



# Why Your Family Law Firm's Online Reviews & Reputation Impact Your Bottom Line



SCORPION®

# Introduction:

## What Clients Say About Your Firm Online Matters

Family law attorneys have long depended on word of mouth and referrals as their bread and butter for attracting new cases. However, times have changed. While people are still relying on others to help guide their decisions of which attorney to hire, in this day and age, the process for finding a recommendation for a good lawyer has largely moved to the Internet.

### Online reviews are the modern-day word of mouth.

Research shows that **92% of consumers check online reviews** when making a buying or hiring decision.<sup>1</sup> Additionally, with 85% of people checking two or more online sources for reviews,<sup>2</sup> it's common for potential legal clients to visit a number of different review sites like Yelp, Google Reviews, Avvo, and Justia to aid in their selection of legal counsel.

So, it's not difficult to see why online reviews and reputation are critical to any attorney's client attraction

efforts. The problem is many family law attorneys are not paying attention to their online reputations (what people are saying about their firm on the Internet), nor are they actively working to improve their reputations — and as a result, they're missing out on potential clients and cases.

**In other words, family law firms that ignore their online reputations are forfeiting business.**

When you have a strong online reputation, **your firm stands out from the competition, builds credibility with potential clients, and signs more cases.** To ensure your practice is best positioned to succeed, you must put processes and technology in place that will allow you to build up your online reputation over time. When you are intentional about these efforts, it is then and only then that you will be able to get more people to see your firm as a known leader in your local market.

1. Scorpion "Consumer Online Search Preference" Survey, May 2020

2. Scorpion "Consumer Online Search Preference" Survey, May 2020

### In this eBook, we discuss:

- How online reviews are influencing your prospective clients' decisions
- Best practices for cultivating an online reputation that brings you more clients
- How fellow attorneys have put these best practices into action and grown their business as a result

# The Powerful Role of Reviews in the Client Journey

To fully understand the immense impact that your online reputation has on your family law practice, you need to think about the client journey. Today, online reviews are an important part of the decision-making process... whether people check those reviews first or last.

Here's an example:

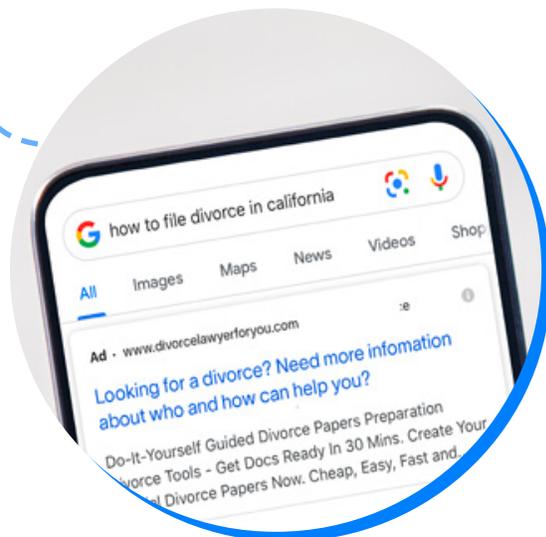
Diane has been thinking about getting a divorce and wants to know more about the process, so she...



...pulls out her smartphone and starts looking for answers on Google.



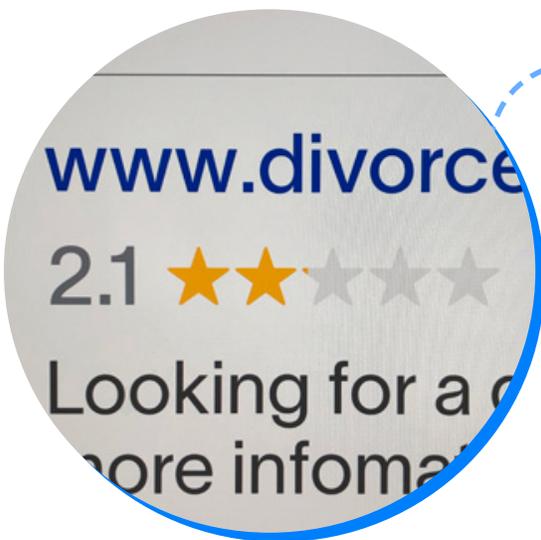
Diane comes across some helpful blog posts written by a family law firm in her area — which leads her to check out their website.





Diane likes what she sees — the firm’s site looks professional, their attorneys appear to be experienced, and they have helpful information about relevant topics like divorce and child custody.

However, Diane wants to be sure she’s choosing an attorney she can really trust, so she Googles the firm’s name with the word “reviews,” and here’s what she finds...



With so much at stake, Diane doesn’t want to risk choosing the wrong attorney to represent her in her divorce. That’s when she decides to start researching other firms.

## Even the Most Well-Marketed Firms Can Be Hurt by Poor Reviews

As we can see from Diane’s story, you can be doing all the right things online for your family law firm — building a beautiful website, running ads that target the exact types of clients you want, engaging with audiences on social media, creating attention-grabbing videos, etc. — but even then, **a poor online reputation will stop a potential client cold in their tracks, causing them to choose your competitor over you.**

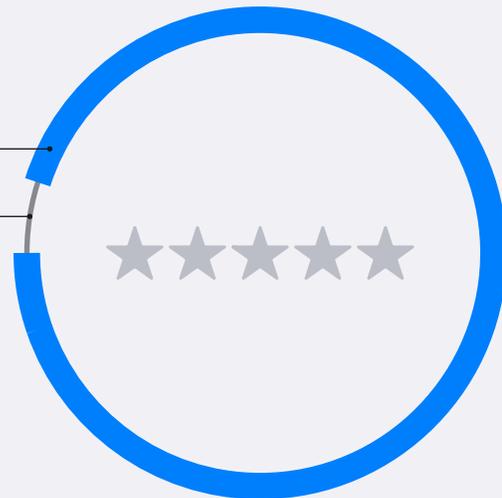
# A Look at How Reviews Impact Client Decisions

Research shows that...

**Almost all** of your prospective clients are using online reviews to guide which attorney they hire.<sup>3</sup>

**92%** of consumers check reviews.

**8%** do not check reviews.

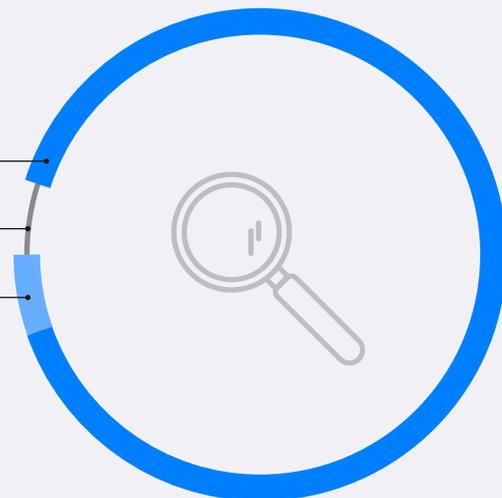


Of consumers who use online review sites to research attorneys, **83%** use these sites as a first step for finding a lawyer.<sup>4</sup>

**83%** Find new lawyer.

**9%** Evaluate existing attorney.

**8%** Validate tentative choice.



3. Scorpion "Consumer Online Search Preference" Survey, May 2020

4. <https://www.softwareadvice.com/legal/industryview/how-clients-use-legal-reviews-2014/>

**76%** of consumers overall trust online reviews as much as a personal recommendation, and trust is highest among consumers ages 35–54 at 89%.<sup>5</sup>

Do you trust online reviews as much as personal recommendations? ■ 18-34 ■ 35-54 ■ 55+



**84.5%** of your prospective clients check at least two different review sites before making a decision.<sup>6</sup>



**7 in 10** people are willing to drive farther to get to an attorney who has better online reviews.<sup>7</sup>



5. [https://www.brightlocal.com/research/local-consumer-review-survey/?SSAID=314743&SSCID=71k4\\_76bda](https://www.brightlocal.com/research/local-consumer-review-survey/?SSAID=314743&SSCID=71k4_76bda)

6. Scorpion "Consumer Online Search Preference" Survey, May 2020

7. <https://www.softwareadvice.com/legal/industryview/how-clients-use-legal-reviews-2014/>

## 3 Steps For Improving Your Firm's Online Reputation

While delivering a great client experience is vital for building up your firm's reputation, the ultimate goal is for your happy clients to share their experience online. Even though you can't control what clients say about your practice on the Internet, you can establish a clear-cut system for managing what is in your power to influence.

The most successful family law firms never leave their online reputations to chance. Instead, they have a methodical approach for ensuring their online ratings grow and improve on an ongoing basis.

### Here's how to get started:

#### Step 01:

##### Be present on review sites & aware of client feedback.

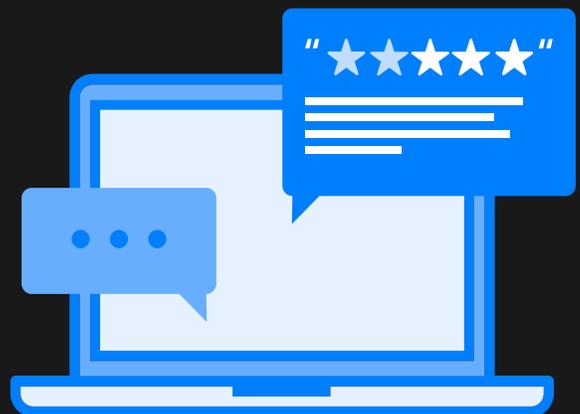
Ignoring your reviews doesn't make them go away, so you need to be proactive about monitoring and managing your online reputation. Start by setting up listings for your firm on popular review sites (e.g., Google My Business, Yelp, Justia, Avvo, Facebook, the Better Business Bureau, etc.), keeping those listings up-to-date with accurate information about your practice (name, address, phone number, hours, etc.), and monitoring new reviews on those sites. Keep in mind that for many prospective clients, seeing no reviews can be worse than seeing a few negative reviews, so simply taking the first step of giving clients a place where they can easily rate your practice is an excellent first step.



#### Step 02:

##### Engage with reviewers as appropriate.

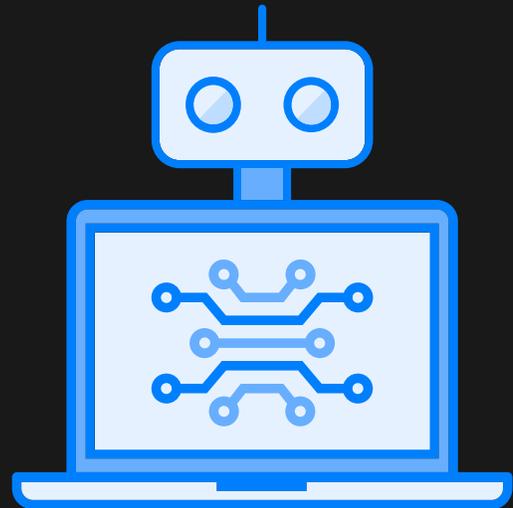
You need a process for responding to both positive and negative reviews. However, you should use your best judgment for whether to do it publicly or privately. Responding to negative reviews publicly shows others that your firm cares and is quick to address client concerns; however, this should be done in a way that does not violate client-attorney confidentiality. Some firms prefer to reach out privately to the reviewer. Doing so gives you an opportunity to resolve the issue directly with your client, and could even save the relationship.



## Step 03:

### Use technology to monitor your reputation more efficiently.

The more time you and your team can save, the better. That's why the savviest law firms leverage technology that allows them to monitor and quickly respond to all their reviews in one place. Additionally, they pair that technology with a clear action plan for improving their online reputations. The better tools you have, the more intentional you can be about creating a reputation clients can trust.



## Bonus Tip:

### Create a better client experience.

Quality client service is KEY to attracting great reviews, so you need to make sure your clients have a seamless experience with your firm from beginning to end. Focus on fine-tuning your intake and client engagement practices to improve the client experience (responding to calls and emails faster, showing empathy to clients on the phone, improving issues with billing, etc.). If there is a bad review that surfaces a shortcoming of your practice, fix it. You can improve the quality of the client experience by listening to what your actual clients have to say.



# One Family Law Firm's Story

## Gaining a Sharper Competitive Edge with a Strong Online Reputation

One of the law firms we serve is a California family law practice that has always built great relationships with their clients due to their ability to combine compassionate counsel with relentless advocacy in the courtroom. However, even with their top-quality representation, the head attorneys at the firm came to realize that their excellent reputation wasn't being properly reflected online. While the practice had a few good reviews, that wasn't going to be enough to maintain an edge in their competitive market.

So, the attorneys worked with our team at Scorpion to create a strategy that would help them encourage more online feedback and show prospective clients that their firm could be trusted. Our team helped them with everything from their review tracking (giving them a platform where they could monitor all their reviews in one place) to advising them on how to create a smoother intake process to improve their client experience and inspire great feedback.

## The Result?

When the family law practice started taking their reputation more seriously, the impact was significant and immediate — the firm went from getting about 3 reviews per year to over 20 last year on Google My Business alone.

On top of bolstering their image in the minds of potential clients, this influx of reviews has had a ripple of positive effects:

- The firm now has **higher rankings on Google**, both in search and maps
- Their Google Ads campaigns are **converting 6% higher**, month-over-month
- Several **new clients** have pointed to the firm's reviews as the reason they decided to call the practice

With new processes in place to build up their online reputation, the practice has strengthened their local image, made their advertising more efficient, and landed more of their ideal clients.

# Conclusion: The Worst Thing You Can Do Is Not Take Action

Building an impressive online reputation doesn't happen by coincidence — it takes intentionality, the best tools, and a carefully crafted process that you continue to prioritize over the long term.

When it comes to proactively improving your online reputation, the potential financial returns are great. With a higher average star rating and stories of how your practice impacted clients' lives for the better, your firm is more attractive to new prospective clients, which means you're ultimately able to sign more cases. In turn, the opportunity cost of not managing your online reputation is substantial — you'll end up losing potential cases to competitors who have better online reputations than you (even if you're the better attorney), which equates to substantial lost revenue for your firm.

If you are looking for advice on how to take your reviews to the next level, talk to the legal marketing experts at Scorpion. We'll give you ideas and guidance on how to protect and grow your online reputation.

Contact Scorpion Today

844.382.8336  
ScorpionLegal.com



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