



**FOSTER**  
WEB MARKETING

# Killer Website Marketing System for Attorneys

phone (888) 886-0939 • [www.fosterwebmarketing.com](http://www.fosterwebmarketing.com)

Volume 5, Issue 5

May 2012

## Inside This Issue

Don't Get Pecked By the Penguin	1
Staff Spotlight: Jonny Asmar	2
How To Flush Your Marketing Dollars Down The Drain Faster than You Can Spell "Adwords."	3
Four Ways to Ensure Customer Loyalty	4

You can always read, download and sign up for our newsletter at [www.FWMnewsletter.com](http://www.FWMnewsletter.com)

*“Tom and his team were able to create a clean, simple, beautifully designed site that I absolutely love!”*



**Gerry Oginski**  
Oginski-Law.com

Check out [www.FosterWebSuccess.com](http://www.FosterWebSuccess.com) to hear what our lawyers have to say about us!

## Don't Get Pecked By the Penguin

*Have you been spamming Google? If so, you might get punished.*

Google released its latest algorithm update on April 24th, which is designed with a specific goal in mind—to target websites that are violating Google's policies. Not playing by Google's rules might not be a crime, but you better believe there is a stiff penalty for it. If Google feels that you are engaging in spam, say goodbye to a lot of your website traffic.

A little less than a week ago, Google rolled out a change to its algorithm, which has been termed the Penguin Update. Originally, the update was referred to as the over-optimization penalty, but it goes well beyond that. In addition to targeting websites that practice questionable search engine optimization (SEO) tactics, such as keyword stuffing and hidden text, Google is also looking at the links that are pointing to a website.

### Links to Avoid

The links you should be avoiding haven't changed all too much following the Penguin Update, but they are worth mentioning. Below is a short list of links to stay far away from:

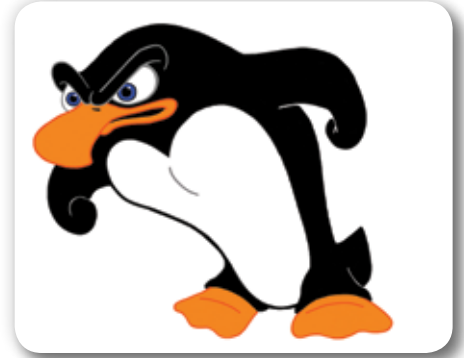
- **Junky directories:** In the past, online directories were the way to go to get links fast—it didn't matter if the directories were questionable. Not anymore. However, industry-specific and other relevant directories are still okay, such as Nolo, Justia and Avvo.
- **Article marketing websites:** If you are still submitting articles to article marketing websites, it is time to stop. That technique no longer works.
- **Link networks:** Link networks are also a thing of the past and should be avoided. Don't get involved in a link network.
- **“Spammy” websites:** Google is paying attention to what websites are linking to yours. Don't position yourself with websites that Google considers to be spammers. You will be guilty based on association.

Basically, Google wants your links to be natural and to make sense. If it appears that you are trying to manipulate the system by using artificial links, your website could be hurt.

### Your Relationship With Google

What you have to always remember about Google is that they don't owe you anything. They are a business, just like your firm, and including you in their index is a privilege. It is not your right to be included. So, be sure to play by Google's rules. 🐧

*If you are looking for help with Web marketing, contact one of our SEO experts today at 888.886.0939. We focus on attorney search engine marketing and can help you.*



*In addition to targeting websites that practice questionable search engine optimization (SEO) tactics, such as keyword stuffing and hidden text, Google is also looking at the links that are pointing to a website.*



## Killer Website Marketing System for Attorneys

FOSTER WEB MARKETING

Foster Web Marketing  
10555 Main Street, Suite 470  
Fairfax, Virginia 22030

Toll free: (888) 886-0939  
DSS: (886) 998-8999  
Fax: (703) 997-1309  
www.fosterwebmarketing.com



DYNAMIC SELF-SYNDICATION  
ATTRACTION | CONVERSION | RETENTION

## WHAT'S NEW IN DSS?

### Expanded Google Analytics data in DSS

We've added your top 5 landing pages to your Dashboard, so can see at a glance your most popular content.

**Are you using the author tag feature to tag your website's content?** You should be! And if your email address is different from your website domain, we've added code to the author tag that links your Google+ profile to your content so you have a better chance of seeing your picture in the Google search results.

**New and improved pagination on DSS pages** – we've overhauled the summary pages for library, FAQ, blog and news. Instead of loading a library summary page that lists links to all of your articles (and takes forever to load!) we've added pagination. And not just any pagination, but fast-as-lightening totally optimized pagination. Now on all of your content summary pages users will have a fast-loading page that displays your content in order of the date it was last added. It's all about speed and freshness, baby!

Reminder – don't forget to use the awesome email follow-up campaign functionality in DSS! Make sure you are nurturing ALL of your leads that come in from your website.

Stay up to date on the latest and greatest from DSS by following us on



[www.Facebook.com/DynamicSelfService](http://www.Facebook.com/DynamicSelfService)



[www.Twitter.com/FWM\\_DSS](http://www.Twitter.com/FWM_DSS)

## If You Could Have My Web, Marketing, SEO, Social Media, PPC and Video Team spend over 20 hours PERSONALLY TRAINING YOU to Make Sure Your Web Marketing Would be 3x-10x MORE Effective...Would You Do It?

Go to [FWMAcademy.com](http://FWMAcademy.com) for more information and see if this is something that you can use to radically change the effectiveness of your marketing!



## STAFF SPOTLIGHT



### Staff Spotlight: Jonny Asmar

*When it comes to how your website looks and runs, who is the man behind the curtain?* For many Foster clients, the answer is front-end developer Jonny Asmar, who spends his days developing attorney websites, finding the best ways to integrate DSS into their pages, and optimizing their performance.

Asmar, who was born and raised in Virginia, fell in love with web development not long after getting his first PC at the age of 12. Encouraged and supported by his Iraqi immigrant parents, Jonny was developing websites professionally by age 15 and running his own company with a friend by the time he was a senior in high school. What does he love most about website development? "It's an extremely rewarding feeling to put together a website that's going to serve as the face of an organization. It's also great to be involved in an industry that's always changing and offering new and improved ways to accomplish things. I live for those 'Aha!' moments."

Outside of the office, Jonny loves spending time with his niece and nephew – to whom he plays a big brother role – as well as with the rest of his tight-knit family. When he's not hanging out with his parents or siblings, you can find him geeking out playing video games, listening to live music, or reading about philosophy, science, and religious theory. Currently, he's building a search engine based on the human thought process and collective consciousness – but aren't we all?

**What does Jonny love most about his job at Foster?** "We don't just build websites. As much of a developer as I am at heart, I'm a big-picture kind of guy. Our sites would be nothing without all of the fantastic marketing work we do to back it up. It gives us content to actually present on the beautiful sites we build. We really put in the extra effort to present our clients as the top authority in their respective fields." 🌐

# How To Flush Your Marketing Dollars Down The Drain Faster than You Can Spell "Adwords."

*You can't read about online attorney marketing for too long before reading about Pay-Per-Click (PPC) advertising.*

It's utilized by the majority of big dumb law firms at one point or another, and it's a surefire way of getting onto page one of Google as a sponsored link. But is a PPC campaign the best way to spend your advertising dollars? In truth, the answer depends on your unique needs and the goal of your overall marketing strategy.



*Let's take a closer look at the pros and cons:*

## **Pros: Pay-per-click advertising is easy, targeted, and highly controllable.**

Setting up a pay-per-click campaign only takes a few minutes of your time, especially if you've already done some solid keyword research. As soon as you've set up your campaign, your ad will appear at the top of the page when someone searches for a keyword that you've purchased. And the ad only costs you money when someone clicks on it and visits your website. If you don't have a strong internet presence established, or if you are new to the industry or area, it can help you immediately target potential clients while keeping within a set budget.

## **Cons: Pay-per-click advertising can be expensive, short-term, and less effective than SEO.**

Unfortunately, attorney-related keywords are extremely expensive, and getting the keywords that you want is often cost-prohibitive. When it comes to law firms, getting enough good cases from your PPC campaign to make it worthwhile is difficult. At the same time, even though you appear on the first page of Google, only about 15 percent of all search engine users click on sponsored links. The top organic search engine results – the one that is there for free – will get the majority of hits. In addition, PPC campaigns are fleeting. Once your campaign ends, so does your great traffic. With an SEO website, your traffic will only increase over time.

## **PPC campaigns should be a piece of the puzzle, not the whole puzzle**

The biggest mistake attorneys make with PPC advertising is putting too much money into it or making it too much of their overall marketing campaign. To learn more about how to create a diverse, successful online marketing strategy, give us a call and let's sit down and talk.

If you need help with your PPC campaigns, we have a few companies that we endorse and are good for attorneys and have a proven track record. Please go to [FWMPPC.com](http://FWMPPC.com) if you are interested. 🌐

## FAQ



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Folliard of the Fairfax Video Studio.

## **Q: What is that floating "Share" button on my site and what is it for?**

**A:** *Share buttons are a social marketing tool that allows your readers to quickly and easily share what they've been reading with their friends and followers on the internet.* With one click of a share button, your website visitors can "Like" your page on Facebook, +1 your page on Google+, or tweet about your article on Twitter. Take a look at any major news site or even your favorite blog: chances are that they have share buttons too, and with good reason.

What's so great about the share button? Providing an easy way for readers to let others know they're visiting your site is key to spreading the word about your business,

increasing your traffic, and promoting new articles, videos, and web content. Unlike other online marketing strategies, like buttons and share buttons don't just get your website "out there," they start a conversation about your content and why it is important or interesting. You're letting your readers advertise for you – in a way that is effortless and cost effective.

### **Feeling doubtful that share buttons really work?**

A recent study by SEO company BrightEdge found that web pages with just a Twitter share button receive seven times more links than pages without an easy way for users to click and share. Makes you feel like sharing, doesn't it? 🌐





# Four Ways to Ensure Customer Loyalty

*If someone asks a former client of yours if they know a great attorney, will they remember your name? Will they send the questioner over to your website, jot down your phone number, or give directions to your office? Will they tell a great story about their experience?*

You've been trained to provide great legal services and win cases, but a vital part of your job as a successful attorney is to engender lasting client loyalty and get referrals. Where do you start?

**1 Provide great customer service.** Having a satisfying interaction with customer service is a rare bird these days, and absolutely everyone remembers when they have a helpful, personal, and kind interaction with a company. Some of the most successful companies in the world today are those that put customer service first – and that's no accident. Even if someone who calls or drops in doesn't immediately become a client, he or she may remember you for a long time if you leave the right impression.

**2 Start a human relationship.** Connecting with your clients on a personal level isn't just good for customer loyalty, it will also help you

best understand your client's legal needs. This client relationship goes beyond



*Connecting with your clients on a personal level isn't just good for customer loyalty, it will also help you best understand your client's legal needs.*

asking what they are doing on the weekend – it's about listening to what your clients want and understanding who they are.

**3 Don't disappear after the legal service is complete.** If you want

former clients to remember your name, keep reminding them of who you are and what services you provide. Accomplish this through online social networking, hard copy newsletters, and other friendly marketing campaigns.

**4 Get results.** When it comes down to it, your clients will remember whether or not you did what you said you would and whether they got what they asked for. Even if a case doesn't turn out as planned, clients will know if you did everything that you could – and everything you said you would.

Especially in these days of social marketing and online reviews, creating long-term and loyal customers is imperative for your law office. Many attorneys focus far too much time and money on getting new clients when the best way to ensure future business is through the proper treatment of your current (and past) customers. 🌐

## FAQ



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Folliard of the Fairfax Video Studio.

## Q: Why should I upgrade my site AGAIN?

**A:** Listen to two of our best performing solo practice clients and what they have experienced after their upgrade. You should know that they have both been through **THREE UPGRADES!** The world changes while you sleep and the Internet changes by the second, don't blame us for that, we are just trying to keep you in the game!

The fact of the matter is that our clients who have switched from a **V1.0 to a V2.0 Warp Drive** site have seen immediate gains and love their quicker, cleaner sites that can use every aspect of DSS flawlessly.

Check out what Richmond, VA DUI and Traffic Attorney Bob Battle and New York Medical Malpractice Attorney Gerry Oginski have to say by viewing their testimonial videos:



<http://bit.ly/L7Zv2c> · Scan me with your smartphone!



<http://bit.ly/JQylug> · Scan me with your smartphone!

