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HOW YOUR PRACTICE CAN ADJUST DURING THE CORONAVIRUS PANDEMIC

As the landscape of the American workforce changes, businesses must find ways to adjust. How can you provide services that are in demand?



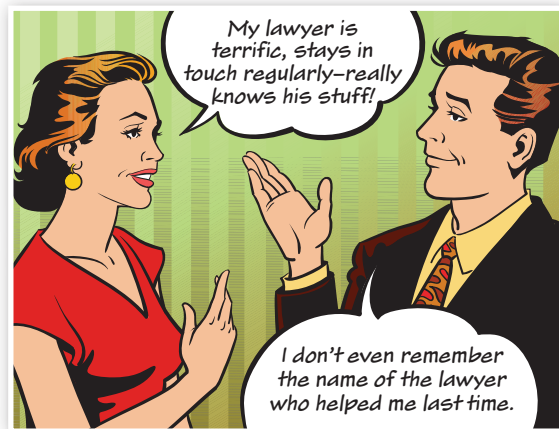
We can help you expand into a new practice area that serves the needs of your clients RIGHT NOW.

Visit www.FWM.tips to schedule a time to talk about your goals and immediate needs. We'll help you develop a plan to keep your practice moving forward. We all have to adjust to the new normal and find our footing as best we can. We're here to help!

Clients First

by Tom Foster, Founder | CEO

NOTE: This article was stopped and started many times due to the Coronavirus Pandemic that has drastically impacted and affected the globe in every possible way. I don't want to appear insensitive, and when this hits your mailbox, who knows what the status of the world will be, let alone our everyday lives. I wish you, your family, your staff, your clients, and their families all the best while we jointly deal with and combat this global pandemic. I am confident we will come out on the other side of this—albeit hurt, injured, scarred—better and stronger than we were before. Take care of yourself.



The relationship lawyers have with their clients is unique and special. It's beyond a standard business transaction, so your clients want to hear from you.

—Tom

One of the really important decisions we made this year for FWM was to focus on what got us here—our clients.

For the last 20 years, FWM has enjoyed sustained growth in a tough, competitive market by focusing almost exclusively on lawyers. I've truly enjoyed the relationships that I have personally cultivated over the years with many of you. Over the past year, I have done more personal coaching than ever, strategy calls, and implemented and delivered marketing growth plans to great success. This isn't tooting my own horn—I give most of the credit to my brilliant marketing team for helping me create the Marketing Growth Plan and then to my clients for actually implementing it. (If you haven't started implementing our Marketing Growth Plan, you should do so right now by going to FWMGrowth.com.)

What I'm getting at here is that we as business owners need to appreciate, nurture, and love our current and existing clients instead of always looking for new clients, customers, or patients to replace them.

To be fair, I don't think any of us do it intentionally. I don't think anyone wakes up and thinks, "I don't want my current clients. I want to replace them all with new ones."

Most of us are just trying to grow our businesses and pay the bills. Fighting to live on the first page of Google isn't necessarily ignoring your clients (especially if it is for your own name and firm name!), but if you're ONLY focusing on page one ranking, you're sabotaging yourself!

Some of you think that you're bothering your clients by reaching out to them. But my intent here, as it is when I am coaching my clients, is to shift your mindset. **Nurturing** your list of past and current clients, friends, and family is not bothering them! It's relationship building that most clients appreciate!

The relationship lawyers have with their clients is unique and special. It's beyond a standard business transaction, so your clients want to hear from you.

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What Did Google Do With My REVIEW STARS?



You may have already noticed that the search results for your law firm or medical practice no longer look like the image below. See the stars and rating information, just under the page link?

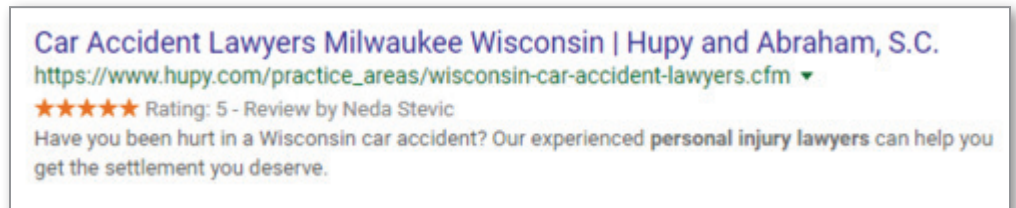
Google announced in September 2019 that it would start disabling these kinds of rich review snippets for some types of pages, but not others. Now, in 2020, these changes should be in effect for most—if not all—categories of pages affected.

Why Did Attorneys and Doctors Lose Rich Review Snippets in Search?

Why, though? Google stated that these changes are intended to cut out reviews that can be perceived as “self-serving,” which it defines like this:

"We call reviews "self-serving" when a review about entity A is placed on the website of entity A—either directly in their markup or via an embedded 3rd party widget."

Under that definition, rich review snippets for many local businesses and organizations—like our attorney and doctor clients—are out. Meanwhile, review stars continue to display for



Google Search Result for Law Firm Website

other kinds of search results, like specific recipes and individual products.

It might sound arbitrary at first, but Google’s logic here isn’t to “punish” law firms, medical practices, and similar businesses. Instead, the idea is to make rich review snippets more specific and meaningful for its users.

It’s a little frustrating to lose the enriched search results, but there is nothing that you need to do now that the changes have rolled out. Remember that Google makes changes to the way its search results are displayed all the time. This is just the latest tweak, and there’s nothing you need to worry about on your end.

Even if you and your marketing team have used review schema heavily in the past, you don’t have to remove it from your website’s code or take any other action. Google has already stated that it doesn’t plan to penalize sites that use review schema. Instead, the company is simply no longer using that subset of schema to augment its search results.

Want to take advantage of more features that enhance the search results people see for your firm? Make sure you’re doing it right—and for the right reasons! Give FWM a call at **888.886.0939**, or visit FWMdesign.com to upgrade your website’s performance. 🌐



Get Your **WHOLE MARKETING MACHINE** Going!



James Roswold

Need a great example of what happens when you get the whole “marketing machine” working for you? James Roswold is a well-known attorney in the Kansas City area and someone we love working with. A while back, he invested in a freshly redesigned website for his law firm, Kansas City Accident Injury Attorneys (KCAIA). But he didn’t stop there. The real magic happened for KCAIA because he and his team fit the right pieces together to build a foundation for long-term success.

1 Review Generation

KCAIA’s secret to positive review generation is simple: they ask for them! Anissa Fritz, KCAIA’s marketing lead, asks for feedback and invites clients to leave reviews as a routine part of their communication, so their review generation never loses steam. As a result, KCAIA brings in 15 new 5-star reviews each month, on average. They currently have 366 Google Reviews in total, with over 250 five-star reviews promoted on their homepage.

In March 2020, Google temporarily disabled comments and reviews to focus on getting business information up-to-date in the midst of the coronavirus pandemic. This is only a temporary measure, and once reviews are enabled, you should be implementing your own review strategy!

2 Google Local Pack

People typically see Google’s “Local Pack” results before they see any other search results. This is huge. Great reviews, local listing management, and a modern website are the kinds of big quality signals you need to get there, and KCAIA has nailed it. Do a simple Google search for any practice area KCAIA has—try Car Accident Attorney Kansas City, MO or Motorcycle Accident Lawyer Kansas City, MO—and you’ll see how they dominate. (See Figure 1.)

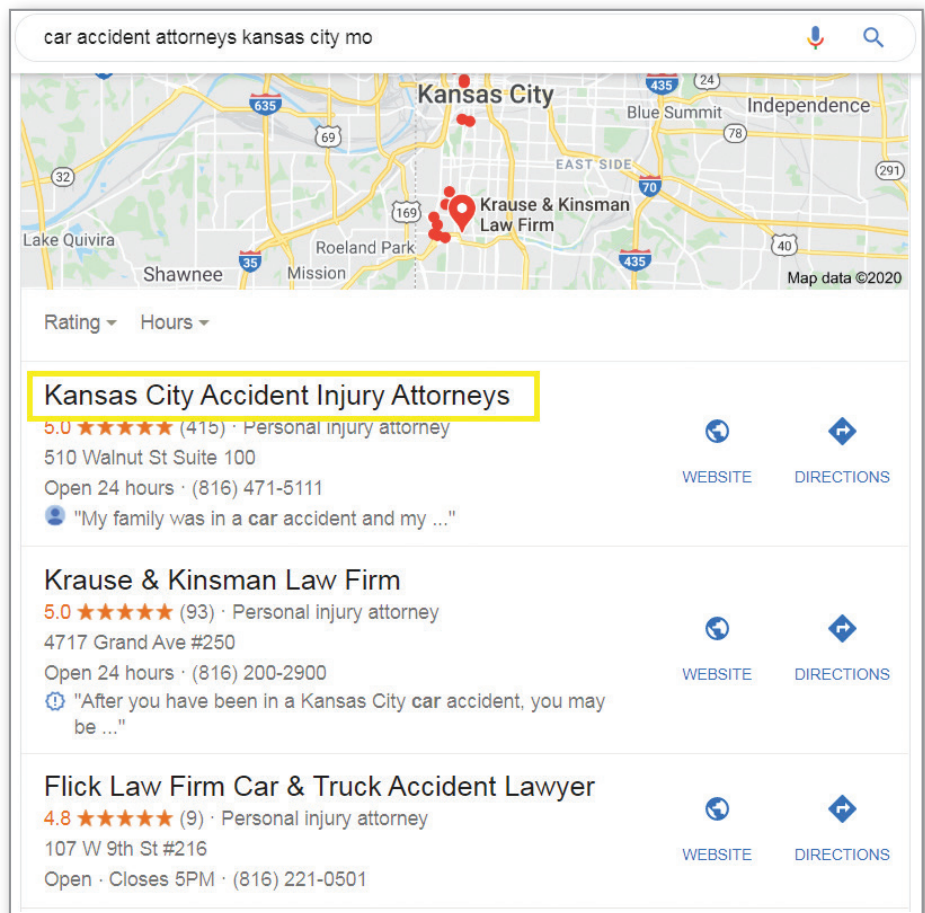


Figure 1: Car Accident Attorneys Kansas City MO Google Search Result

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Clients First

If you've ever thought (or been convinced by pay-per-click bandits or other colleagues that peer pressure you into it) that new clients are searching for "Injury Attorney Atlanta," it's time to set the record straight: that's not where your best cases are coming from. When desperate lawyers spend nearly all their time, energy, and resources on capturing the attention of those who don't know them, it comes at the great cost of virtually ignoring those they have served and helped for months or sometimes years.

I've hired estate planners, tax, business, litigation, and other kinds of lawyers. I hire you. And so, in part, this is from a client's point of view. In each of these requirements of legal consultation, what do you think I did? Did I go to Google and type in "virginia estate planning attorney"?

Hell no. That never crossed my mind.

Why? Because I know lawyers. So I asked them who they would recommend, or I asked a friend who'd hired an attorney because this is truly and honestly how the world still works. Regardless of what the PPC specialist is trying to sell you because it serves them.

Yeah, that's still the way the world works. Unless you're a class action lawyer trying to get every hernia mesh case, very few great clients actually find you on page one and hire you because you're on page one for stupid keywords, but for some reason, lots of lawyers think that's all it takes.

The message here is simple and doesn't cost you anything: take care of your list and your existing clients. Communicate frequently through email, social media, and direct mail. Your list will refer you the best clients and cases. Once you have all that working in overdrive, then play with PPC and everything else you can do.

If you want a strategic way to carry this out, let me help you. That's what I love to do. I love helping my clients become successful and stopping them from doing things that cost them billings and clients (like addiction to PPC or page one). It doesn't cost you anything to talk to me and get coaching—there's no trick here—no bait and switch. Send me an email now at tomfoster@fosterwebmarketing.com to set up a zoom call, and let's get started on stopping the bleeding. 🌐

Wishing you the best success with your marketing,



P.S. Check out our "World of Marketing" podcast to learn how the smartest marketers are doing "the basics" at FWMpodcast.com.

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Get Your Whole Marketing Machine Going!

3 Ongoing Software, Services, and Strategy

KCAIA has been a longtime client, working with the FWM team for ongoing services like monthly content creation, SEO optimization, strategic planning, and more. They also maintain a DSS Pro license that streamlines many of their marketing tasks. All the moving parts of their strategy—on our end and theirs—work together for the firm's benefit, so it's easy to "explode" a smaller win into something big.

What Happens When It Works Together

Since we launched KCAIA's redesigned website, the firm's leads have improved significantly, and their organic traffic has increased by 46.79%. (See *Figure 2*.)

It just goes to show that, when you have it all working for

Default Channel Grouping	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	34.37% ↑ 30,399 vs 22,624	34.62% ↑ 30,285 vs 22,496	34.58% ↑ 33,406 vs 24,822
1. Organic Search			
Jun 11, 2019 - Sep 23, 2019	25,629 (84.19%)	25,530 (84.30%)	28,238 (84.53%)
Feb 26, 2019 - Jun 10, 2019	17,460 (76.84%)	17,294 (76.88%)	19,222 (77.44%)
% Change	46.79%	47.62%	46.90%

Figure 2: KCAIA Organic Traffic Increase After Website Redesign

you, those keyword hits and Page One results often happen naturally—and you're far better prepared to really USE the wins you earn.

Want to lay a stronger foundation for your law firm? Need more "gas in the tank" to make it happen? Visit FWMAnalysis.com or give my team a call at **888.886.0939**. 🌐