

TOP 3 WAYS TO GET REVIEWS FOR LEGAL SERVICES



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Reviews are a ubiquitous part of everyday life now, from service at a local restaurant to online purchases and professional services, like a salon. Attorneys, while the type of professional that can give you truly life-changing results, are one of the few business niches that don't seem to get the "review love" that other services do.

Positive reviews for a legal office can have hugely impactful results. They show potential clients what you're all about, give a greater understanding of your practice, and can even boost your position on Google's search rankings, critical for attracting new clients.

When done correctly, strong reviews for your legal practice will set you apart from your competition. In fact, more people trust an online review than a celebrity endorsement when choosing a business!

1. MAKE ASKING FOR REVIEWS PART OF CLIENT CLOSURE

Incorporate a few new "best practices" for garnering more reviews.

First, if your client begins a conversation with specific praise, let the conversation organically follow to you asking them to leave a review or complete an in-agency comment card, which you can publish on your website. Second, clients that reach out via social media wish to engage with you. This is another way to have an authentic conversation, maintaining the client relationship, and casually ask for a review.

You may also choose to include links to appropriate legal review sites or places that people searching for a trusted attorney look for reviews. Sites like [Avvo](#), [FindLaw](#), and [Lawyers.com](#) are among the best.

2. IS YOUR PRACTICE REVIEWABLE?

If you don't have business profiles set up on any of these sites, it's difficult for happy clients to leave positive reviews. The above three sites, plus [Google My Business](#), are the most effective review sites. In addition to being well-respected, each site, including an optimized Google My Business profile, will pull you higher in the search rankings for users looking for an attorney near them.

Making it easy for clients to leave reviews doesn't stop at being present on popular review sites. Include links to your profiles on these sites with follow-up emails and communications, and also have these available on your website.

3. **PERFORM YOUR BEST**

As a professional attorney, you know that you can't please everyone. However, you can increase your chances of positive reviews by being authentic and transparent throughout the entire progression of the case. Even if a client doesn't have an ideal outcome, you may still garner a positive review due to the open communication that demonstrates your commitment to your client and their case.

Being the best lawyer, you can improve your opportunity for good reviews. However, sometimes you have bad reviews – sometimes things don't go well. Clients may leave negative reviews. Your professional, compassionate response and offers to reach out to a client is important. Most readers will determine whether or not to book your business based on your response to negative reviews and how well you respond to negative reviews online. Be graceful with negative reviews and invite those clients to speak personally with you. You protect privacy while demonstrating that you're responsive.

TAKEAWAY

Reviews can boost your web presence and get more clients to review your site and ask for a consultation. Employing these strategies to help you get more reviews can help grow your practice.

