



**FOSTER**  
WEB MARKETING

# Killer Website Marketing System for Attorneys

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THE GREAT LEGAL MARKETING  
**NO SMART LAWYER LEFT BEHIND**  
**ONE-DAY RESCUE MISSION**

[www.GLMRescueMission.com](http://www.GLMRescueMission.com)  
THURSDAY, DECEMBER 2, 2010  
CHICAGO, ILLINOIS



## Your Website Launched, But That Means the Race Has Just Begun

*When your website launches, it is an exciting time. The possibilities are endless—you are about to go on a journey very much like some of the largest, most complex and rewarding cases you have handled. Perhaps this experience will be quite different than anything you have done before.*

*We find that many clients after their websites launch think that they have crossed the finish line and that cases should be rolling in.* That's why I felt like I should take a moment to discuss what you should expect.

*First, let's look at some of the most common misconceptions:*

- 1 "As soon as I launch my website, I should be on page one of Google!"
- 2 "I just launched, now my phone should be ringing off the hook!"
- 3 "I have a FWM website now, that's all I need to be competitive."
- 4 "I am blogging my &\*^%\$ off and am getting nothing."
- 5 "I know I was supposed to \_\_\_\_\_, but I can cut some corners and not worry about it."

Any of these sound familiar? Probably, and one reason may be because there was not a search engine marketing section on the Bar Exam. That's okay, because it's why you hired the Foster Web Marketing team!

**Success Doesn't Happen Overnight**  
*While it sure would be great to be able to deliver immediate results, it just doesn't work that way.* The fact is that a successful online strategy takes time and understanding of ALL of the variables. It is our responsibility to stay one step ahead of the technology curve and provide that insight to you, our client.

One piece of insight, which is particularly important, is to properly manage expectations. As we said, a successful website takes time. To use an old and faithful, yet applicable cliché, it is a marathon not a sprint. To use an analogy,

*continued on page 4*

## WHAT HAVE WE DONE FOR YOU LATELY?

**Breaking news related to your area of law? We can help you get media exposure and attract cases!**

*When a news story breaks that relates to one of your practice areas, you need to act fast.* Prompt action will not only put you at the forefront online, it will also catch the attention of the media as the story develops. Our DART program has enabled clients to get noticed by major media outlets, including The Wall Street Journal, Associated Press and Huffington Post, as well as numerous local radio stations. When you are interviewed by reporters or quoted in highly recognized publications, it gets your name out there and builds your credibility!

That's not the only benefit of the DART program. It also gives you the chance of attracting more cases relating to a specific event.

*Call us today at 888.886.0939 for additional details.*



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**Killer Website  
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FWM has over 10 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 keywords, FWM clients achieve high search rankings with 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.*

- 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 E-Zine with valuable tips, client spotlights, and inspiring success stories.

**Pro – “I'd Like a Little Help”** *This is the first level where you get articles and SEO help directly from us. Same as Basic, PLUS:*

- Optimized content added to DSS site, which includes articles, news items, and blogs.
- Link building through targeted and focused effort to improve search engine and Google local rankings for your top keywords, plus optimized inbound links.
- Group monthly web marketing calls which will have 5-10 non-competing FWM clients for a one-hour consultation, moderated by a FWM Web Marketing Coach.
- Enhanced Video Marketing. Video goes viral after being added to YouTube, Yahoo Video, Daily Motion, and others.

**Deluxe – “Done 4 You”** *FWM becomes your marketing force. We add even more content, assist with conversions, headline and landing page copywriting. You get all the above, PLUS*

- 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
- Weekly analytics monitoring done by FWM using Google analytics.
- 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.**



# No More Procrastinating! Create a Content Calendar & Start Updating Your Website

***You have a calendar to manage your client meetings, conference calls, doctor appointments and other events. Why not incorporate content writing into your calendar?***

You have to continuously add fresh and interesting content to your website. Not only will content help search engines find your website, content is also one of the factors that will cause your Web visitors to pick up the phone and call you or fill out your contact form.

## 1 Set Some Content Goals

Simply creating a website with a few pages is not enough. Actually, it is not even close to being enough. ***Ideally, you need to be adding a***

***mix of 10 new articles, blog entries, news updates and frequently asked questions every month.*** If you can add more, that should get you better results with your Internet marketing campaign.

Everyone is busy, so using that as an excuse isn't going to work. If you are currently not in the habit of updating your website, it is time to add content writing to your calendar.

## 2 Put It On the Calendar

***Writing doesn't have to take long.*** Figure out your most “creative hours.” Those are the times of day where ideas seem to flow freely, when you are not overly tired or bogged

down with other work. When you figure out your best writing time, put it on your calendar. Block out the amount of minutes or hours you feel it is going to take you to get the work done. Maybe Tuesday or Thursday mornings work best for you. It doesn't really

matter, you just have to get something on the calendar!

## 3 Start Writing

***Once you have set the dates and time, stick with them.*** Grab your laptop and notes and head out to a quiet

location to write. After you have finished your content, loading everything into DSS is a piece of cake. It will only take you minutes.

Of course, not everyone is a skilled writer. If you find writing to be difficult and an activity that you dread, don't fear! We can help. Our talented team of writers will create amazing content on your behalf. We have various content plans to choose from that will meet your needs. For more information, call us today at 888.886.0939. 🌐

***If you are currently writing your own content and would like a free content review that includes detailed advice on what you can do to improve, let us know!***



*My name is Eiman Sharmin, and yes I am the little guy, the*

*one with BIG dreams—you know who I am.* So, I was a family law attorney a couple of years ago and wasn't all that happy about it, but I thought, what am I going to do? I don't have a billion dollars to jump all over the television and radio with "the you know who," (I know you have one in your market too).

*One day I started to search the Internet, and found this guy Ben Glass, Mr. Marketing for Lawyers.* I bought into his philosophy, lock stock and two smoking barrels. I wrote a book, started developing a herd, and got with Tom Foster etc., etc., you know the whole shebang.

*To be honest I wasn't all that happy at first.* In fact, I was going to sue Ken and Ben for their mustaches and then cross claim Tom for his beard. Seriously though, I wasn't all that happy, because I had like

300 pages on my website and it had been several months. I was not on the first page of Google or Moogole or any other kind of Ooogole.

The herd thing was taking too darn long...I was growing whiskers and no cases, no cash and no savings (I spent it paying my overhead and on a book, logo, website and so on).

had a policy limit's check.

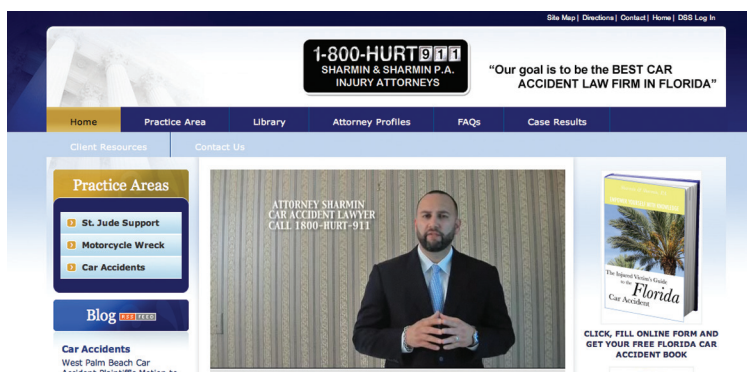
I started blowing up my website and realized that Tom's real edge comes from the "Foster Interface" (aka DSS). Yeah, that thing you log into to update your site. That thing is like the missing link, it's no different than Windows itself. Just like Windows made the personal computer

*The Formula that Tom has works, and here it is:*

- 1 Original content
- 2 Content in the form of blogs, articles, news, videos and FAQ's
- 3 A lot of it, what you lack in seniority you must make up for with volume

We are taking in about 2-4 cases a month from the site now, and that is perfect, because it keeps us alive and allows us some security, while we develop our herd. We are packing about 75-100 cases a year now, using Tom and Ben's system.

There is no one like this guy (Tom), so don't piss him off. Use the tools he gives you and you'll get the results you want. Simple. 🌐



*Sharmin & Sharmin P.A.'s website provides a steady stream of cases to the law firm each month, providing security as they develop their herd.*

*Then it happened one day. I received a call from a lady who had been in a car crash.* She found me on Google and said she loved the videos (Tom's "how-to," by the way). I signed her up and two weeks later I

accessible to the common man without the need to know programming language, Tom's "Foster Interface" puts the Internet in the palm of your hands without the need to know HTML code etc.,

## FAQ

### Q: My kids use Facebook and Twitter. Why is it important to my law firm?

**A:** As a lawyer, you need to pay attention to marketing trends. If you don't you are going to get crushed by your competition.

Facebook, Twitter and other social media websites are no longer for teenagers. Social media is how you can reach a wide audience with your marketing message. It is what will ultimately help you get the types of cases you want.

You know the importance of staying in front of your database, list, herd or whatever you want to call your group. These are the people who have shown interest in what you have to say. Social media provides you with the opportunity to demonstrate your expertise and vast knowledge, but it also gives people a rounded picture of who you are. Through social media, your potential clients will become familiar with your mannerisms, interests and personality. Really, they will see that you are more than just an attorney.

If you are not using social media to market your law firm, you need to start. Don't sit back while your competitors jump on the chance to steal your leads!



Tom Foster

# Google™ Instant—The Long Tail Keyword's Nemesis or Not?

**News hit in September that left many people thinking that the sky was falling, the world was ending, there was nowhere left to turn... Okay, we're definitely being a little too dramatic. What happened just a few weeks ago was that Google announced a new enhancement to its search engine—Google Instant.**

At first glance, Google Instant, also referred to as Instant Search, is somewhat alarming to Internet marketers who have been focusing on the long tail keyword, which is a targeted phrase that someone might use to search.

## What is Google Instant?

**Google Instant is designed to populate the search engine results page as you type.** For example, typing in "Dallas pers" will generate a list of Dallas personal injury lawyers. As you click away on your keyboard, Google will modify the search results. Supposedly, this enhancement to the search engine will save you time. Google has estimated that it will shave off anywhere from 2 to 5 seconds per search.

## Why are Marketers Concerned?

**The long tail has been a highly successful way for marketers to attract high quality traffic to their websites.** The conversion rate for long tail keywords is also high. Businesses have been able to use long tail keywords to rank well in search results, which has ultimately caused them to drive up sales.

One of the big concerns over Google Instant is that it could dramatically lower the amount of long tail keyword searches, since

people don't have to type in as much to find the information they are looking for.

## What Should You Do?

**Currently, we are looking at Google Instant as an opportunity.**

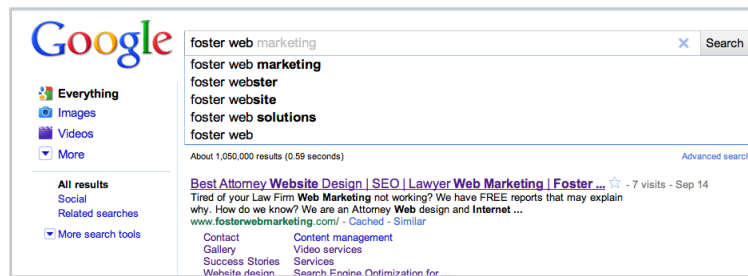
You now have the chance to rank for the first few words of your targeted keywords, such as "Florida workers' comp" (original long tail keyword was "Florida workers' comp claim denials").

Consequently, there are more keywords that your leads might use to find you.

There is a theory that the long tail keyword will continue to hold some value, as there will still be people who type in complete search phrases. If that ends up being the case, the quality of traffic generated from long tail keywords

will most likely be even stronger. That means you should still incorporate long tail keywords in your content, at least for the time being. 🌐

*At Foster Web Marketing, we stay up to date on the current trends in Internet marketing and search engine optimization. For assistance with your marketing campaign and content writing, contact us today at 888.886.0939.*



*With Google Instant, you now have the chance to rank for the first few words of your targeted keywords, such as "Florida workers' comp."*

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## Your Website Launched, But That Means the Race Has Just Begun

creating and launching a Web presence is like growing a garden. If you planted your seeds yesterday, you can go outside today and yell, kick and scream that you don't have a full crop yet, but it won't change anything. It is a waste of energy and resources. It will grow as long as you keep watering and tending to it. The longer you tend to the garden, the more it will produce!

## Be Sure to Take the Medicine We Prescribe

You have come to Foster Web Marketing because someone told you we were the best out there. You came to us because it hasn't worked for you anywhere else. **You have come to FWM so we could help, advise, and/or consult on how to market yourself online.** With all that being said, you better listen to the

prescription and take the medicine we are giving you.

We have more clients who fail simply because they make the choice to ignore proven methods, or simply want it to work on autopilot. That is simply not the case. Don't be another lawyer who failed online and blamed his or her Webmaster. It's old and nobody who is successful buys it. Online marketing is just harder work than you might think or be prepared to handle. 🌐

*If you have questions or want to find out more about our services, give us a call at 888.886.0939.*

*Dedicated to your success!*

**Tom**