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There are a number of factors that impact your online success, from local visibility to backlinks to your reputation and more.

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Listings	Reviews
C	C
Social	Website
D	B

The "SECRET SAUCE" to Attracting More of the Cases and Clients You Want

by Tom Foster, Founder and CEO of Foster Web Marketing

I am about to share with you something that most law firms and businesses just don't get.

Yet, it's one of the oldest and most natural marketing known to man. And it's simple to do, way easier than competing for page one for any keyword lawyers naively think will get them all the cases.

It's also way less expensive than PPC. Plus, it's evergreen, meaning it won't lose relevance or "SEO juice" over time.

What is this miracle of which I speak?

First, understand that the TOP performing web clients understand and maintain that an effective and informative website will rank highly on search engine results when potential clients turn to the Internet for answers to their questions. High rankings for actual long-tail search terms lead to an increase in both the quantity and quality of the clients for the firm.

All of these top performers have one thing in common: they create great stories using past clients and cases as examples.

And by case story I don't mean, "\$300,000 verdict for truck accident victim," I mean the STORY of the case. No one watches Law & Order for the case amount. Sure, the verdict is the climax of the show, but viewers are in it



Top performing web clients have this one thing in common in achieving high rankings.

for the story leading up to that verdict. Even if you're not working on cases with the Special Victims Unit, you can still create engaging content that resonates with your audiences, connects with them on an emotional level, and ranks well for long-tailed keywords.

Check out this great example from Attorney Jim Dodson, edited for brevity:

"David was a normal 15-year-old who loved to ride his bike to and from school. Riding home this particular day was anything but normal. He had to pass through an area where construction trucks were coming and going across his path

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BACK TO BASICS: Why Great Content Is STILL the Most Important Tool in Your Marketing Toolbox

by Molly McCormick

Excellent content is crucial. It is the center of all marketing efforts; everything you do to market your business comes back to your content.

It's not just about having content—it's about having content that is structured correctly, provides valuable metadata, flows according to the users' needs, and **provides the right information at the right time in the most unobtrusive way possible.**

Without excellent content, all of the other things you do to market your business are ultimately going to fail you. Don't get me wrong—a great pay-per click campaign can drive tons of traffic to your website and provide valuable leads, but this is a short-term strategy with no lasting benefit. Content marketing is a long-term strategy that will provide ongoing SEO benefits by organically attracting new traffic and driving conversions.

Let's review how content impacts your overall marketing strategy.

Backlinks

Link building is one of the most important factors in search rankings, as it signals to search engines that your website contains trustworthy and useful information. Getting backlinks requires content that is worth linking to! That means your content has got to be *super* helpful.

There is a very low probability that you will naturally attract any backlinks without great content. Why would anyone want to link back to your site if it wasn't providing useful information? If you **do** somehow manage to get other sites organically linking back to your site without relevant content, you will be punished by search engines. Search engines have become increasingly stricter about weeding out bad links from good links. Google released the Penguin algorithm update in 2012 and recently released the Fred algorithm update, both of which targeted low-quality backlinks. For an ethical and effective way to earn backlinks, check out [publicity.ai](#).

Social Media

Social media marketing is ideal for connecting with your audience on a more personal level, but once your audience decides they like you, they need to know they can trust you. By



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sharing informative, authoritative, and engaging content, you can build a following of local, qualified prospective clients. Social media is a great place to share case stories, infographics, video content, or community-specific articles and blog posts. This kind of content will interest a wider demographic, not just people who need your services right now, which means your audience is more likely to engage with or share your post. You should be creating content to engage with your social media audience *and* creating content to serve those who are looking for more detailed, in-depth information.

Pro Tip: *Promoting your excellent content on social media is also one of the best ways to organically attract backlinks.*

PPC and Advertising

Using a Pay-Per-Click campaign to drive traffic to your home page is going to cost you. Online advertising platforms like Google and Facebook will charge more for ads that do not guide users to relevant information. The more pertinent and appropriate the content is in relation to the ad, the less you will spend. That's because search engines and social media sites want to deliver the most useful and engaging information to their users; if your ads are not guiding users to helpful information, it reflects poorly on the site overall. For example, a search for "steps to take after a truck accident" should take me to a page with—you guessed it—steps to take after a truck accident, **not** the page on your site that lists all the different case types you take.

Local SEO

Unfortunately, a lot of content that is "locally optimized" is often just very thin, keyword-stuffed content that doesn't actually help anyone and negatively impacts your search rankings.

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Neblett, Beard, & Arsenault

The attorneys at Neblett, Beard, & Arsenault, or NB&A for short, handle cases of all sizes. They have obtained one of the country's largest personal injury verdicts (\$1 billion), but they also represent car accident victims who suffered minor injuries. As impressive as their results are, there is a level of humanity that only storytelling—not numbers—can provide. Their compassion and empathy is apparent when reading through their case stories; from the largest case results to the smaller ones, it is clear that NB&A gives 100% for every client.

Why Are Case Stories So Effective?

Let's review some of the content in NB&A's case stories to identify what makes this type of content so valuable:

*"The collision had severely damaged the truck, trailer, and commercial lawn equipment that **he depended on to do his job** and provide for his family. His daughter's leukemia treatments were not covered by his health insurance, so **his ability to work was directly tied to her ability to get the treatment she needed.**" —Careless Driver Threatens Dad's Ability to Care for Family*

First and foremost, case stories show your audience that you understand how stressful, scary, and traumatic their situation is. Suffering an injury on the job or in a car accident does not just leave a client in pain, it can disrupt work, leave clients in financial straits, and directly impact their family. While **you** know this, someone who has just been injured may not. When users read NBA's content, they make a connection to the clients in the case stories.

*"Our client suffered severe back injuries in the accident and **underwent surgery for a disc bulge and spinal stenosis.** The neurosurgeon concluded that future **discectomy, spinal fusion, bone graft, and instrumentation surgery** may also be appropriate. Our client's pain was treated with **lumbar medial branch block injections...**" —18-Wheeler Collision On Interstate Permanently Injures Man*

But let's not overlook the second reason case stories are so valuable: *they are a goldmine for organic keywords.* Only someone who has suffered severe back injuries would be searching for information on "spinal stenosis," "discectomy," or "lumbar medial branch block injections." Since these injuries are congruent with a car or truck accident, it is safe to assume most of the search traffic for these keywords will come from accident victims.



As impressive as Neblett, Beard, & Arsenault's results are, there is a level of humanity that only storytelling—not numbers—can provide.

*"Over the course of her case, **David deployed numerous experts**, including accident reconstructionists, mechanical engineers, vocational rehabilitation experts, economists, and others...**Her case settled in mediation for \$700,000**, which included her lost wages, medical bills, and lost earning capacity." —Woman in Pain and Unable to Work After Rear-End Collision*

The third way case stories provide value is by establishing your dedication and abilities as an attorney. Case stories give you the chance to brag about yourself without sounding pretentious. You are telling the story of what happened, which is the perfect opportunity to share your strategies, talk about the outcome of the case, and show your audience how fantastic you are.



Want well-written, engaging case stories, but don't have the time to do it yourself? Our team of professional content writers will often interview attorneys about their most successful cases, and then ghost-write success stories on their behalf. Visit fosterwebmarketing.com/content to learn about content packages.

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along the sidewalk. As David approached the exit area, he didn't realize a truck was exiting until the last second. He swerved to his right to avoid and somehow ended up partially under the rear wheel of the truck.

A construction trailer had been parked so that it partially blocked the view of the sidewalk for drivers as they exited the lot.

Unfortunately, in the end doctors performed an amputation of his leg above the knee. David [spent] almost 4 months recuperating and undergoing rehabilitation with his new prosthetic leg.

After David's discharge from the hospital, he was extremely limited in his activities. He was particularly affected by his inability to run, walk on uneven surfaces, climb a ladder, or get in and out of the rear seat of a vehicle. He couldn't even swim.

A lawsuit was filed. In addition to the calculation of David's substantial medical bills, he was evaluated by a vocational and

People are interested in the STORY of your case. Create engaging content that resonates with your audiences, connects with them on an emotional level, and ranks well for long-tailed keywords.

life care planner, particularly in regard to his future medical needs. An economist was hired to project those needs into the future so their present value calculation could be made.

Ultimately, David's case was settled before trial and David set about to rebuild his life. David was fortunate the circumstances of

his accident involved entities with sufficient insurance to provide for his medical needs in the future, make the accommodations he needed for living as normally as possible and for him to receive the compensation he deserved for his grave injuries.”

Not only is this story able to highlight Jim's dedication and skill as an attorney, but it is gripping, emotional, and genuine. Storytelling WORKS.

So look at your case results and tell me if they are interesting even to you. Do they need an expert's help? Visit fosterwebmarketing.com/content to find out how we can help create case stories that will convert your readers into clients.



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However, creating excellent content that addresses topics specific to your local audience is a *great* way to target people in your community and provide the information they need. This is another instance in which case stories can be amazingly effective content. With a case story, you don't need to force the local keywords; they will naturally work their way in. With case stories you'll not only be able to make an emotional connection with your audience, but you can effectively explain the legal process in similar cases and show your audience that real people in their community are getting real results.

Follow-Up Processes

It's absolutely crucial to follow up with your leads and stay top of mind. By creating “what to expect” articles or answering frequently asked questions, you can remind your prospects that you are the only choice. Driving traffic back to your website through email campaigns will not only reiterate the value of working with your firm, but it will improve your search rankings over all.

Website Architecture

Let's correct a common misconception. Your design should not dictate your content; instead, *your content should guide your design!* Information architecture is the structure of information that makes websites *findable* and *usable*—two very important features. Websites need to be wireframed to guide a user intuitively through the content; this ensures that information is presented in a logical sequence. Content must guide the architecture of your website, or else you will lead users down a confusing, poorly mapped road, and they will surely abandon your website.

Creating excellent, well structured content is a bigger project than most anticipate! And it's not something you can “set and forget,” you need to audit your content regularly to make sure the information is up-to-date and accurate. Do you need help creating a content strategy or cleaning up the content on your site? Visit fosterwebmarketing.com/content to learn about FWM content packages. 🌐