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INSIDE THIS ISSUE

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WHAT LAWYERS ARE SAYING ABOUT FWM

"For me DSS is just amazing because you can study how your sites producing with the pages, you can do all the internal things that you need to do to figure out how you need to strengthen the weak areas, why the stronger areas are strong, what you need to do in terms of video to increase page rank. It's an amazing tool to understand everything you need to do to make your site and your firm stronger."

Jim Dodson
Jim Dodson Law
www.JimDodsonlaw.com

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

5 YouTube Mistakes That Could Harm Your Brand

By now, you've probably gotten the memo: online video is key to marketing your business and strengthening your brand. It is only getting more and more popular, and YouTube is key to your video marketing campaign.

But are you using it right? While we see many of our clients embracing video and YouTube enthusiastically, we are also seeing some common mistakes:

1 Not optimizing your video. Video is not searchable like written content is. Because of this, you must put all of your SEO efforts into a few key places like the title and the video description. Choose all of your words carefully, be exciting, and make sure that you represent the content of your video as accurately as possible.

2 Forgetting that your videos play on small screens. Your video will not be opening at the local IMAX theater. It probably won't play on a person's full computer screen. It's more likely that someone will watch your video on a partial screen on their computer or on their tablet or phone. Remember this while making your videos: focus on close-ups and simple backgrounds.

3 Not providing unique content. The secret to YouTube success is not creating a set of videos just like your competitors have—it's creating videos that don't exist yet. Next time you think about making a video called, "Do I Need a Personal Injury Attorney?" think again. What do your ideal clients really need to know?

4 Not promoting your video after posting it. Don't post your video and then assume that people will find it and watch it. Write a blog post or article about your video—or send your video to a few relevant blogs. Tweet about your video and post it on Facebook.

5 Not using YouTube as a social network. Many people forget that YouTube is not just a place to keep your video library—it is a thriving social network with millions upon millions of users. Make sure your YouTube channel is well cared for, that you utilize the comments feature, and that you promote your video on YouTube just as you do on your other social media.

Video is truly an awesome online marketing tool—but only if you use it correctly. Don't put time, effort, and money into videos that don't pay off with web traffic and conversions.

CONNECT Do you need more guidance when it comes to video marketing and mastering YouTube? Call Foster Web Marketing at 888.886.0939 today for help.

Staff Spotlight: Elizabeth Winters

There's a new face in the hallways of Foster Web Marketing: Junior SEO Analyst Elizabeth Winters. The recent college grad already has SEO and social media marketing experience under her belt and spends her days creating local citations, link building, writing client reports, and performing website audits. Each of her tasks has the same goal: improving client website performance and increasing their online presence.

"I love that I get to learn so much every day and help to improve the website performance of our clients. I also love that FWM approaches marketing and SEO as a continuous effort that focuses on long-term success rather than short-term results."

Elizabeth graduated from the University of Pittsburgh in the spring of 2013, where she studied business administration, marketing and French. Also during her college years, she completed three internships: a public relations internship at Havas PR, a special events internship with the Pittsburgh Symphony Orchestra, and a grant writing internship for a local YMCA chapter. It was during her time working with the PR firm that she developed an interest in online and social media marketing.

What does she like most about her job? "I love that I get to learn so much every day and help to improve the website performance of our clients. I also love that FWM approaches marketing and SEO as a continuous effort that focuses on long-term success rather than short-term results."

What is the most challenging aspect of her job? "The most challenging part of working in search engine optimization is adapting to the constant changes in the industry. But that also makes it exciting."

In her free time, Elizabeth enjoys going to concerts, hanging out with friends and family, traveling, and spending time outdoors. Specifically, she enjoys traveling back to Pittsburgh or visiting her family's farm in Central Pennsylvania.

CONNECT Want to learn more about our team? Check out our website at www.fosterwebmarketing.com/bio.cfm to learn the ins and outs of our awesome team!

DYNAMIC SELF-SYNDICATION

ATTRACT **CONVERT** **RETAIN**

CONNECT Please read more about these and other new DSS features in our DSS Release Notes—right in DSS! And follow us on Facebook and Twitter for more updates.

Facebook.com/DynamicSelfSyndication

Twitter.com/FWM_DSS

WHAT'S NEW IN DSS?

Danielle Ruderman

NEW STUFF FOR YOU!

The DSS team has been very busy since releasing the major upgrade of DSS in September. One of the changes we made recently that you'll like is the ability to specify a custom URL for your content items. If you don't specify a URL, it will still be auto-generated from the "Page Title" field just like normal. We've also improved the date and time picker for your content items – remember that you can specify not only the date, but the time that your content posts to your website! There were several changes to the "Search and Edit" search results pages in DSS as this functionality had some bugs; you should not experience issues with these pages any more.

Right now we're working on some pretty exciting changes. We've resumed working on the Customer Relationship Management (CRM) module in DSS, so soon you'll be able to manage your contacts and email campaigns right in DSS! This will be similar to functionality provided by products like InfusionSoft and Constant Contact, and should take us about three more months. We're also working on a custom URL shortener and a place to store all your business listing / citation information and social media login information right in DSS. You'll also see some redesigns coming: the Dashboard, the Contact List page, and the Content Log.

Please check in DSS to read the full list of changes and bug fixes – there have been quite a few in the last month. When you log into DSS all you have to do is click the "DSS Release Notes" link under "Control Panel" on the left menu bar to read all about the latest DSS changes!

In Online Marketing, Pictures Really Are Worth 1000 Words

Marketing is no easy feat. That is why the Foster Web Marketing team works endless hours to make sure our clients have the right materials and education to make their website the best. But pictures are a necessity in attracting visitors.

Tweets with photos are significantly more likely to get retweeted if they contain a picture.

Are you adding images to your content? While we know we are asking you to add one more thing to your to-do list, we think that the short amount of time it takes to add or post a picture is well worth what you get in return.

Let's take a look at the benefits:

- **Images soar on social media websites.** A new study conducted by social media scientist Dan Zarrella found that tweets with photos are significantly more likely to get retweeted if they contain a picture—and twice as likely to get retweeted if the picture appears directly in a user's Twitter stream. Research has also found that Facebook posts get more comments and likes if they contain an image. Links on social media websites to off-site articles also get clicked and liked more if they contain an image.

- **Images catch the eye and leave an impression.** A well-chosen image can convey the essence of your article and signal to the readers that they are in the right place. An image can be less intimidating than a block of plain text, and even spurs your readers on. Finally, an image helps them retain and remember the article.

- **Images reach more types of readers.** Does your ideal client learn better through reading, seeing, or hearing? Chances are that you are seeking different types of people who prefer getting their information in different ways. Some might like to read an article, others might like to watch a video, still others might like an infographic, image, or picture. Adding a picture to your post helps reel in the visual learner.

CONNECT We are currently working with clients to inject more images into their articles and posts. Want to get on board? Call our team at 888.886.0939 to learn more.

Q: How do I set up Google Authorship?

A: Have you ever seen an author photo and author information show up in your Google search results? Or seen an article that includes an author bio and contact information right at the top? It's a great way to make your article stand out, look more credible, and look more personal. Even better, it's pretty easy to set up.

Set up your author tags and Google Authorship in three steps:

1 **Set up your bio in DSS.** Go to your bio page in DSS and fill out the author tag section, including your picture, your email address, a short one-sentence summary, and your social media information (for example, your Twitter tag). Finally, check the box that allows your information to appear in an author tag.

2 **Add yourself as an author to your content.** Still in DSS, go to the articles, news items, blog posts, and FAQs in which you'd like to appear as author. You may choose to only author articles you write, or to split authorship between you and other professionals in your office.

3 **Link your author information with your Google+ profile.** First, make sure your Google+ profile is in good working order and that you have a professional headshot as your profile picture. Next, you will need a verified email address that links you to your website and your content. (This should be the same email address that appears in your author tag.) You are now all ready to appear as an author in Google results!

CONNECT Not too great with computer stuff? Not to worry. We would be happy to help you set up author tags and Google Authorship. Contact our team at 888.886.0939 today to learn how we can help.

Zach Stone

Q: How Do Great Meta Descriptions Benefit Me?

A: A Meta description is a short blurb that summarizes your content and describes your page. It is important for three reasons:

- Search engines use these descriptions when listing your website in organic search results.
- Search engines use these descriptions in part to determine the quality and value of your page.
- Search engine users read these descriptions when deciding which link best fits their query and which link to click.

Put another way, you should think both about your ideal client and about SEO when penning Meta descriptions. When you write great Meta descriptions, you will get more traffic to your website even if your page isn't the first result on Google. And when you write accurate and relevant Meta descriptions, you can significantly cut your bounce rate.

Here are some quick tips for writing great Meta descriptions:

- Make sure every page on your website has a Meta description.
- Keep your Meta descriptions under 160 characters so that they appear in full in Google's search results.
- Think of your Meta description as an elevator pitch—a very short and convincing pitch to get readers to click through to your website.
- Don't pull a sentence from your article to use as the Meta description; write an original sentence.
- Never use the same Meta description for multiple pages.
- Always make sure that your Meta description accurately and fully describes the content on your page.

Next to your page title, your Meta description is the most important sentence you'll write when posting content. Take the extra time to craft a high-quality blurb that will catch your ideal client's eye.

> **CONNECT** Need help writing web content that converts? Give us a call at 888.886.0939 for any questions you may have.

The Power of Raw Data:
Get the Most Out of Google Analytics

Google recently made a huge change: it has stopped providing organic search keyword data in Google Analytics.

Although any loss of useful marketing data isn't a good thing, we want you to know that Google Analytics is still an extremely powerful tool for understanding your marketing campaign and understanding your ideal client. In fact, we believe that studying the data provided by GA is one of the best ways to improve your marketing strategies.

Here's how you can get started:

Check out your top landing pages. The answer to "How do people find my website?" is sitting right in Google Analytics under Content > Site Content > Landing Pages. You can even refine your search to see which landing pages are hit most by people coming directly from Google. Look at the keywords that are working, and ask yourself if the content you see is the content you most want your ideal user to find.

Examine your site search data. If you haven't set up Site Search in Google Analytics, you may wish to consider it. Although you can no longer see the keywords users typed into Google to find your website, you will be able to see what they typed into the Google search box located directly on your website. This actually provides an extremely interesting data set: what people who have already found your site still want to know.

Understand your audience. Even if you don't know the specific keywords that got them to your website, you can still see information about the people who stopped by, including their demographics, interests, and location. In addition, you can even see what their behaviors are, what technologies they are using, and what devices they are on. When you are looking at this information, think about your ideal client. Are you getting traffic from the right places? Are your users moving to mobile devices? Are they returning visitors?

How you use Google Analytics will need to change after the loss of organic search keyword data, but the tool itself will remain extremely useful and rich with information.

> **CONNECT** Unsure how to read the data? Our team can show you exactly what is going on with your site. Schedule a free web audit by going to www.fwmwebaudit.com.