

5 Simple Ways Any Personal Injury Attorney Can Make Their Internet Marketing and Website Conversion Outrageously Successful For Less Than \$112 Per Month

SPECIAL REPORT: Especially prepared for GLM Attendees

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New Call Solutions™

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Great Legal Marketing Conference Attendee,

Like you I'm just getting back from The Great Legal Marketing Conference and I'm so excited to have met tons of great people who are enthusiastic about marketing their practice.

So instead of waiting around and do the normal follow up routine with folks, I thought I'd crank out this special report that will give you tremendous value and show you how you can easily multiply the number of quality case inquiries you get from your website.

Let me warn you – like you, I have a ton of stuff to do so I'm going to dive right into the content on this and I'm not stopping to clean up my typos or edit. This report is rough, no-holds-barred, off the hip writing designed to get right to the

HEART-OF-THE-MATTER when it comes to getting more results from your website.

The conference you just attended had TONS of great information. Of course the key to making the most of all of those outstanding ideas and strategies is to implement.

But a lot of times implementation is more difficult than it seems. You walk away from a conference with new motivation, great intentions to work on your marketing, upgrade your website and change your mindset, but when all is said and done you may resent the fact that you have to do ALL of this Internet Marketing stuff just to keep up.

If you're like a lot of attorneys I've worked with, you may just want to practice law and the marketing and sales side of your business is a necessary evil. And one of the most elusive marketing channels you have to work on is YOUR WEBSITE. (I think 3 out of every 5 attorneys I spoke with at the conference said "we need to work on our website.")

So here is my "\$64,000,000 Question" to you...

You're going to work on your website and do ALL of this KILLER Internet Marketing Stuff (SEO, PPC, Site development, YouTube Videos, Social Networking, Blogging) - **what is your ideal outcome from doing all of that internet marketing work?**

I think I know the answer...

**** When all is said and done you want more qualified traffic (visitors) coming to your website, getting on your email list, becoming your Facebook fan (herd building) and you want those people to convert to more qualified case inquiry calls coming to your intake/reception desk, and you want those phone calls converting to quality cases – right??****

More Visitors > More Fans > More Leads > More Calls (good cases) > More Cases

HERE IS THE BIG MYTH ABOUT LINKING YOUR INTERNET MARKETING EFFORT TO YOUR PHONES!! (pay close attention)

An estimated 70% of your prospective case inquiry calls start online and end up coming through your PHONE – meaning people go to Google or other sites, do their research and pick up the phone when they are ready to talk to an attorney.

If you are not tracking and recording this vital lead acquisition channel (internet-to-phone) you are missing tremendous opportunities to leverage your internet marketing to get more quality calls and visitors to your site(s).

WARNING: Most professional service businesses do not track this OR track this the WRONG way...

Simply putting a tracking phone number on your website to track and record calls coming from your website is NOT GOOD ENOUGH.

Here's why...

Because the Internet has hundreds/thousands of potential sources from which qualified prospects can find out about your practice you need to be able to identify precisely which sources (referring websites, keyword terms and web pages lead to a phone call).

Putting a static tracking phone number on your website will tell you how many calls your website is producing, but it will not tell you what keyword terms, search engines or social networking sites produced those “calling visitors.”

So what's the answer???

Well we can't use a unique tracking phone number for every potential lead source on the Internet because that would require hundreds, maybe thousands of unique tracking phone numbers. That isn't practical to manage and would be costly.

**** So instead, New Call Solutions™ has developed a unique call tracking solution specifically designed to deal with the Internet. ****

We call it Phone Analytics™, it's like the “Google Analytics Of The Phone.” If you aren't familiar with Google Analytics, it's a FREE tracking system put out by Google that allows you to see what people are typing into Google and other search

engines to find your website. It has ALL kinds of other valuable tracking data – but, the problem with Google Analytics for professional service based businesses is 70% or more of your visitors do their research online, but “convert” offline (meaning on the phone) and Google Analytics and other tracking systems CAN NOT show you this data.

We can give you the ability to UNCOVER EXTREMELY VALUABLE DATA by having you to install a special tracking script on your website. We provide you with our Phone Analytics™ script which allows your website to assign unique tracking phone number to each individual web visitor.

If you understand everything I've said up to this point and want to know more details about how New Call Solutions® Phone Analytics™ works feel free to read the stuff in smaller font like this...if you take my word for it you can skip that part and move on the MEATY benefits of using our Phone Analytics™ and discover how you can get OUTRAGEOUS internet marketing results using this system...

The JavaScript calls a server and tells it to display a unique tracking number on your website. Every time someone visits your website it displays a unique tracking number on your site from a pool of numbers. Each web session (visitor/IP address) is assigned a unique tracking number. As the visitor clicks through your site the number is displayed on every page.

This tracking system reads the URL from which the visitor came and identifies the specific search term and referring website that lead them to your site. You're able to see if they typed in your web address directly, which search engine they came from or if they were referred from another site.

If the visitor leaves your site the tracking system stores information about that unique web session. New Call Solutions™ is able recognize a repeat visitor by associating their visit with previous visits, that way if they pick up the phone on the second or third visit (which is highly likely) the original search term or source of the visitor will get credit for the call.

If you have 20 visitors (web sessions) on your site all at once each visitor will all see a different phone number displayed. The second a visitor leaves your site the displayed tracking number is “sidelined” and then rotated back into the pool of dynamic numbers and is then ready to use for another visitor. That's why this is called a dynamic tracking script.

There are several key advantage of using this dynamic tracking script compared to other tracking systems that claim to offer the same solutions:

1. Using this JavaScript you can track all of the various keywords, click path and referring websites without using proxy websites. If you're not familiar with proxy websites, basically they are mirror-versions of a website that sits on a different server. When a visitor finds your site online through an ad the hosting company creates a proxy of the original website that looks just like the original site and they dynamically display a tracking phone number on the proxy site.

Using proxy sites are bad for organic search optimization, it creates an inconsistent experience for the visitor if forms and other basic functions are involved, and it prevents you from fully controlling the online campaign. Plus, websites that are built with simple do-it-yourself tools cannot be easily replicated on proxy servers.

Using this system allows you to get exceptional tracking without driving visitors away from your actual site.

2. If you had hundreds of tracking phone numbers to account for all of the various keywords and referring websites that produced a phone call it would be unwieldy, unmanageable and very expensive. Using this approach frees you from having to manage hundreds of phone numbers, instead everything is housed behind the scenes and search data is automatically captured and associated to call data. The dynamic pool of tracking numbers does all the work for you without the expense.

All of that may sound daunting to you, but I can assure you it is very easy to implement. All your web developer needs to do is install the script on all of your webpages and replace your existing phone number with a unique tracking phone number we provide. Once this is done we turn on your Phone Analytics™ program and train you how to access reporting.

Once you start getting reporting data YOU CAN UNCOVER GOLDEN OPPORTUNITIES not identified by basic call tracking.

5 Simple Strategies To SKYROCKET Your Internet Marketing Results For Less \$112 Per Month

1. At the conference a lot of talk was devoted to using You Tube and other video strategies to talk to your customers, but how do you truly know what your customers what to know?? Well, if you use Phone Analytics™ you can get a detailed keyword report that uncovers “long tail keyword terms” that go under the radar that result in phone calls. These are HOT keywords and

topic categories you want to address in your videos! The keyword terms and the correlating phone recordings (because we can record those specific calls) are perfect resources from which to develop talking points. If you JUST record calls and JUST track keywords, but don't link the two together you're missing a HUGE marketing opportunity.

2. Use Phone Analytics™ call data to optimize your web pages. Some people don't like PPC because they think it costs too much, and it may be, but let's be clear, SEO isn't cheap. I mean how much energy, effort and cost is involved to drive you up to the top on Google? News flash SEO (organic search) ain't FREE. So you need every advantage you can get make your website ideal for the search engine indexing process. This means identifying relevant keyword terms and sources that produce visitors to your site and then determining if those visitors are converting to sales. You can do this by using the click and call data identify what's working and then populate specific page titles, META data, Headers, Body copy with those HOT keyword terms that produce phone calls.
3. Optimize your ad spend!!! Personal injury keyword terms are some of THE MOST competitive (expensive) keyword phrases on pay per click. Wouldn't you agree that a phone call is worth a lot more than a click? So why pay for clicks if they do not produce phone calls. Google and many of the PPC marketing firms would have you spend tens of thousands on PPC advertising, but in your business THE PHONE is the life blood of your revenue, so this has to be part of the equation when using PPC. By linking your click activity to your call activity using Phone Analytics™ you can make good decisions about PPC advertising without losing GOOBS OF CASH.
4. Uncover HOT "long tail keyword terms." If you aren't familiar with long tail keywords these are terms and phrases that visitors type into search engines to find relevant content. *Example: specialty child injury lawyer in Greensboro.* By using Phone Analytics™ you can discover these high

performing keyword terms and optimize your site or bid “under the radar” of your competitors because they do not have this kind of insight from their click data or call data and they are not linking the two to make logical decisions about their internet marketing. One good case from a HOT long tail keyword term alone could be worth tens of thousands of dollars and in many cases these are the keyword terms that provide more qualified cases, unlike the generic terms that can flood your intake department with unworthy case calls. The key is to get THE RIGHT cases and to get your marketing to produce more of THOSE KIND of cases for you.

5. Is your social networking paying off? This is a big question a lot of professional service based businesses are asking. Sure, you can tell if you are getting a lot views, fans, and buzz on your social networking pages and that activity alone is valuable, but if you use our Phone Analytics™ in conjunction with your social networking effort you can see if those social networking sites like your Facebook Fan page, You Tube, LinkedIn are referring prospects to your main website – and once at your site what pages are they looking at and do they pick up the phone and call, and what do they talk about. Over the course of 60-90 days you can see where you need to boost your social networking activity. For example: 1/01/10 to 1/31/10 Facebook produced 10 calls, LinkedIn produced 2 calls, YouTube produced 3 calls, XYZ blog post or directory site produced 0 calls.

So there are 5 KILLER strategies you can use to get outrageous results from your internet marketing. Of course there are probably more, but as I mentioned this is off the hip and I’m starting to run out steam.

OH...keep in mind you get all of the benefits of traditional call tracking by using Phone Analytics™ (call recordings, address capture, whispers, detailed call data and more), just keep that in mind and of course you can use static tracking phone number from New Call Solutions™ all under one banner, so you can get the website tracking Phone Analytics™, which is like super dooper Google Analytics

PLUS and all the phone numbers you'd need for traditional advertising for your Yellowpages, Radio, T.V., Direct Mail.

So I said under \$112...

For Great Legal Marketing Attendees we have a special deal. The Phone Analytics™ script to get this outstanding click and call tracking capability is \$50/month per website, plus .15 minute for any call volume you get that comes through your website. So if your average talk time is 10 minutes and you spend \$112 per month on our service you should get roughly 41 NEW case inquiries. That number may be high and it may be low depending on how many repeat callers you get (of course we'll track that) and depending on how long your average conversation lasts on the phone, but you can get all of this valuable information for less than \$150/month and surely make your Internet Marketing soar. The information you'll get from using this is worth 100 times what you pay.

And guess what even if you paid us \$1500/month you sure as heck better be getting a lot of case inquiries and you should be more than happy to pay those tracking fees.

I hope I've made my case as to why you should be doing this and I hope you've gotten some good ideas about how to improve your marketing from reading this.

I hope it is clear why you can't afford not to do this – particularly if you pay a third party to develop your website and do your internet marketing for you. This is THE ultimate accountability tool ideal for professional service based businesses who are moving more and more of their marketing dollars to the web.

Simply using a static tracking phone number on your website is antiquated. Using a vanity number like 800-PI-Lawyer or something else is even MORE antiquated. This is your opportunity to leverage powerful technology to answer the ELUSIVE question – is my internet marketing working and how can I make it better?

Your phone is the most over looked marketing and sales tool you have if you aren't measuring it properly you can't manage it. Don't be fooled by basic call tracking

techniques, “online and offline marketing vultures” and outdated marketing strategies. This is easily within your control and you should demand this type of accountability provided by New Call Solutions® Phone Analytics™

Here’s How To Get GREAT Results For Less Than \$112 per month :



Yes, let’s start tracking our clicks and calls!

FAX TO: 336-458-9590

New Call Solutions will provide a monthly call measurement program that includes all tracking, administration and online reporting. Your program includes:

- Call measurement and online reporting at .15 per minute per month (billing is done in 20 second increments)
- Dynamic numbers and script for website tracking at \$50 per month
- You will pay \$5 per call measurement number per month for any additional phone numbers needed (inbound and/or outbound)
- You will pay .03 per address append

New Call Solutions™ requires a credit card be kept on file in our secure automated payment system. Your credit card will automatically be billed every 30 days for monthly usage. New Call Solutions™ is not responsible and will not be held liable for any loses or damages that may arise from using call measurement including, missed phone calls, disruption of phone service or loss of revenue as a result of using this system. Payment process by check requires a \$20 processing fee.

You may terminate use of service by giving written notice to NCS and you will not be billed the following month.

PLEASE PRINT CLEARLY

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