



**FOSTER**  
WEB MARKETING

# **Internet Marketing Report**

Prepared for [www.kansascityaccidentinjuryattorneys.com](http://www.kansascityaccidentinjuryattorneys.com)

# MARKETING OVERVIEW



The following information illustrates where we spent our time this month. Each task describes the work that was completed.

**Month: December 2012**

Task	Person Responsible	Hours Spent
<b>SEO: 10 Hours Per Web Marketing Plan</b>		
Researched keywords: Keywords were based on competitor research, target locations, highly searched terms and words that have resulted in Web contacts.	Hunter	1.5
Analyzed competitors' profiles: Identified links pointing to competitor websites and the keywords being targeted.	Hunter	2.5
Identified paid link opportunities: Looked for industry-specific and/or relevant websites where links can be purchased.	Hunter	1
Optimized landing pages (i.e. practice area pages): Made sure our target keywords were distributed appropriately throughout the home page and practice area pages.	Hunter	1.5
Made geo-location and directory submissions (local SEO): Website was submitted to directories with the intent to improve local rankings.		
Google Places listing claimed, if applicable.		
Optimized Google Places: Added geo-location keywords, videos and images, if applicable.	Hunter	
Optimized videos and syndicated: Added targeted keywords to the title, summary and tags of the videos. Submitted the videos to applicable video sharing websites.	Hunter	1
Fixed broken links: Ran a broken link check and fixed links that were no longer working.	Hunter	1
Link building: Focused on increasing pagerank by getting links from other websites. See attached report for more information.	Hunter	1.5

# MARKETING OVERVIEW



Promoted content: Selected articles and promoted them on social bookmarking websites.		
<b>Total Hours</b>		10.00
<b>Content:</b>		<b># of items</b>
Added content items	Content Team	30

## Notes

### Number of Visitors

- 1,490 visitors, 1,291 unique
- New Visits +55%

### Key Geographic Areas

#### Missouri:

- Kansas City
- Jefferson City +620%
- St. Louis +40%
- Lone Jack
- Kearney

#### Kansas

- Overland Park
- Kansas City
- Olathe
- Wichita
- Leawood

### Traffic Sources

- 63% Search Traffic
- 6% Referral Traffic
- 24% Direct Traffic
- 17% Campaign Traffic

### Top Referring KWs

- (not provided)
- Kansas city accident injury attorneys
- One simple decision
- Dolphin therapy
- chest pain after accident
- how many people get killed in motorcycle accident each year
- victor finkelstein attorney
- james roswold

- cop accidentally shoots
- fatal car accident Kansas city

## Top Landing Pages

- Homepage
- /testimonials.cfm
- /contact.cfm
- /case-results.cfm
- /reports.don-t-wreck-your-injury-claim.cfm
- /bio.cfm
- /reports/
- /practice\_areas/auto-accident-attorney-car-accident-lawyer-free-consultation.cfm
- /practice\_areas/

## Key Findings and Suggested Next Steps



## Table Of Contents

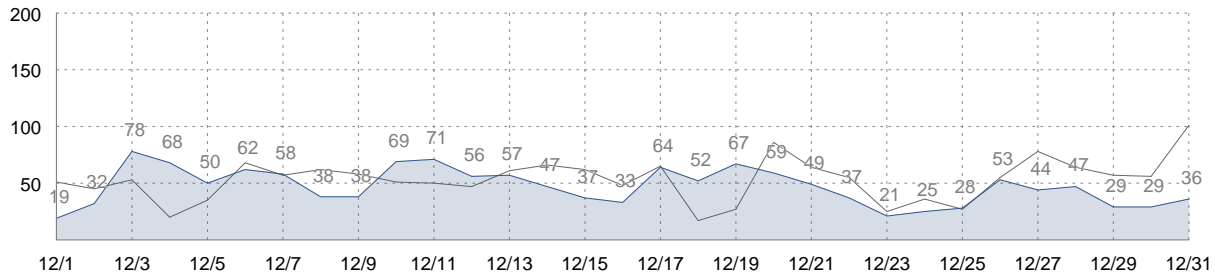
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Google Analytics Summary Report

# Google Analytics

12/1/2012 - 12/31/2012  
compared to: 10/31/2012 - 11/30/2012  
Including paid search



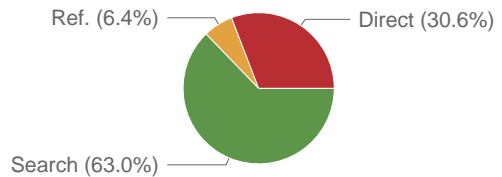
**1,453** Visits  
Previous: 1,647 (-11.78%)

**3,239** Page Views  
Previous: 3,479 (-6.90%)

**75.22%** Bounce Rate  
Previous: 75.29% (-0.09%)

**2.23** Pages/Visit  
Previous: 2.11 (+5.69%)

**1:47** Time on Site  
Previous: 2:01 (-11.57%)



## 93 Site Referrals

TOP REFERRERS	%	VISITS
fosterwebmarketing.com	36.6%	34
google.com	17.2%	16
kansascityautoaccidentblog.com	6.5%	6
google.co.uk	3.2%	3
kansascityaccidentinjuryattorneys.com	3.2%	3

## 916 Search Referrals

TOP KEYWORDS	%	VISITS
(not provided)	20.1%	184
kansas city accident injury attorneys	1.9%	17
one simple decision	1.7%	16
dolphin therapy	1.0%	9
chest pain after car accident	0.9%	8

TOP SEARCH ENGINES	%	VISITS
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## Google Analytics Summary Report

(continued)

TOP SEARCH ENGINES	%	VISITS
google	74.1%	679
bing	12.7%	116
yahoo	12.2%	112
aol	0.4%	4
ask	0.2%	2

TOP LANDING PAGES	%	VISITS
/	16.6	241
/?useYB=1,2	3.7	54
/library/kansas-city-car-accident-attorney-possible-causes-of-ches t-pain-after-a-car-accident.cfm	3.4	49
/faqs/how-many-people-are-killed-every-year-in-motorcycle-accid ents.cfm	3.0	44
/faqs/what-is-a-slip-and-fall-injury-and-what-are-the-most-commo n-types-in-kansas-city.cfm	2.8	41



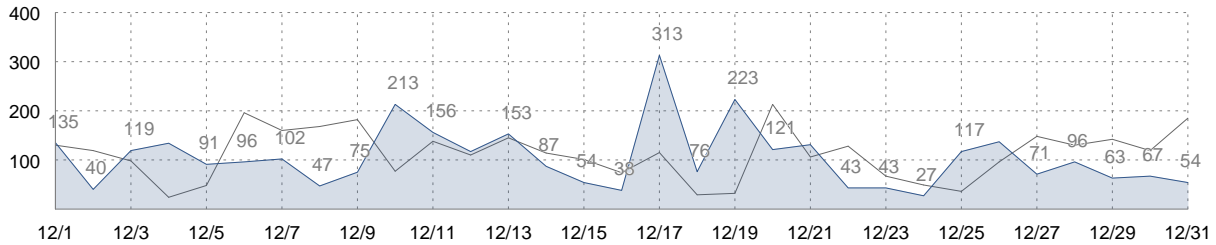
Google Analytics Engagement Report

# Engagement Summary for [www.kansascityaccidentinjuryattorneys.com](http://www.kansascityaccidentinjuryattorneys.com)

12/1/2012 - 12/31/2012  
compared to: 10/31/2012 - 11/30/2012

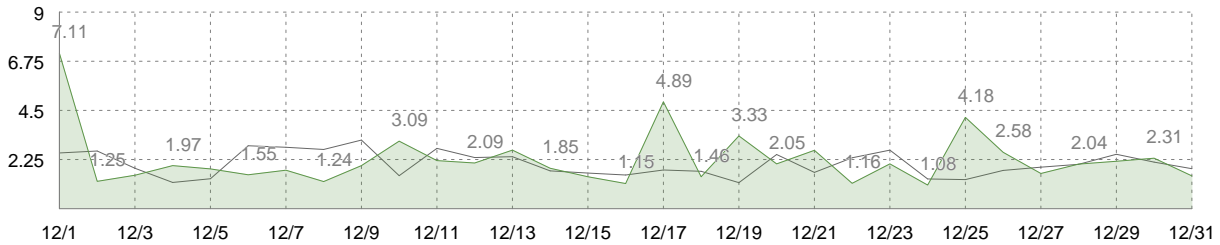
## 3,239 Total Page Views

Previous: 3,479 (-6.90%)



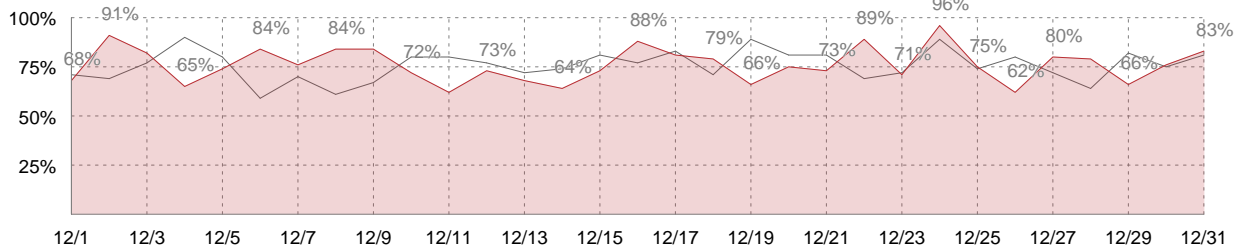
## 2.23 Average Pages/Visit

Previous: 2.11 (+5.69%)



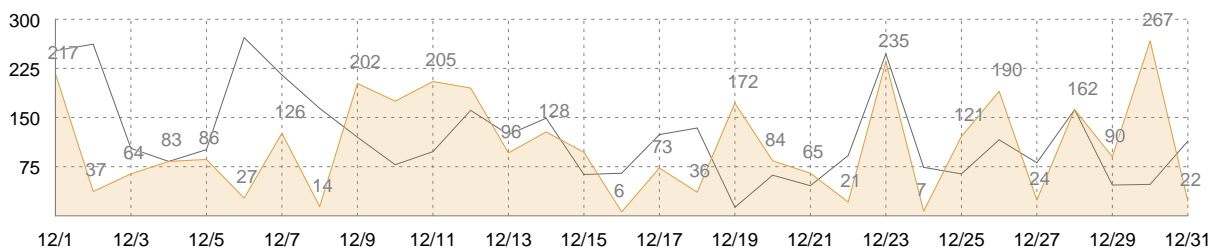
## 75.22% Average Bounce Rate

Previous: 75.29% (-0.09%)



## 1:47 Average Time on Site

Previous: 2:01 (-11.57%)







YouTube Summary Report

# RoswoldLawGroup

12/1/2012 - 12/31/2012

## Daily Upload Views with Channel Views



**2** Subscribers

**212** Upload Views

**57** Channel Views

## Videos

Title	Description	Views	Comments	Favorites	Duration	Date
Survival Guide to Workers Compensation	Victor Finkelstein is the author of this guide to surviving workers compensation claims. An insurance companies' primary goal is to make a profit off of their clients. Therefore, they are trying to...	1099	3	0	3:16	8/31/2011
Defining Medical Malpractice	An experienced Kansas City medical malpractice attorney, Victor Finkelstein, gives a definition for medical malpractice and the proof necessary to prove that a medical professional has acted...	715	1	0	4:00	9/11/2011



**YouTube Summary Report**

(continued)

Title	Description	Views	Comments	Favorites	Duration	Date
Brain Injury Following An Accident: What Does It Mean?	This video discusses bleeding and swelling of the brain and what it means for the injury victim.	457	0	0	1:26	7/22/2011
Erbs and Brachial Plexus Palsy	Victor Finkelstein, an experienced medical malpractice attorney, explains what Brachial Plexus Palsy and Erbs Palsy are and how they occur during the delivery of a newborn. It is often the result of...	318	0	0	4:42	9/6/2011
Deposition Tips - Part 1	<a href="http://www.kansascityaccidentinjuryattorneys.com">www.kansascityaccidentinjuryattorneys.com</a> Learn how you can prepare for your deposition. Watch this short video from experienced personal injury attorney Vic Finkelstein of Kansas City Accident Injury...	242	0	0	5:16	8/25/2011
What Does A Free Consultation Include?	<a href="http://www.kansascityaccidentinjuryattorneys.com">www.kansascityaccidentinjuryattorneys.com</a> A lot of people wonder what to expect when they receive a free consultation with an attorney. In this video, Vic Finkelstein of Kansas City Accident Injury...	127	0	0	2:16	11/14/2011



**YouTube Summary Report**

(continued)

Title	Description	Views	Comments	Favorites	Duration	Date
High School Sports: Head Injuries	Victor Finkelstein provides safety tips to protect yourself or your football player from concussions. He also gives information on some of the injuries that result from severe head injuries received...	105	0	0	2:35	9/7/2011
Work Injury Basics - What Injured Workers Need to Know	<a href="http://www.kansascityaccidentinjuryattorneys.com">www.kansascityaccidentinjuryattorneys.com</a> Vic Finkelstein, an experienced Kansas City workers' compensation attorney, provides valuable information about dealing with a work related injury claim...	102	0	0	3:02	11/14/2011
Worker's Compensation Benefits	Have you been injured at work? Victor Finkelstein, an experienced Kansas City workers' compensation attorney, explains some of the benefits you may be able to receive as compensation for the injury. If...	101	0	0	3:12	8/29/2011



## YouTube Summary Report

(continued)

Title	Description	Views	Comments	Favorites	Duration	Date
Deposition Tips - Part 2	In part two, an experienced Kansas City accident attorney, Vic Finkelstein, will discuss the interactions you and your attorney will have before and during a deposition. If you've been injured and...	91	0	0	5:04	8/29/2011



Link Summary Report

**Links Requested, Active**

12/1/2012 - 12/31/2012

**Link Type**

Link Type	Requested	Active
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**Website Type**

Website Type	Requested	Active
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**FOSTER**  
WEB MARKETING

**www.kansascityaccidentinjuryattorneys.com**

Link Detail Report

**Link Detail for**  
**www.kansascityaccidentinjuryattorneys.com**

12/1/2012 - 12/31/2012