



Killer Website Marketing System for Attorneys

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You can always read, download and sign up for our newsletter at www.FWMnewsletter.com

“When we had a FindLaw site, we were just another small law firm to them and it was really hard to get the customer service. For me, Foster Web Marketing is just the right size. They give us the technical expertise that we want. When we have real issues or things we want to accomplish, we go to them and they work with us, their designers work with us, they've added new features for us before. I love that, practically speaking, it's like having our own web services team right in our office...they are like an extension of us. We would never get that with FindLaw.”



Michelle Davis

www.InjuryTrialLawyer.com

Check out FosterWebSuccess.com to hear what our lawyers have to say about us!



THE GIFT THAT KEEPS ON GIVING: HIGH-QUALITY WEB CONTENT



Some aspects of your website improve your page rank and traffic. Some aspects of your website encourage readers to stay, look around, and use your services. Only one aspect of your website does both: content. This holiday season, give your website visitors, the search engines, and your business the most valuable marketing gift there is: high-quality content that is professional, distinctive, and energizing.



Whether articles, videos, FAQs, or blog entries, web content is the foundation that your website and your marketing strategy are built upon. And once it is uploaded, it keeps on working for you and your business for months and years to come. As you build libraries of useful content, search engines will direct more visitors to your site, and your web traffic will steadily grow.

Of course, not all web content is considered equal. Do your articles and videos stand up to these five tests of powerful content?

- **Is it relevant?** An article about Britney Spears' new love interest might bring in droves of readers, but it likely won't bring visitors who are interested in your products or services. At the same time, search engine spiders don't like off-topic articles and look for websites with connected subjects.
- **Is it unique?** It's tough to get on the first page of search results if you write an article that's been written a thousand times before. However, if you put content on the web that no one else has provided, then you will become the authority on the subject.
- **Is it accurate?** If you have one factual error in your content, readers will doubt everything that you say or write. Take the extra time to fact check your content.
- **Is it informative?** Readers are looking at your website because they have a question that needs answering. Make certain that all of your content addresses the needs of your visitors and provides them with the information they are searching for.
- **Is it well written?** Great content leads to conversions. Great content doesn't just provide information; it makes readers feel and moves them to act.

Need a hand? We are here to help! Contact us at 888-886-0939.

In February of 2012, Foster Web Marketing is holding our first ever classroom web marketing training! This 3 day event will teach you everything you need to know about SEO, marketing, social media and DSS. Stay tuned for more details!

Dedicated to your success!

Tom



FOSTER
WEB MARKETING

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WHAT'S NEW IN DSS?

We are working hard to improve to DSS. Here is what our team has been up to this month!

• **View the status of your customer service tickets from your DSS Dashboard.**

Are you waiting on the FWM team to fix a problem with your site or add a new feature for you? Never feel like you're left in the dark again! Just log into DSS, click on "DSS Dashboard" from the top of the left menu, and then scroll to the bottom of the Dashboard. You'll see a tab for open Customer Service tickets, and a tab for recently closed tickets. Best of all, if you submit a Support Request through DSS it will immediately pop up on your list of open tickets! Please note, this is new functionality so you won't see much on your "closed" tab right now.

• **Get your DSS Release Notes right in DSS!** We've added a DSS Release Notes feature right in DSS, so you'll be able to see current and future release information in DSS! Log into DSS, then select "DSS Release Notes" from the top left menu bar. Click on each release header to expand and see more details!

• **Mobile video is here...** If you have uploaded video through DSS, your potential clients can now view them on mobile devices and iPads! For the best experience, you'll want to get a full mobile website. Contact us 888-886-0939 for more information about mobile sites.

You can follow the changes to DSS on the web!



[Facebook.com/DynamicSelfService](https://www.facebook.com/DynamicSelfService)



[Twitter.com/FWM_DSS](https://twitter.com/FWM_DSS)

FAQ



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Follard of the Fairfax Video Studio.

Q: "Seriously Tom, How Much Content Do I Need to Post?"

A: You can send out too many emails to customers. You can spend too much on advertising. But you just can't post too much high-quality content on your website. *As long as your articles are accurate, informative, relevant, unique, and well written, you can literally post thousands of articles, FAQs, videos, and blogs—and it will only help your marketing efforts.*

You simply can't have too much of this good thing.

Relevant content drives traffic. Informative content helps your readers. Unique content supplies the internet with something new. Accurate content builds your authority. And high-quality content leads to conversions. You simply can't have too much of this good thing.

Are you still looking for a solid answer or an exact number? Stop wondering how much content to post, and start posting!

Q: "How Should I Take Advantage of Email Marketing?"



A: Email marketing is a powerful tool, but it is also one that should be used carefully. When a potential client shares an email address with you, he or she is trusting that you will use it wisely and keep them informed, share special services, and ultimately help them.

Here are three great ways to use email marketing successfully:

- **Book download autoresponders.** After website visitors download a free book, follow up with an email that shows concern, offers helps, and asks if they have any more questions on the topic.
- **Contact form autoresponders.** If visitors fill out a contact form, then you know that they have invited you to email them – and that they may well need your services. Email them to introduce yourself, and invite them to call or write.
- **Weekly electronic newsletter.** An email newsletter is a great way to alert readers to new website content, upcoming events, or company news. Don't be afraid of a personal tone, but be sure to keep it brief.

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Pay-Per-Click Advertising for Lawyers:

How To Set Up A Winning Law Firm Campaign in Google AdWords

So you want to advertise on Google and you want to do it yourself, but you don't know where to get started? Well here are a few tips on setting up your Google AdWords account so it performs properly.

Step 1) Keyword Research

First, you need to do some keyword research. Start with Google's free tool called the Google External Keyword Tool. Simply start with some words that you "think" your ideal prospect may be typing in to search for your law firm. You will get a long list of keywords that are related to this keyword that you can download to a spreadsheet.

Also, review the information that has already been compiled on your services. Your firm's website, press releases, marketing materials, etc., are all good sources. Then, if you have an analytics program connected to your website, you can see what keywords are actually being used to find you to make sure you haven't missed anything.

Next, try to think of the **underlying problem** your prospect is having and what keywords they may be using to find information about that or think of different solutions a prospect may be searching for without realizing your service also solves their problem. Your ad could plant the seed and cause them to click on something they hadn't even thought of. For example, a law firm that does bankruptcy work, may

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want to test some keywords such as collection harassment, credit counseling, debt settlement, debt consolidation, etc. Then it could use an ad that says "Being Harassed By Collectors? Bankruptcy Can Stop The Calls!" or "Chapter

13 Can Settle Your Debts! Find Out How...." etc. Do this well and you will likely come up with some great keywords with less competition!

To get your creative juices flowing, try sitting down with your team and have everyone brainstorm your keyword list.

This can be very powerful and a fun way to break routine.

People continuously ask, "Does Google AdWords or PPC really work?" and the answer is an overwhelming yes! As long as you are doing it right. To your PPC success!

(Watch next month for Step 2 in "Setting Up a Winning Law Firm Campaign in Google Adwords"—Your Negative Keyword List.) ●

Craig A. Kahn is a lawyer, author and owner of the law firm of Kahn & Associates, L.L.C. and the founder of Kahn Interactive Group, an online marketing company for lawyers.

He has created a one of a kind service that helps lawyers end the frustration of managing their online marketing. To learn more, go to www.KahnInteractiveGroup.com or contact him for **FREE PPC Account Analysis and Consultation** at 216-621-6101 or CKahn@KahnInteractive.com.



WARNING: Do not take these lightly, as there are many pitfalls in setting up and running your account properly that can cause it to malfunction.

And in the world of Google Adwords, a malfunction means it costs you more money per client or doesn't produce clients for you at all!

How to Use Customer Service as a Marketing Tool

Here's a sad truth: these days, no one is surprised by terrible customer service. In fact, poor customer service is almost expected, including long waits on the phone, unconcerned representatives, and dreadful follow-through.

Why don't companies pay more attention to their customer service? In many cases, they don't realize what a powerful marketing tool it can be. While customers accept poor customer service as one of the evils of the world, they will respond to great customer service by singing your name from the rooftops.

Let's take a look at online retail store Zappos. In less than ten years, the company built a billion-dollar empire driven chiefly by stellar customer service, repeat customers, and word-of-mouth advertising. The company, which requires every employee to spend their first weeks on the job working in the call center, simply understands that business is about relationships and that relationships are about listening and helping.

Take the step, and make your customer service great. Make sure clients who call get to talk to real people. Listen to what they have to say. And make certain to take action

when a customer has a problem. You'll soon see that even small gestures of concern and kindness will help you both acquire and keep clients. 🌐



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STAFF SPOTLIGHT



Staff Spotlight: Beth O'Rourke

As we roll out fresh websites, who is in the driver's seat?

For many of our clients, project manager Beth O'Rourke is there to help guide them through every step of the process, develop their ideas, and steer them clear of common issues and snags. The vital bridge between customers and our team of designers, writers, and marketing experts, Beth has the rare combination of a no-nonsense attitude and understanding personality that keeps projects on time and on point.

Beth joined Foster Web Marketing in January 2009. She was looking for a job that allowed her the flexibility of working from home and more time with her two young children. We were looking for someone with extensive experience in project management and relationship management. It was an ideal match.

You can find Beth both in our Fairfax office and working from home—three acres of land in rural Virginia where she loves spending time with her husband of 18 years and her two boys, ages eight and eleven. Her life is about their life, and she enjoys playing with her kids on their land, reading with the family, and cooking for every occasion.

What does Beth like most about her role at Foster? Like any great manager, she loves the process:

"I enjoy seeing the project go from an initial concept to a final site that is up and running.

And I like to hear the customer's appreciation of our final product." 🌐

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