!

The latest major Google algorithm update just dropped, but don't let it knock you out of the game. If you've been paying attention over the past few years, you already KNOW that the best way to dominate Google Search is to **write quality content that attracts your perfect clients** and to **optimize it with smart, ethical SEO strategies** that keep you ahead of the pack.

If you've been skating by with thin or so-so content, you can't get away with it any longer! Google has upped the ante with this update, and it's serious.

Is your website content good enough to meet Google's latest guidelines? Are you already seeing a negative impact on your search rankings? You need targeted content that contains substance and is optimized with real care. And you need it now.

Schedule a free strategy session at FWManalysis.com and let's get your website content ready to beat whatever Google throws at you.

UPDATING YOUR BRAND Should Be a Constant Effort

Staying the Same Means Certain Extinction

by Tom Foster, Founder | CEO



I get it. Change is hard, and I agree with you. But, on the other hand, it's totally necessary. If you don't evolve, you will perish. Your competition (and mine) is evolved—or worse, fresh and young. Not only are you battling your same old nemesis. You are also dealing with new competitors that have techniques to market themselves that they are quite comfortable with, and you are not. This is a big problem for you. But you are not alone in this. So many lawyers, doctors, and business owners have their collective heads in the dirt, desperately ignoring the reality quickly spinning around them. So did I.

I woke up to this reality about a year ago. It rocked me because I should really know better by now (and so should you). I found myself lost, feeling dated, looking around at my competition, and seeing that they were way ahead of me in their marketing, branding, strategies, and tactics.

Sure, my team at FWM was crushing it for our clients because my team *has* stayed current and on top of it. The lawyers and doctors that we serve were still crushing it for their practice areas and getting the cases, clients, and patients that they want, all while

growing their practices profitably and stress-free.

I was the problem. I was stagnant. I was being lazy and complacent and just getting updates on what we were doing in marketing. Nothing was working like it used to. The campaigns that brought us leads before ceased to deliver the kinds of clients we want at FWM. We have way more competition than we had when I started this company 25 years ago. Things are different now, and dramatically so. I am just being honest

— continued on page 4



3 Reasons You're Getting

TOO MANY NON-IDEAL CLIENTS

You can have jaw-dropping amounts of traffic to your site. You can get all kinds of clicks on your forms and offers every week. But, if all that activity is coming from irrelevant leads and non-ideal clients, you could actually be struggling for your life.

Let's talk about three big reasons why it happens (and what you can do about it).

1 Your Website Doesn't Explain What You Do and Don't Do.

Be specific about what you do, and point people toward in-depth information about each of your practice areas from your homepage. Your branding should also match what you actually want to be doing. Your geographic location matters, too. If you want mostly local clients, you should be targeting local with your website and SEO. If you want fewer real estate clients and more estate planning clients, don't make real estate a huge part of your website's message. Simple.

2 You Aren't Writing and Creating Marketing Materials for Your Perfect Client.

When you really write for your perfect client, you'll almost magically start getting more relevant leads. You'll automatically incorporate highly specific, long-tail keywords that match searchers' queries. People will know that you really "get" what they're going through, and Google will know that people get highly relevant information and answers from you. In light of Google's

Helpful Content Update, this kind of targeted content strategy is more important than ever!

3 You Aren't Clear Enough About What You Want People to Do.

You will lose your most relevant leads if you don't tell them how to take the next step. Strong, specific calls to action tell people where to go and what to do to solve their problems. And, unlike a generic page with your phone number, a carefully crafted call to action will specifically encourage only the most relevant leads to reach out to you. If you set it up just right, your best potential leads essentially qualify themselves!

Get Targeted and Stop Getting the Wrong Kinds of Leads

You can't cast a wide net and just hope that the right clients will come to you. Instead, you have to take motivated action to reach for exactly what you want. Not getting the right kinds of cases and clients? Getting too many irrelevant queries that waste your time and bog you down?

Highly targeted, conversion-focused marketing is the cure. Visit [FWMalysis.com](https://www.fwmalysis.com) to start formulating your plan. 🌐



REAL CHANGE *Happens When You* *Deploy the* RIGHT SYSTEM

*John Griffith is a trial lawyer and the founder of GriffithLaw. If you caught us at the Heroes and Icons Summit last month, you already know that he's also one of our **2022 FWM Entrepreneur Award winners**—and for good reason.*

John, like many successful entrepreneurs, started his marketing journey on a pretty bumpy road. He knew he wanted to scale his business. He knew he wanted to build better attorney referral relationships. He knew he wanted to get his work-life balance in order and make more time for his family, especially his young children. He *knew* these things had to be possible.

But how do you get from here to there? That was another question entirely.

So, he did what a lot of attorneys do when they make their first stabs at marketing. He took out a print ad in a magazine, but he didn't get a single call from it. He started writing a great book, but it took him three years to actually finish it. And he hired a few SEO companies, but he didn't realize that they couldn't do what he actually needed.

That's why he switched to FWM in 2015. Working with me and my excellent team, he got cooking with a marketing machine that was "built to spec" to reach his personal and professional goals. And he realized that he didn't need a ton of expensive ads or one-time campaigns; he needed a cohesive strategy that could be built—piece by piece—on a strong foundation.

Together, we homed in on John's perfect clients and referral sources. We built his website based on an attract-convert-retain model and created an ongoing strategy of SEO optimization, content and video production,



Tom Foster and John Griffith at this year's award ceremony.

— continued on page 4

Updating Your Brand Should Be a Constant Effort

with you, like I had to be with myself. So, are you being honest with yourself right now? I ask you this because it's really important that you are. Don't let your ego control you and stop you from doing what you must, which is to evolve and change.

Look at your brand and your marketing at this moment, and ask yourself if it is working. If it is, good for you. Well done, hero—I applaud you for staying the course. Keep it up! If, however, you are more like me, you may discover that your marketing is lacking in some respect or another. This is what I did and am still doing. I had to go back to “school.” You may have even noticed the change in our marketing and branding recently. We are just ramping up!

For years, I was focused on scaling, hiring, delegating, profitability, and all the things the “big bossman” of the company is supposed to do. I discovered, to my shock and horror, that the digital marketing landscape had indeed changed dramatically. So, what did “Mr. Website Guru” do? I hired my own team to help me! My digital marketing staff are some of the best in the world, and

they crush it for our clients. So, I thought, why not for me? Why not for FWM? So, that's what I did, folks. I am currently in the process of a complete overhaul of our website and digital marketing strategy. I am finally getting that upgrade to V5!

Are you being honest with yourself right now? Don't let your ego control you and stop you from doing what you must, which is to evolve and change.

But that's not all we're up to here at FWM. We are investing heavily in DSS, including many enhancements you have all been asking for. The DSS app should be ready any day now, giving you immediate access to those precious leads you need and

want. We are focused on making DSS the best marketing software solution for lawyers and doctors on the planet, and we are well on our way to achieving that!

So, here's to you, my fellow marketing warrior. This stuff isn't easy. But, with the right team to help you and coach you, you can achieve anything. Watch me! 🍀

All the best to you and yours,



Real Change Happens When You Deploy the Right System

reputation management, and more to keep that machine humming. John was working hard, but he could see that he was getting traction. And, each time another “brick” fell into place, he gained a little more freedom and a little more breathing room to lead his business to the next victory.

Now, at the end of 2022, he has accomplished everything he set out to do and more. GriffithLaw is thriving. John is thriving, and he has the time and energy he always wanted to give back to his family, his farm, and all his hobbies.

Do you have what it takes to be a FWM Entrepreneur Award winner in 2023? Visit FWManalysis.com, and let's get cooking. 🍀



“I'm doing exactly every day what I want to do...I'm loving my life now.” —John Griffith