



SCORPION[®]

How Clients Choose Law Firms Today:

What Your Firm Can't Afford to Miss

The non-negotiables for signing more high-value cases in a digital-first world.

Choosing a Firm: Hear What Thousands Say **Matters Most**

In a 2025 survey* of legal consumers, Scorpion uncovered exactly how your prospective clients think and act when searching for legal help.

The way people search for lawyers has fundamentally changed. The results reveal a digital-first, reputation-driven, and speed-obsessed

consumer who immediately expects convenience, clarity, and confidence. If your firm hasn't adapted, you're already behind.

Visibility is Critical

75% contact no more than five firms

51% do not make it to the sixth search result

49% avoid lawyers who neglect social media

Your Reputation is Key

62% visit up to 5 review sites

55% read six or more reviews

53% won't consider firms with less than 4 stars

Websites Must Engage Immediately

51% ignore firms without live chat

48% reject websites with poor visuals

30% actively seek dynamic content like videos

**2025 Scorpion legal consumer research survey, n=3,000*



The message is clear:

The firms that deliver digitally are winning more business. If your firm isn't easy to find and quick to respond, someone else will be.

What You'll Learn in This Guide

1. What today's legal consumers expect from your digital presence, and how to meet them where they search, compare, and decide.
2. Why fast follow-up and clear intake processes are no longer a nice-to-have, but a requirement to win high-intent clients.
3. The role reviews and ratings play in client decisions, and how to build trust before the first call.
4. What types of video, social media, and web content influence hiring decisions and how to make your content work harder.
5. Which technologies, like online chat, portals, and even AI, help you deliver a seamless experience while maintaining a personal connection.

Understanding these trends positions your firm to attract and retain more high-value cases. Keep reading to discover how to deliver exactly what today's clients demand.

1. Own the Search or Lose The Client

Today's legal services search journey demands visibility, speed, and trustworthiness.

66% of legal consumers begin their search for an attorney online. Even when referred, **75% will still check you out online** before calling.

This is especially true in areas like personal injury, criminal defense, family law, and estate planning.

What this means:

Your firm's website, search rankings, and online content are often a client's first exposure to your firm, and if you're not visible, you're not considered. In fact, **51% of clients stop looking after the fifth search result**. If your firm isn't showing up near the top, you're missing out on over half of potential clients before they even see your name.

Why it matters:

Competition is fierce. Instead of relying on a single recommendation, clients now shortlist several firms online. Your online visibility determines whether you're on that shortlist.



Your Firm's Action Plan:

To win over your next client, your firm must meet them where they're searching. Here's how:

Make your firm easy to find

Keep your website SEO-friendly and update your [Google Business](#) and legal directory profiles. Invest in targeted ads and directory listings.

Keep your website clear and helpful

Think of your website as an extension of your firm. Ensure it is professional, easy to navigate, and clearly informative. Prospective clients should feel like they know your firm, understand exactly what services you offer, and confidently see why you're the right choice.

Show you understand your clients

Share articles, case results, videos, blogs, and FAQs that address real client concerns. This type of content is a signal for clients (and places like Google) that you know what they are going through and can help them navigate their legal concerns.



Key Takeaway

Prospective clients expect your firm to show up online and to earn their trust through a credible web presence and helpful content. Top law firms embrace these expectations by treating their website and digital marketing as core business priorities. Your online presence is your first impression. Make it count.

2. Instant Response or Instant Regret

Most consumers will move on if they don't hear back in 24 hours. If you're not fast, you're forgotten.

People don't take long to choose a lawyer. Our data shows **42% decide in less than four days**. Most reach out to several firms at once and quickly narrow their options. In fact, **65% contact two to five firms before deciding**.

Depending on the type of case, clients often choose even faster. Cases like criminal defense, personal injury, and even family law typically come with higher urgency, driving clients to make decisions rapidly, often within hours, not days.

What this means:

Clients want fast, clear answers. Over a third expect same-day callbacks, and **72% will move on if they don't hear back within 24 hours**. That number is up from 66% in our 2024 study, showing a clear trend: **legal consumers are becoming even less patient**. Slow responses make prospective clients doubt your ability to serve them effectively.

Why it matters:

Every hour you delay following up is an opening for another attorney to retain that client. Legal consumers often hire the first lawyer who responds with clear next steps, even if they are still considering other options. **Quick, confident communication signals that you value the client's time**, shows professionalism, and sets the tone for the relationship.



Your Firm's Action Plan:

Cut the friction. Streamline how you attract and sign clients, so they get the help they need quickly and easily.

Respond quickly

Use tools that help you respond to new inquiries as they come in, whether that's a lead management platform, an [AI assistant](#), or an integrated inbox. Prompt replies show professionalism and reliability.

Make scheduling easy

Allow clients to request a consultation online, by phone, or through [AI chat](#). Clearly explain consultations, fees, and requirements upfront.

Offer great service

Train your team to be both fast and understanding. Listen to clients' concerns and make sure they feel heard from the first contact.



Key Takeaway

When legal consumers are ready to hire they move fast, and they expect you to move fast, too. Firms that are quick to respond, easy to work with, and clear in their communication will win their business.

3. A Strong Online Reputation or Instant Disqualification

If your reviews are weak, outdated, or nonexistent, you're not even in the running.

When researching lawyers, **62% of people check up to five different review sites** to get a complete picture. They're looking for a strong rating, a good number of recent reviews, and real stories from other clients.

53% won't consider firms rated below four stars, a notable increase from 42% in our 2024 study, showing that people are becoming even more selective.

What this means:

If your reviews are mediocre or there aren't many, **even a personal referral may not be enough to convince someone to call you**. Online ratings now rival personal recommendations in importance. High ratings and a steady stream of positive reviews are the top factors that make people feel confident about hiring a law firm.

Why it matters:

A great online reputation doesn't just attract clients, it also helps you show up higher in local search results. Plus, one-third of clients view awards and recognition as a sign of quality, and **43% say they value seeing case studies or success stories**.



Your Firm's Action Plan:

To harness the power of reviews and manage your online reputation proactively, consider these best practices:

Ask for reviews

Regularly encourage satisfied clients to leave reviews and respond professionally to all feedback.

Showcase your success

Prominently feature testimonials, results, and awards on your website.

Automate your process

Assign someone to manage your reviews and social comments, and invest in [a tool to help](#).



Key Takeaway

Before a prospect contacts your firm, they read your reviews. A strong online reputation builds confidence and increases the chances they turn into a client.

4. Tell Your Story or Have It Told For You

Prospective clients form their opinion of your firm through your online presence, including video, imagery, and social proof.

Strong custom content versus generic stock imagery helps your firm stand out in a crowded market. **52% of potential clients** look for videos that explain a law firm's services before making a decision. [These videos let people see and hear from you](#), which builds trust and makes your firm feel

more approachable. Social media also significantly influences hiring decisions. **Neglected social feeds lead 49% of prospects (and 53% among Gen X and older) to dismiss your firm outright.**

What this means:

Clients are vetting your firm not only through your website but also your social channels. If your online content is generic, outdated, unengaging, or nonexistent, you're sending the message that you're either too busy to invest in your reputation or not current enough to earn their trust. Today's clients expect to see and hear from you before they ever reach out.

Why it matters:

Clients demand trust and connection. Engaging videos, client stories, and helpful social posts establish familiarity and credibility. If your competitors are visible, helpful, and active while your firm is not, you'll lose that business before you're even considered.



Your Firm's Action Plan:

To capitalize on the conversion power of content, consider adding these approaches into your marketing strategy:

Use video intentionally

Add a short welcome video to your homepage. Create brief videos explaining your main services and answering common questions. Client testimonial videos are powerful, too. Focus on being clear and authentic.

Update social media

Regularly update your chosen platforms, like Facebook, Instagram, or even TikTok. Post helpful information, and respond promptly to interactions.

Provide value

Go beyond promotional posts by sharing insights, explanations, and resources that address the real concerns of your prospective clients. The more useful your content, the more likely prospects will see you as the trusted choice.



Key Takeaway

Quality content establishes credibility and trust before your first meeting. By sharing videos and staying active on social media, you show potential clients that you're knowledgeable, approachable, and ready to help.

5. Tech-Enabled Convenience or Out of the Running

Clients expect the same level of convenience and mobile-friendly access from your firm as they do from online retailers.

51% wouldn't hire a firm that doesn't offer online chat, and 65% prefer firms with secure client portals. While many clients are open to law firms using technology, including AI, for tasks like research, document review, or scheduling, they're clear on one thing: **they still want real human guidance** when it comes to legal advice.

In fact, our research and conversations with law firms show that clients are cautiously optimistic about AI, but only when it enhances (not replaces) the personal relationship with their attorney.

What this means:

Firms that use technology to make things easier for clients are seeing better results. Leveraging technology to enhance client convenience builds trust and keeps clients happy.

Why it matters:

Your prospective clients value efficiency from technology but insist on personalized, human legal guidance. Provide an easier way for prospective clients to learn more about and engage with your firm through a tech-forward experience supported by AI. It reduces friction, builds confidence, and reflects the kind of professionalism clients now expect.



Your Firm's Action Plan:

To deliver an easy, fast, and user-friendly client experience, consider these practical steps and best practices:

Add helpful technology

Use AI chat on your website, offer a secure client portal, and use e-signature tools to make paperwork easy.

Automate routine updates

Set up reminders and status updates by email or text so clients always know what's happening.

Keep technology simple

Make sure clients don't have to jump through hoops to use your tools. Integrate systems so information flows smoothly.

Keep things personal

Use technology to save time, but always follow up with a personal touch when needed.



Key Takeaway

Clients welcome tools that save time and reduce friction, as long as the human relationship stays front and center. Investing in technology and responsiveness shows clients you value their time and business.

Adapt Today. Succeed Tomorrow.

Today's legal consumers thoroughly vet lawyers online, scrutinize reviews, and demand rapid responses. Firms aligning with these expectations gain a critical competitive advantage. The firms thriving today aren't necessarily those with the

biggest advertising budgets or the fanciest offices. They are the ones that truly know how to connect with people and then back it up with reliable, client-focused service. **Embrace the shift.**





How Scorpion Helps Your Firm Win

[Scorpion](#) translates these modern consumer expectations into measurable business results. From [elevating your search visibility](#) to [building a website that converts](#), [managing your online reputation](#), and [streamlining client intake](#), we handle the marketing so your firm can focus on your clients.

With Scorpion's [RevenueMAX](#), you get everything your firm needs to stand out in a competitive market, connect with clients faster, and attract more high-value cases.

Ready to see modern legal marketing in action?

Speak to a legal marketing expert at scorpion.co/law-firms/get-started

This report is based on Scorpion's 2025 survey of 3,000 consumers of legal services in the United States and analysis of legal industry trends.



Scorpion is the leader in helping law firms succeed through RevenueMAX, a complete collection of digital marketing solutions created to drive maximum revenue to law firms. Scorpion is pushing the industry forward past a focus on leads and toward a focus on what truly matters: revenue growth. Backed by award-winning AI and more than 20 years of marketing expertise, Scorpion wins law firms more clients, more revenue, and most importantly, better ROI.

With Scorpion, there's no guesswork, only growth.
Learn more at scorpion.co/law-firms.