



FOSTER
WEB MARKETING

Killer Website Marketing System for Attorneys

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Evolving with the Marketplace

If someone told you ten years ago that today you would rely heavily on your cell phone for information, would you have believed it?

What if someone told you that the big fat yellow book (a.k.a. the Yellow Pages directory) would one day be replaced by the Internet? You probably would have been skeptical.

There are basically two camps of people—those who evolve with the marketplace and those who sit back in disbelief, claiming that the old methods of advertising still work.

In 1995, an article appeared in *Newsweek* entitled, “The Internet? Bah!” While the article is not intended to be an amusing rant, you can’t help but laugh when reading it. The writer claims that the Internet is basically a “trendy and oversold community.”

Here’s an actual quote from the article: “The truth is no online database will replace your daily newspaper, no CD-ROM can take the place of a competent teacher and no computer network will change the way government works.”

Fast forward sixteen years, and you can see that this writer couldn’t have had it any more wrong.

The Internet is constantly changing.

The Internet continues to evolve. Gone are the days of “tricking” Google and other search engines to put your website on page one of search results. No longer can you hide a bunch of keywords in the background to help boost your position on search results. In the world of Internet marketing, things are constantly changing. The tactics once used to get you that coveted place on page one of Google are now history.

If you want to reach your target clients, get more business, and create a practice to be proud of, then you need to evolve with the marketplace.

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Restoring the Public’s Trust

GREAT LEGAL MARKETING SUMMIT

featuring Dan Kennedy



Ben Glass, Dan Kennedy, & Tom Foster

Dan Kennedy, the Millionaire Maker and internationally recognized author and creator of the “No B.S.” approach to marketing and growing businesses will be speaking at Ben Glass’s Great Legal Marketing Conference.

Friday, April 8 through
Saturday, April 9, 2011.

YOU WON’T WANT TO MISS THIS!

www.GLM-Summit.com



MEET TORIE FOSTER

So you already know about Tom’s youngest child, Luke “Skywalker” Foster (he is doing awesome, by the way), but do you know his oldest daughter, Torie Foster?

She is a sophomore at James Madison University and was recently asked by a committee of professors to be the next Editor In Chief of the *The Breeze*, JMU’s student paper and online news source. You can bet they will soon be dominating Page One since SEO and content writing run in the Foster genes. Torie is also the drummer in the family rock band, Mad Brenda.

Check out the *Breeze* website at BreezeJMU.org and the band at MadBrenda.com.

Congratulations Torie!



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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.

Take Advantage of This Free & Effective Marketing Tool

Do you know what one of the most powerful marketing tools available today is? Client testimonials. Want to know what is even more powerful than client testimonials? Video Testimonials!

Don't underestimate the effectiveness of testimonials. What better way to boost your credibility than to have past clients rave about how great you are? People put a lot of weight on testimonials. In fact, a glowing review from one of your clients might be just what you need to convert a Web visitor into a contact.



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Believe it or not, testimonial pages continue to be some of the most viewed on websites. If you are skeptical, we challenge you to check out your Google Analytics. We bet that your testimonial page is in the top five. Wait, you don't have a testimonial page? You need to get one TODAY!

Here are three steps to using client testimonials to your advantage:

- **Exploit Your Best Clients:** Who are your favorite clients? Give them a call and ask if they would be willing to provide video testimonials. The more details provided in the testimonials, the better. Don't hesitate to ask your clients for their help. More than likely, they will feel honored that you asked.

- **Create the Page :** Get your Webmaster to create a page where you can host your testimonials. Or, if you are a client of Foster Web Marketing and have access to DSS, there is already one created for you. You don't want to create a page that's empty or not properly optimized, so make sure you get your content first.
- **Make It a Habit :** Just like you should continuously update your website with new content, you should also do so with testimonials. Make it a point to regularly ask your clients for testimonials. We suggest that in addition to obtaining video testimonials, you also get a few quotes, blurbs about the work you did for them, and some examples, if appropriate.

New visitors to your website look for certain elements. We guarantee that they will want to hear what other people, just like them, have to say. If this model doesn't work for you, think about a model that could be more effective, and let's get to work. 🌐

If you need help with your videos, contact us today!

Client Success Story | Law Office Of Chalik & Chalik

Not everyone believes in the power of the web. How can you prove that web marketing works?

Just think about where you go to get information, shop, interact with friends and network and you will have the answer. This is exactly what happened to Jason Chalik, a personal injury lawyer in South Florida. “I began to believe in web marketing from my own use of the web. I receive phone books and immediately deposit them in the trash. When I need something, I go to the Internet for it.” That statement says it all. No one sifts through those thick books anymore when they are looking for a lawyer...they turn to the web.

Jason signed up for Ben Glass’ Great Legal Marketing Seminar last year where he was introduced to Tom Foster, the expert on all things legal web marketing. Impressed by Tom’s knowledge, Jason and his law partner—who also happens to be his wife, Debi Chalik—jumped on



Check out www.the-florida-injury-lawyer.com or www.floridatirelawyer.com to see The Law Office of Chalik & Chalik's effective web marketing campaigns.

the bandwagon. They had a new site built, started writing tons of content, wrote a book, partnered with Ngage Live Chat, built a SpeedPass, or niche site (www.FloridaTireLawyer.com), had videos produced with the Fairfax Video Studio and are constantly utilizing DSS to improve their rankings in search engines. Now they are getting 75% of their new cases from the web. Not only

is their site a hugely powerful marketing tool, its working while they sleep, eat and work on other cases.

The Law Office of Chalik & Chalik is a perfect example of a firm that is dedicated to growing through an effective web marketing campaign. They work with Tom to find a web marketing strategy that works and more importantly, they execute it. 🌐

“I like working with Tom. He is always working to improve our website. We have a phone conference once a month and we work to improve the site. He reviews the data with me and I share what I see from our end. We then make a game plan going forward. The medium is constantly changing and I feel Foster Web is on top of those changes.”

FAQ

Q: As a lawyer, why should I blog about breaking news items?

A: Breaking news almost always involves attorneys and there are a number of reasons that you should get involved. By blasting content about popular news items, you can attract more visitors to your site, get links from bloggers and news sites and establish yourself as an expert in your field. Who knows, a local television station might pick you up for an interview. Good content is always a good idea!

Check out FWMBreakingNews.com for more information.



Tom Foster



Show Google Some Love This February

You love getting great cases. Google loves fresh content. Why not make sure that enough "love" goes around for everyone?

One of the most effective ways to attract Google's attention is through content. The more content that you add to your website, the greater the chances of being rewarded with a position on page one of search results. After all, page one is where all the action happens. By securing your placement at the top of search results, you are also improving your odds of getting noticed by your potential clients.

Show Google that you care by blasting out some extra content.

At Foster Web Marketing, we have created two amazing content programs that will help you get in front of more prospects and attract the types of cases you want. Whether you want to launch a marketing campaign on the heels of an event that affects your practice or just increase your caseload, these content plans are the answer. Below are brief descriptions of how we can help you succeed.

1 Dynamic Action Response Team (DART): When news breaks, you need to be ready to respond. With the assistance of DART, within 48 hours you will have six newsworthy blog posts, blog comments, a press release, an article, and news video starring yourself or a spokesmodel. By taking fast action, you will be able to position yourself as the expert, ultimately attracting the attention of the media and public.

2 Surge Package Content Blast: Do you need a jumpstart to your Internet marketing campaign? Whether you are launching a new website or adding a new practice area, a content blast will give you the boost you need. With twenty informative articles, twenty blog entries, ten frequently asked questions, and five custom videos, you are bound to make an impact with your prospects. 🌐

To find out more about our programs and how you can show Google some love by creating more content, contact us today!

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Evolving with the Marketplace

As a savvy marketer and business owner, you have to keep up with these changes. If you want to reach your target clients, get more business, and create a practice to be proud of, then you need to evolve with the marketplace. You must keep up with current marketing trends.

To create a successful Internet marketing campaign and get on the first page of Google, you need to do the following:

1 Update your website with fresh, interesting content. The more content you add to your website, the better. Not only do search engines gravitate towards websites that have a constant influx of new content, but your prospects will also take notice. Make sure that you are updating your website with interesting and relevant blog posts, informative articles, frequently asked questions, and news pieces. You should try to add at least 30 new content items each month.

2 Create powerful Web video. Videos typically have a better chance of achieving a high placement in search results. That

means that your potential clients will notice your video clips. Plus, Web video is able to portray a message that cannot be achieved through text, giving your prospects the opportunity to get to know you.

3 Focus on link building. Attracting inbound links, sites that link to your website, is a crucial component to an effective Internet marketing campaign. Link building takes a lot of work, but the benefits are well worth it. The more links you have pointing to your website, the better your page ranking and online credibility will be.

Don't be like the *Newsweek* writer who sat back and argued against the power of the Internet. Instead, make sure that you continue to evolve your Internet marketing campaign. To find out how we can help you get more of the clients you want, give us a call at 888.886.0939. 🌐

Dedicated to your success!

Tom