



**FOSTER**  
WEB MARKETING

# Killer Website Marketing System for Attorneys

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## What's better—one giant website or several small websites?

*If you have several practice areas and offer services in various locations, are you better off with one big website or multiple sites?*

This question has been coming up a lot lately, and to be honest, the answer is a little complicated. The decision to create one site versus several sites should be based on your specific practice and your target clients.

For the most part, it is better to have multiple websites that are focused on each particular location or practice area. For example, if you represent car accident, child injury, and medical malpractice cases, then you would create three different websites. One site would be devoted solely to car accident cases, the other to child injury claims, etc. However, you need to have the capability to maintain each site. That means you need the time to update each of your websites on a regular basis.

### Why would you want to go to the trouble of maintaining multiple websites?

*Below are a few reasons for developing several websites:*

**1 Focuses on a niche:** A lot of firms will attempt to list any and every type of case they handle on their websites. For someone looking for an attorney or other service professional, this type of list can be overwhelming. In fact, it can be a turnoff. Let's say someone who needs a bankruptcy attorney finds a law firm website that has multiple practice area pages, such as bankruptcy, personal injury, family law, and product liability. Then this person finds another law firm website that focuses solely on bankruptcy cases. From the perspective of

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*“For the month of September, we had 77 unique prospects fill out contact forms from our website and ask us to either send out our book package or call them for an appointment. As they say, I think the results speak for themselves.”*

**James R. Brown**  
[www.CastleLaw.net](http://www.CastleLaw.net)

## Boost Your SEO with Badges and Awards

**Here's a list of Badges/Awards that you should sign up for and put on your website!** These will provide SEO and conversion benefits. Once you have signed up for these services, please email your login credentials to us. ([connie@fosterwebmarketing.com](mailto:connie@fosterwebmarketing.com))

- AV rating
- Best Lawyers
- AVVO
- American Trial Lawyers Association
- Super Lawyers
- AAJ
- State Bar Association



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**Killer Website  
Marketing  
System for  
Attorneys**

**Foster Web Marketing**  
10521-A Braddock Road  
Fairfax, VA 22032-2250

Toll free: (888) 886-0939  
Fax: 703-997-1309

[www.fosterwebmarketing.com](http://www.fosterwebmarketing.com)

FWM has over 13 years of proven success creating high-ranking, high-conversion attorney websites, and works with over 200 law firms in the U.S. and Canada. While other attorneys chase after expensive vanity keywords, FWM clients achieve high search rankings with conversion oriented keywords using FWM's proprietary DSS (Dynamic Self Service) software combined with advanced SEO and SEM techniques. Lauded for its outstanding personal service, Foster Web Marketing offers 4 levels of Web Marketing service:

**Basic – “For the Do-It-Yourselfers”**

*For those that want to do it on their own, have a full staff, or need no direct help from FWM for content or marketing, we offer the Basic program.*

- Full access to our proprietary website management program DSS
- Unique, dynamic, contextual linking of your practice area pages out to our entire network.
- Your own Blog (brings you more traffic & helps you build content over time) listed on blogrolls.
- Monthly online marketing webinars showing you tips and tricks, how-to's, and informative guest interviews.
- Monthly News Letter with valuable tips, client spotlights, and inspiring success stories.

**Pro – “You want to do MOST of the work yourself but you need a little help”** You get all the above plus:

- We get you started with a mixture of optimized content added to your site, which includes articles, news items, and blogs.
- Enhanced Video Marketing and Syndication. Video goes viral after being added to YouTube!

**Deluxe – “Flex Your Marketing Muscle”** You get all the above plus

*we add muscle to your marketing with more content, link building, assist with conversions, headline and landing page copywriting.*

- Monthly site optimization and maintenance to ensure correct META information in page titles, descriptions, and keywords for all pages, including pages you add.
- FWM copywriters will write targeted headlines and landing pages to convert visitors into clients.
- Site analytics monitoring done by FWM.
- Link building for competitive keywords.
- Private monthly call with your FWM Web Marketing Coach.

**Premium – “Only Big Dogs Need Apply”** You work directly with Tom and we only have a few slots. Need we say more?

Contact us at 888-886-0939 to discuss any of these programs in more detail.

# Knowing your Web marketing ROI is crucial to your bottom line.

**Would you walk through an unfamiliar neighborhood while wearing a blindfold? Hopefully not! However, if you spend money on Internet marketing without tracking your return on investment (ROI), then you are virtually doing the same thing. You are blindly making decisions, hoping that you will reach your goals.**

You need to calculate and monitor your Web marketing ROI. If you don't, you could be wasting your money on a campaign that isn't working. You might also be missing prime opportunities to improve your marketing success.

The good news is that measuring your ROI is not that difficult. It simply takes planning and a system to monitor the results of the campaign.

Before you start putting a lot of money into Web marketing, you need to define your goals. What are you looking to accomplish? Of course you are looking to attract new business, but how many contacts are you trying to generate each month? What type of cases do you want?

You need to have a system in place so that

you can track your results. Many companies can help you track your ROI. Depending on your goals, you can probably determine your ROI yourself. For example, you can

use Google Analytics to determine the amount of visitors that are arriving on your site every day, week, or month. You can use our DSS system to calculate the number of Web contacts you are receiving. If you have a

specific telephone number on your website, then you can use it to determine the amount of calls that are coming from your Internet marketing efforts. 🌐

*When you know your ROI, you can take steps to improve it. For more information, contact us today at 888.886.0939. We have the knowledge and resources to help make your Web marketing campaign a success!*

*You need to have a system in place so that you can track your results.*

## FAQ



**Tom Foster**

**Tom:** "Ok, so in October's newsletter my FAQ kinda busted on Adwords again in favor of Facebook Ads. I was quickly put in my place by my good friend Timothy Seward of ROI Revolution. As he points out below, there is room for both and if part of your online marketing strategy includes paid advertising, consider getting help and consulting from a pro before you pull the trigger."

## Q: Should I abandon Google

**Tim's Response:** October's FAQ advised readers that lawyers advertise in both Google and Facebook.

- 1 Facebook leads are typically not as qualified as Google leads. Facebook is often the same or more expensive than Google if you were directly searching for your legal services.
- 2 Google can usually provide 20x more traffic than Facebook, which means more growth potential for your firm.
- 3 You should be using every source available.



## Who is Buster Tate?

*You've heard the name and have spoken with him on the phone but do you really know who Buster is?*

**Buster is our Chief Operating Officer here at the Foster Web Marketing World Headquarters in Fairfax, VA.** Buster brings deep experience in advanced information technology, marketing, financial analysis, web development, project management, and customer service to the Foster Web family.

Buster came to us two years ago via the Department of Defense where he served in a variety of senior leadership positions during a career that spanned over 30 years. He began his government career at the Naval Ordnance Station in Indian Head, MD leading outdoor adventure programs for military personnel and their families. He rose through the ranks to become the senior civilian in the Pentagon

responsible for Personnel Readiness and Community Support programs for all Navy and Marine Corps personnel and their families worldwide.

During the course of his government service he developed a broad set of leadership and business skills that led the

DoD and State Department to recruit Buster for two year-long tours in Iraq. He worked in conjunction with Second Marine Expeditionary Force, State Department and the Iraqi Provincial government in support of counterinsurgency operations, economic/infrastructure

development initiatives, government automation projects, and Tribal engagement. As a result of his work with the Sunni Tribal

leaders, Buster was inducted in Dulaim Tribe of Anbar and holds the honorary title of "Sheik Tate."

Upon his return from Iraq, Buster was

selected as the first Director, Civilian Expeditionary Workforce Programs for the Secretary of the Navy's staff. He retired from the Pentagon in February of 2008 and joined Foster Web.

At Foster Web, Buster keeps us focused and on track.

He understands how to get things done and is not bashful about coaching us to do our best. He is able to balance the big picture of our business with the day-to-day "in the trenches" requirements. His no-nonsense approach to work has helped many clients—including us—reach their goals faster than expected.

Buster is a long time friend and advisor to Tom Foster and Tom gets 100% of the credit for convincing Buster to join our team. Born and raised in Louisville, Kentucky, Buster attended Western Kentucky University. He now resides in Alexandria, VA. He is the proud father of two, Mary and Matthew, and the grandfather of two more, Tyler and Campbell. 🌐

*Buster's no-nonsense approach to work has helped many clients—including us—reach their goals faster than expected.*

## Google AdWords in favor of Facebook advertising?

Business owners tend to direct their advertising dollars to Facebook instead of Google so they could get cheaper leads. As an online marketing agency, we help our clients understand the value of Google AdWords. While Facebook leads may sometimes come cheaper than Google, you should definitely not abandon Google for three primary reasons:

1. **Quality of leads.** While leads may be cheaper, the cost of new clients from Facebook is often more expensive than Google. This makes sense since leads from Google are more qualified and have a higher conversion rate.

2. **Volume of leads.** Google AdWords has a much larger traffic volume than Facebook. A bigger pool of leads translates to a higher chance of finding qualified leads.

3. **Cost per lead.** Google AdWords can provide leads at a reasonable cost.



[To learn more about online advertising "done for you" go to www.FWMPPC.com](http://www.FWMPPC.com)

# Google Analytics – it really isn't that difficult.

**Everyone wants to be on page one of Google.**

Creating a strong Web presence doesn't happen by chance, though. You have to be strategic, and you need to be able to identify what is working on your website and how people are finding you. Google Analytics will help you obtain this information and more.

Google Analytics is considered to be one of the most powerful Web analytics tools available. It answers key questions regarding your Internet marketing campaign, such as:

- 1 How many visitors am I getting each month?
- 2 How long are people staying on my website?
- 3 What pages seem to be most popular?
- 4 Where is the majority of my traffic coming from (direct traffic, referring sites, or search engines)?
- 5 What keywords are people using to find my website?
- 6 Where are my Web visitors located?

## Where to Find Your Information

When you log into Google Analytics, you will see a dashboard. This dashboard has a summary of all of the key information regarding your account. It contains a chart that shows you the amount of visitors you have had during a specific timeframe. You can also see the number of Web pages that have been viewed and the average amount of time people are spending on your site. A lot of additional details can be found on the dashboard, but you will need to check it out for yourself.

One of the helpful features included in Google Analytics is a section entitled "Traffic Sources." In this section you can determine what keywords people are using to find you. What you want to watch for are the keywords that are resulting in longer periods of time spent on your website. If someone finds your website through a keyword search and spends a great deal of time reading your content and watching your videos, then that person probably will become a contact. Therefore, you want to focus on these keywords. 🌐

*To find out what it takes to convert more Web visitors into contacts, call us today at 888.886.0939.*

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## What's better—one giant website or several small websites?

the Web visitor, which law firm appears to have a specialized knowledge of bankruptcy law?

**2 Builds authority:** Search engines often view focused websites as authorities in their niches. What does that mean? It means that search engines, such as Google, will put one of these websites at the top of search engine results.

**3 Provides relevant information to your prospects:** People search the Internet to find solutions to their problems. They are

looking for quick answers. The last thing they want to do is sift through pages and pages of content that is irrelevant to them. That is a major reason why creating multiple sites with focused information is so important. If someone is looking for information regarding motorcycle accidents, how great

would it be if your website only talked about that? It would be pretty impressive to your potential clients!

Most of what I have been discussing has to do with multiple websites for different practice areas or services. Having numerous websites also works if you are trying to target various geographic locations. Maybe you work with clients in California and Nevada. Why not create separate websites for each state?

*For more information or to find out how we can help you, give us a call at 888.886.0939.*

*Dedicated to your success!*

**Tom**