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www.FWMnewsletter.com

> "*Chad and I decided to hire Foster Web Marketing because we've been following their work for years and we've been very impressed at how Tom has been able to adapt and change with the Internet age. We have looked at his websites and we have seen how they have changed over the years and morphed to adopt all of the new Internet resources. We're very excited to be in the Foster Web Marketing family.*"

Tony Denena
Denana & Points, P.C.
www.denenapoints.com

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

Is Mobile *Really* the Wave of the Future?

You *just* got your business website looking great, optimized, and up to speed. You *just* got the hang of social media marketing. You *just* got on board with online video. Now you're supposed to get a mobile website and market to people using smart phones and tablets? Really? After all that?

Yes, really. *Absolutely,* really.

It's always hard to hear that there's a *new* new thing. But the world of web marketing moves quickly, and it's important to pick up on new trends and technologies before the competition does. Being the first business of your kind in your area to launch a mobile website means that potential customers and clients on their iPhones, Droids, and tablets will find you on cell phones and mobile devices before anyone else. And believe us, there are a lot of potential customers and clients surfing the web on their cell phones these days. If your competition has gone mobile and you haven't it could spell trouble, especially in the coming years.

Here's your reality check:

- Mobile devices now make up 20 percent of all web traffic—and that number is absolutely skyrocketing.

- There are over 90 million smart phones in use across the country today, and half of all mobile phone users now own a smart phone.

- Smart phone users spend more time browsing the Internet on their device than on any other activity—including talking on the phone and texting!

- Smart phone users spend an average of 42 minutes per day browsing the Internet on their mobile devices.

- Mobile users expect mobile websites that load quickly, are sized appropriately for phones, and that offer local,

In 2014, mobile browsing is predicted to surpass desktop browsing. That's less than two years from now!

phone-friendly services.

- Mobile device users are less likely to "surf" the web during dead time. They are much more likely to take action soon after finding a website. Mobile users are looking for information like business email addresses, physical addresses, and phone numbers so that they can make contact immediately.

- Mobile device sales surpassed desktop computer sales for the first time in history. In 2014, *mobile browsing is predicted to surpass desktop browsing*. That's less than two years from now!

Remember in the 1990s, when some businesses got left behind when they chose not to develop websites and homepages? Don't let this happen to you during the rise of mobile browsing and mobile marketing. Instead of falling behind, choose to be an innovator. Instead of reading about the newest mobile marketing strategy, you can be developing it yourself.

Stop waiting around! Get a mobile site today by giving us a call at 888.886.0939!

DYNAMIC SELF-SYNDICATION
ATTRACT | CONVERT | RETAIN

WHAT'S NEW IN DSS?

Ever wished you could draft and preview your content before it posts? Well, that day is here at last! When you create content items, you can save them as a draft—and even preview them after you save them to see how they will look. You can also run a report to see a list of all draft content on your website, so you can easily edit the drafts and get them posted.

Integration with Constant Contact. We've integrated with Constant Contact, so if you use their contact and newsletter software DSS can send information about your website contacts to your Constant Contact account. This eliminates the need for you to manually copy contact information from DSS to Constant Contact. Don't use Constant Contact but want to? Call us at 888.886.0939 and we can get you set up!

Improvements to summary pages on your website. Remember when we updated your Library and FAQ summary pages, so they were paginated and loaded as fast as possible? Well, we're rolling those changes out to the News and Blog summary pages as well. Now your summary pages will all have a consistent look and feel… and they will load pretty darn fast too!

Schema tag updates for testimonials. We've implemented schema tags for the testimonials on your site, so they're tagged as reviews for the search engines. This is one of those features that only works on version 2 sites, and is another way we've been able to leverage the shared architecture of these sites to roll out big improvements to all v2 sites at once.

Linking your site to your Google+ for business account. For those of you who have a business Google+ account icon on your site, we've found a way to update all version 2 sites to link your Google+ account to the website as a publisher. This is a little different than the author tags, and is just another way to let Google know which web properties are covered by your Google+ account.

Want to take advantage of the version 2 functionality in DSS? Upgrade today by going to FWMUpgrade.com!

www.Facebook.com/DynamicSelfService

www.Twitter.com/FWM_DSS

Is Facebook Advertising Right for Your Law Firm?

One in ten people on earth have a Facebook account—and about half of those millions of users log in every single day.

Shouldn't the giant of the social networking world be the perfect place to advertise your business or law firm? The truth is that while it is a good option for some, it isn't the best way to spend marketing dollars for others.

Let's take a look at the advantages and disadvantages.

- **Pros:** Over 800 million people around the world use Facebook—and the majority of these users are dedicated. What's more important than the potentially huge audience is that you can target your audience by using information like users' age, location, occupation, interests, and education level. In addition, "social action" ads on Facebook allow you to advertise to people who have friends who have recently "liked" your page or interacted with your business.

Whatever you do, do your research first! Don't begin a Facebook campaign without setting goals, outlining a budget, and understanding your target demographic.

- **Cons:** Some people believe that advertising on search engines is better than on Facebook because those using search engines are actively looking for answers to a question, while users on Facebook are usually busy with reading timelines, chatting with friends, writing messages, or looking through photo albums—in other words, Facebook users are usually busy. In addition, some believe that many Facebook ads lack seriousness and credibility.

How do you know if Facebook advertising is the right choice for your business? One option is to run a small test ad to see what kind of response you get and whether or not Facebook ads would be a smart long-term addition to your marketing strategy. And whatever you do, do your research first! Don't begin a Facebook campaign without setting goals, outlining a budget, and understanding your target demographic. After your ad has run, use the reporting tool to analyze your reach, frequency, and click-through rates.

Want to set up a Facebook advertising campaign or need help with your social media efforts in general? Give us a call at 888.886.0939

Staff Spotlight: Toby Crandall

How much does Foster Web Marketing's IT Director Toby Crandall like technology? If you ask him, he'll tell you he lives, eats, and breathes all things tech. It's that kind of passion, positivity, and enthusiasm that makes him succeed in his highly-demanding, highly-technical job.

Toby's extensive experience, "big picture" mentality, and love of efficiency and innovation make him a vital part of the team that has helped Foster Web Marketing and its clients flourish.

Five years ago, Tom Foster decided that he wanted his marketing company to have its own technology architecture instead of outsourcing it. Since then Toby has been at his side, keeping the servers running, supporting the technical side of client websites, guiding the rest of the IT team, and developing new tools and technologies to help clients' businesses thrive.

Before coming to Foster Web Marketing, Toby spent twenty years managing technology infrastructures for large companies like MCI, Bell South, and Verizon. He's also owned his own retail computer business

and invented new technologies on his own. His extensive experience, "big picture" mentality, and love of efficiency and innovation make him a vital part of the team that has helped Foster Web Marketing and its clients flourish.

What's his favorite aspect of working at FWM? "Foster is customer centric and we are very committed to our clients. Everyone on our team is willing to do whatever it takes to help our clients be more successful. Having a common vision among so many people is a big task and one that Tom and his executive staff take very seriously," he

said. "On a personal level, I like being involved in business decisions and helping the senior management find more efficient ways to do their job or find better ways to support clients."

Though he's essentially on call 24-7, Toby does get out of the office occasionally to spend time with his loving wife Elizabeth, their two children Katie and Dalton, and the family dog Shadow. He enjoys fishing, hunting, and hiking near his vacation home in the mountains of West Virginia. He loves spending his weekends there—almost as much as he loves the ever-evolving world of technology. 🌑

Q: How Might A URL Change Affect My Business?

Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Folliard of the Fairfax Video Studio.

A: Changing your website's URL is a lot like changing your home address: there are often a few good reasons to do it, but it can also cause some hitches along the way if you don't plan the move correctly. The most important thing to understand is how much your website traffic and SEO will suffer when you change your web address depends on *how* you change your URL.

There are a few strong reasons to change your web address; for example, you may want a better or easier domain name or you need to make a change because your business has changed its name, structure, or marketing strategy. Just know that when you make the move, you need to take several steps to retain your link equity and to let search engines know your address has changed:

- **Create 301 redirects.** These redirects will help search engines find your new site and understand your move. In general, it will help you pass your SEO power over to your website's new home.

- **Fix your internal links.** Although it's easy to focus on incoming links, internal links are important, too. Make sure all your links are pointing to your new URL.

- **Redirect legacy links to new pages.** Again, this will correct issues where you have links pointing to your old URL.

- **Change your address on all your business materials!** Changing your URL means switching over your business cards, marketing materials, email signatures, and letterheads.

Does some or all of this sound overwhelming or overly technical? We can help. Call 888.886.0939 to find out if changing your URL is a smart decision for your business—and to learn how you can make a smooth, SEO-smart transition.

TO DO:

✓ 1) Get on page 1 of Google

2) STAY on page 1 of Google!

WHEN GOOGLE WAS NOT AN OBSESSION, CONTENT & CONVERSION WERE LIKELY BETTER!

By Mindy Weinstein

Years ago, before I was constantly on the lookout for changes that might affect Internet marketing and had yet to develop my obsession with Google, I used to create content that was designed for *people*. Yes, you read that right...I used to write with the human being in mind *not* the search engines. The focus as a writer was to create content that was helpful to the intended audience. Each magazine article, book and paper newsletter was all about answering those questions that the reader might be asking in his or her mind.

So, what happened along the way? As I moved from "offline" writing to website content and Web marketing it quickly became apparent that words had to be tweaked to also capture the attention of search engines. I don't think I am alone in this transition. Now, as an Internet marketer I sometimes scratch my head and wonder why the bounce rate is so steep on a page and why more Web visitors aren't converting into contacts. The traffic is high, so why aren't sales?

Time to Go Back to Our Roots

If you can relate to this dilemma, it might also be time for you to go back to your roots. With all of the major updates Google has made, it has acted as a reminder that it really is the end user we need to be thinking about. While we can't ignore on-page optimization, there needs to be a bigger focus on that human being on the other end reading the Web content. Google is always touting that they want to improve the user's experience, so shouldn't we as well? If so, let's start with creating content online that has worked so well offline.

The following tips are what I have already put into practice. Although some aren't new or "outside of the box," they are a reminder of where we should be focusing our content efforts, so that we improve our conversation rates.

- **Just answer the question.** We all know that you can get thousands upon thousands of visitors to a website, but if they don't convert, have you really done a good job? Attraction is just the first piece of the Web marketing puzzle. Conversion comes next. People are online looking for information and solutions to their problems, so just answer the question. If a page has been created and optimized for a certain keyword or phrase, it better provide insight into the searcher's query. Taking it a step further, it should answer the question right away. Here is an introduction from a great blog post that answers the question that is posed in the title:

After-Market Motorcycle Parts: Cool or Deadly, Wisconsin Bikers?

You've just bought a new motorcycle, and you want to personalize it—make it yours. Before you charge up a fortune on cool features and parts to soup it up, you should be aware of some disturbing facts that could result in Milwaukee motorcycle crashes.

As reported in The Washington Post on May 27, 2012, many motorcycle after-market parts do not comply with federal safety standards or the Clean Air Act. Some of the parts are widely considered dangerous, such as passenger seats that attach to motorcycles with suction cups. (Note: Starts to answer the question that they could be deadly.)

- **Follow the lead of tabloids and fashion magazines.** Do you ever stop and look at the headlines of tabloids and fashion magazines when you are at the grocery store checkout? Come on, you know you do. Those publications recognize how to capture people's attention with provocative headlines. The same can be done with website content, as long as the headline still matches the information on the page. Our company used to say that a catchy headline plus informative content plus a call to action equals a Web contact. I still believe this formula to be true. It starts with the headline. Here is an example of what this approach might look like:

Original Headline: "Lose Weight By Taking These 5 Steps!"

New Headline: "Lose Excessive Debt By Following These 5 Strategies!"

- **Be unique.** One of the biggest mistakes I see made with content on the Web is that it is very repetitive and often doesn't take a unique angle on the subject. The exact same type of article, blog post or page has already been done countless time. Don't regurgitate content. It's annoying. If you want to get traffic and actually convert those visitors, provide something that is at least slightly different and very informative. That might mean you need to bring in a professional copywriter or spend some time thinking of a unique angle to take. It's well worth the extra effort. The following excerpt is an example of how you can take a subject and put a new twist on it to make it compelling:

For the Sake of Your Health, Listen to Your Toenails

Toenails. Many people do their best to avoid thinking about them, and therefore do not monitor them closely enough. Some people with infected toenails are unaware of the condition, while others know full well but do their best to hide it. Discolored or chipped toenails are unsightly in summer sandals. However, our foot specialists know that they can also be an indication of a deeper problem.

You might be asking yourself: "Is this article like all the others out there regarding content?" If it made you think about your current strategy and how you are approaching content writing, then I would say the answer is "no."

I'm ready to go back to my roots, so I can convert more Web visitors. Is anyone else with me?