



FOSTER
WEB MARKETING

Killer Website Marketing System for Attorneys

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You can always read, download and sign up for our newsletter at www.FWMnewsletter.com

Why DSS is the BEST Content Management System for Lawyers

Not all websites are alike, and here's why...

Here's a sneak peek of the DSS facelift we are currently working on!

A website is so much more than just a home for your firm on the Internet. It's 2011 and your website should be able to do way more than just tell potential clients where you went to law school. That is, *if they can find you in the first place.*

Your website should be at the core of your "sales" cycle. Searchers find your website because of your great content. They fill out contact forms for free books and offers. You track and manage a database of leads on the backend and follow up with each and every interested visitor. Can your website do all of that while you are in court, spending time with your family, or even on vacation?

There are many content management systems out there that allow users with average computer skills to add pages to their website, and some even provide templates for a quick and easy design. Yes, this will provide you a destination on the web, but it's missing some of the key elements that make your website a case-generating machine. DSS (Dynamic Self-Service) was created on a foundation of sound marketing principles that turn your web presence into a sales tool. Not only does DSS allow you to add pages, write blog posts, and upload video to your website, the backend helps you track and manage website visitors who turn into real cases.

WARP DRIVE

We are finally ready to announce our brand new, super fast, totally enhanced website designs!

Code name: WARP DRIVE.

Our new code is cleaner, faster and meets the highest standards of Google & Bing. A faster website leads to enhanced usability for your visitors and better rankings in search engines.

Contact us at 888-886-0939 today for more information!

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WHAT HAVE WE DONE FOR YOU LATELY?

Your DSS team has been busy over the last few months—and we finally realized that we needed to share the great updates we've made to DSS with our clients! *Here is the first—very long—list of changes you'll see in DSS right now.*

You can follow DSS on twitter to track the latest changes!

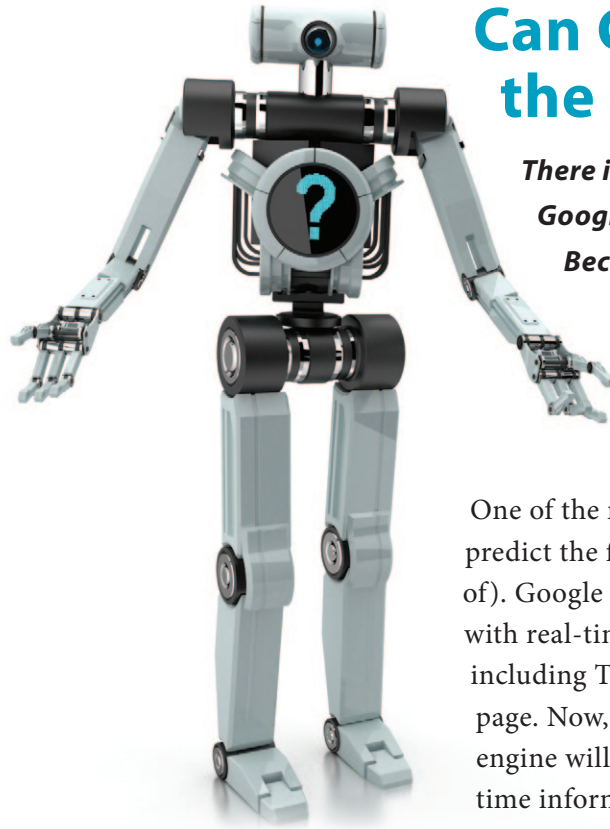
 twitter.com/FWM_DSS

• **Call Tracking Integration With Total Census.** If you have a trackable toll-free or local number from Total Census or The ROI Guy (this includes those of you who received a free toll-free number with your Foster Web Marketing website), you can now see details of these calls right in DSS. Not only that, but you can listen to recordings of your calls as well!

• **New Cutting-Edge Video Encoding In EVM!** This one is huge! We have subscribed - at no extra cost to you - to an industry-leading video encoding service used by companies like MTV, Hurley, PBS and others to handle the tricky task of video encoding. Their software can encode hundreds of video codec and container combinations and all popular source video formats including .mov, .avi, .wmv, .mp4, .3GP, .3G2, .mj2, .m4v, .flv, .mpg, .flv H.264, .flv VP6, .asf and more... wow!

• **New Social Media Share Buttons.** In our effort to continually improve, we replaced our Google +, Facebook and Twitter social share buttons. These buttons appear at the bottom of every page on your site. If you'd like them to also appear at the top of your content, shoot us an email at tickets@fosterwebmarketing.com and we'll take care of it for you. Over the next few weeks we'll be improving the styling of these buttons, so stay tuned for more updates. 🌐

If you have suggestions, questions or comments about DSS, head to www.MakeDSSBetter.com and let us know what you think!



Can Google Predict the Future?

There is a lot of speculation regarding Google's use of its massive data archives. Because they have amassed such a huge amount of data, they have proven they can predict events like flu outbreaks. How can you apply this your firm?

One of the many questions posed is—can Google predict the future? Believe it or not, it can (sort of). Google and other search engines have dabbled with real-time search, and, for a while, Google was including Twitter posts in the search engine results page. Now, with the creation of Google +, the search engine will continue to keep a close watch on real-time information.

The belief is that real-time results not only show what people are talking about at any given moment in time, but also give a glimpse into the future. Search engines can potentially use this information to determine people's intentions. They can track what people are doing online, which makes it possible to foretell the consequences of those actions based on the massive amount of data they have.

A couple of years ago, Google showed that it could predict flu outbreaks using search data. Fast forward to 2011, and it doesn't take a big stretch of the imagination to see that Google is getting more advanced in determining people's behaviors.

Think Like Google

Follow Google's lead by using data to predict the type of information your potential clients are looking for. Monitor what people are saying on Twitter, Facebook, and other social media websites.

You don't have to be a mind reader to know what's on your prospects' minds. They'll tell you in their Facebook posts and Twitter tweets. Then, incorporate this information into your content. Create blog posts, articles, and videos that address the topics that seem to be talked about the most among your target market.

If you need help developing content that will speak directly to your potential clients, contact us today. We have a team of writers and SEO specialists who can help you. 🌐

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Staff Spotlight: Austin Redding

Austin Redding is our Studio Manager at the Fairfax Video Studio. In addition to scheduling and preparing clients to be the best they can be on camera, Austin is a vital component of the sales and marketing process at the Studio. He manages leads through DSS, follows up with each and every one, manages the content of the website and social media sites, guides the writers to SEO excellence, and is even known to get on camera occasionally. He is a student of small business and an aspiring entrepreneur looking to soak up knowledge from each part of the Fairfax Video Studio. He understands the importance of video in today's search market and, even more, he understands how to guide clients to creating video that converts viewers into leads and cases.



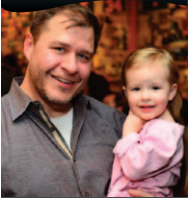
Austin is a vital component of the sales and marketing process at the Studio.

Austin's competitive spirit and discipline have helped make him a great addition to the team.

Austin was born and raised right here in Fairfax, VA. He played lacrosse in high school and college. That competitive spirit and discipline has helped make him a great addition to the team. In his free time, you can usually find him fishing, hunting, hiking, camping, and cheering on the Redskins and Capitals.

For more information about video, feel free to contact Austin at austin@fairfaxvideostudio.com.

FAQ



Tom Foster, pictured here with his daughter Maddie.

Photo by Jim Folliard of the Fairfax Video Studio.

Q: Should I blast out lots of content at once or slowly release it? What SEO advantages are there?

A: This question is one I hear often. Content is King and most likely always will be when it comes to web marketing. With that being said, you need to have a steady flow of content on your website. It is far better to slowly release your content (at least one item posting a day) than to blast out a ton of content at once.

Have you ever wondered how Google, Bing, and other search engines find web pages to include in their indexes? It has to do with a term referred to as "crawling."

According to Google, "crawling is the process by which Googlebot (Google's computer program) discovers new and updated pages to be added to the Google index." Other search engines have programs similar to the Googlebot that they also use to crawl the Internet.

The more often you update your website with fresh content, the better. That will only encourage search engines to continue to crawl your website for new content.

Creating content can become overwhelming. If you need help with your content, including videos, contact us today. We have many monthly plans available to meet your specific needs.



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Three Link Building Techniques for YouTube

Link building continues to be one of the most confusing aspects of web marketing. One SEO expert might tell you one thing about link building, while another will give you completely different advice. The good news is that link building is pretty straightforward when it comes to YouTube.

Whether you are a lawyer, doctor, or other business professional, there is absolutely no reason you shouldn't be taking advantage of online video. Videos help you convert more web visitors into contacts and increase the level of trust that consumers have in your business. But those benefits only scratch the surface of the power of online video. Videos have a significant impact on search engine optimization.

You can use YouTube to attract links to your website. The same SEO rules for attracting links to written content apply to videos. Below are some video link building techniques you can implement today:

1 Include links to your website in your video descriptions. When you load videos on YouTube, you should be creating optimized titles and descriptions. That basically means you need to use your targeted keywords. You should also include a link to your home page and a link to

Take these extra steps to ensure you are getting the most value out of your campaign.

the appropriate practice area page on your website in each and every video description.

2 Use social media. Even though most links on Twitter and other social media websites are considered “nofollow” (meaning you don't get “link juice”), they still draw people to your website. The goal of any SEO campaign is to increase website traffic, so don't hesitate to spread the word via your social network.

3 Make a video about someone else. Do you really want to get attention? If so, create a video for or about someone else. That person will be sure to link to you, and there is a strong chance that this person's network will also send links your way. 🌐

If you are already using videos in your web marketing, take these extra steps to ensure you are getting the most value out of your campaign. If you are not taking advantage of web video, then give us a call. We'll help you get started right away!

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Why DSS is the BEST Content Management System for Lawyers

Here are a few things I'll bet you didn't know DSS was capable of:

- **You can create offers and web forms with no knowledge whatsoever of HTML or CSS.** This is a crucial event in the conversion of a web visitor to a client, and DSS makes it very easy. Once you've created an offer, you can place it on every page of your website with just one click.
- There are lots of tools that

help you monitor website visitors as traffic sources, but **DSS will actually tell what keywords a visitor searched for when they downloaded or ordered your book.** This helps you identify strong areas and improve on others. You can sort your lists by what the visitor-turned-contact was interested in and measure your improvement on a monthly basis by generating reports at the click of a button.

- **Because video is so important these days, DSS has an advanced-yet-friendly video uploading tool.** Not only can you upload videos to your own website and assign them any page you like, you can have them sent to YouTube, the world's largest and most popular video hosting and sharing website, without any additional work. (According to Forrester research, video is 50 times more likely to

come up in search results than text content!) 🌐

If you are new to search engine marketing, pay close attention to the backend tools that your website provides. If you can't easily add content, track and manage leads, and upload video, you are wasting money. If you are looking for more information about DSS, give us a call anytime at 888-886-0939.

Dedicated to your success!

Tom