



Why Your Personal Injury Firm's Online Reviews & Reputation Impact Your Bottom Line



SCORPION®

Introduction:

What Clients Say About Your Firm Online Matters

Personal injury 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.¹ Additionally, with 85% of those consumers checking two or more online sources for reviews,² 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 personal injury 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, personal injury 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 personal injury 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:

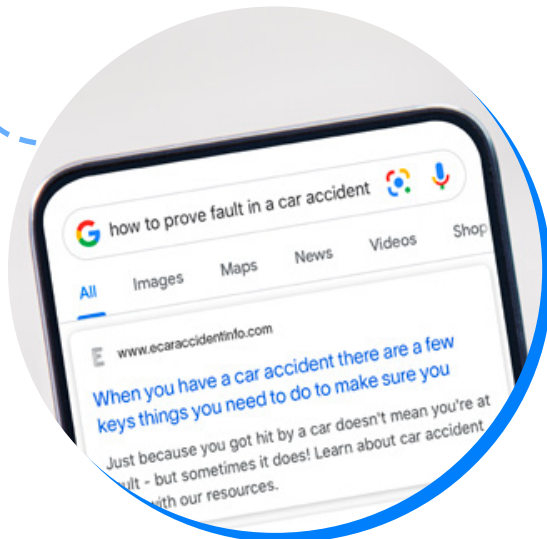
Kate was hurt in a car accident caused by a distracted driver, but the insurance company is saying Kate is at fault. In need of a solution, Kate...



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



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



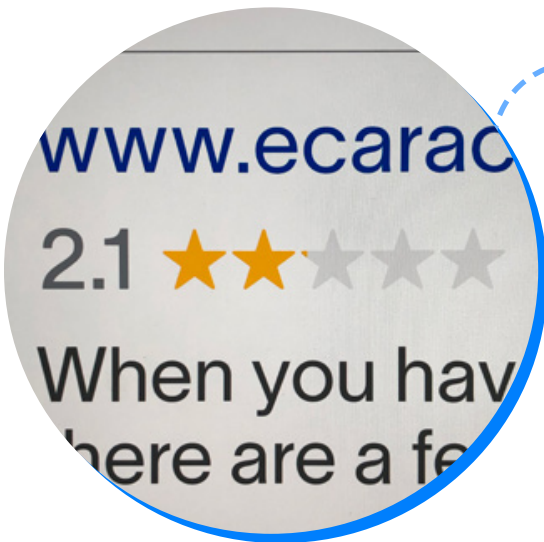


Kate likes what she sees — the site looks professional, their attorneys have a strong track record of success, and she's able to find answers to some of her initial questions.

However, Kate 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 (she needs to be able to pay her medical bills), Kate doesn't want to risk choosing the wrong legal counsel. Instead, she chooses another firm with 5 stars.



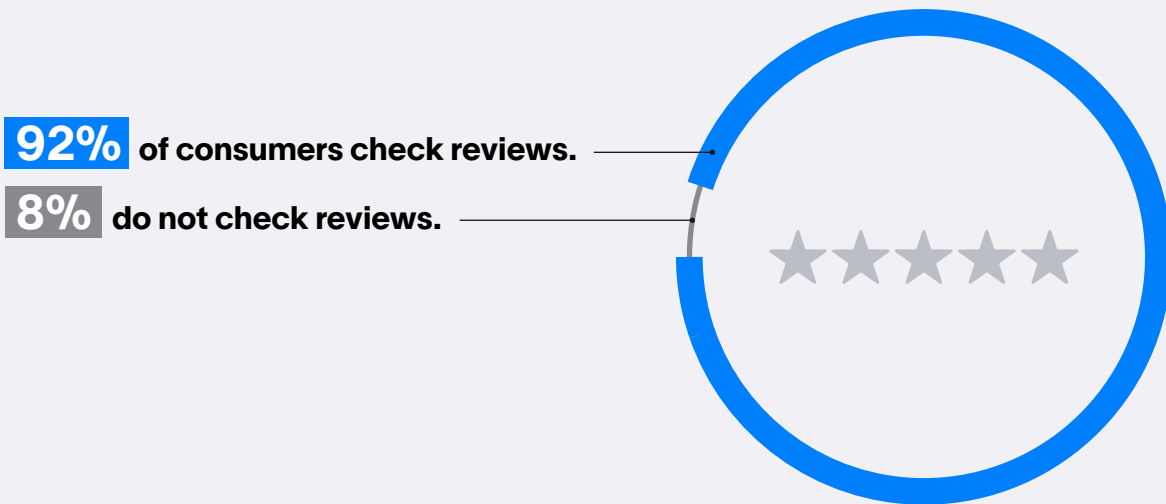
Even the Most Well-Marketed Firms Can Be Hurt by Poor Reviews

As we can see from Kate's story, you can be doing all the right things online for your personal injury 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.**

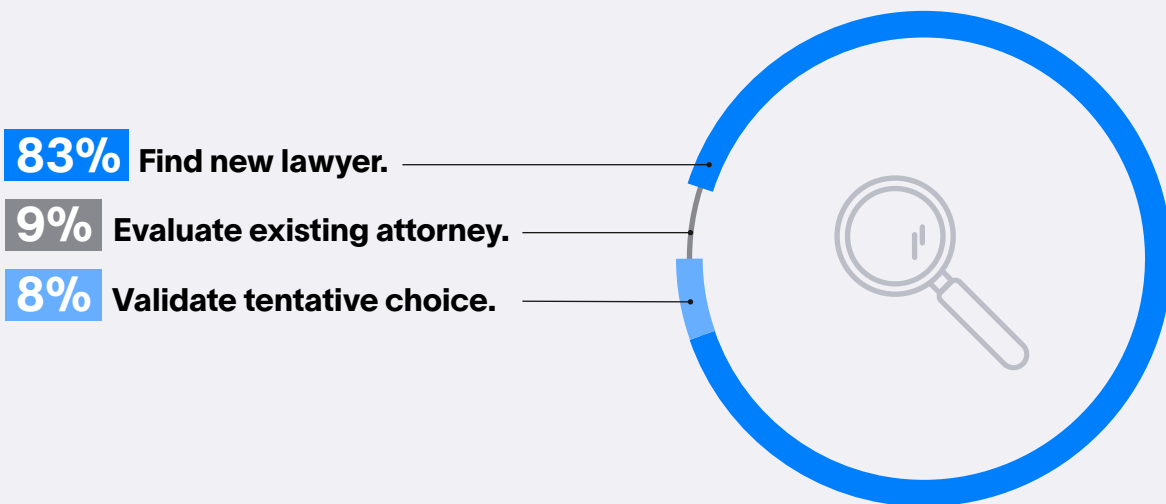
A Look at How Reviews Impact Client Decisions

Research shows that...

Almost all of your prospective clients are using online reviews to guide which attorney they hire.³



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

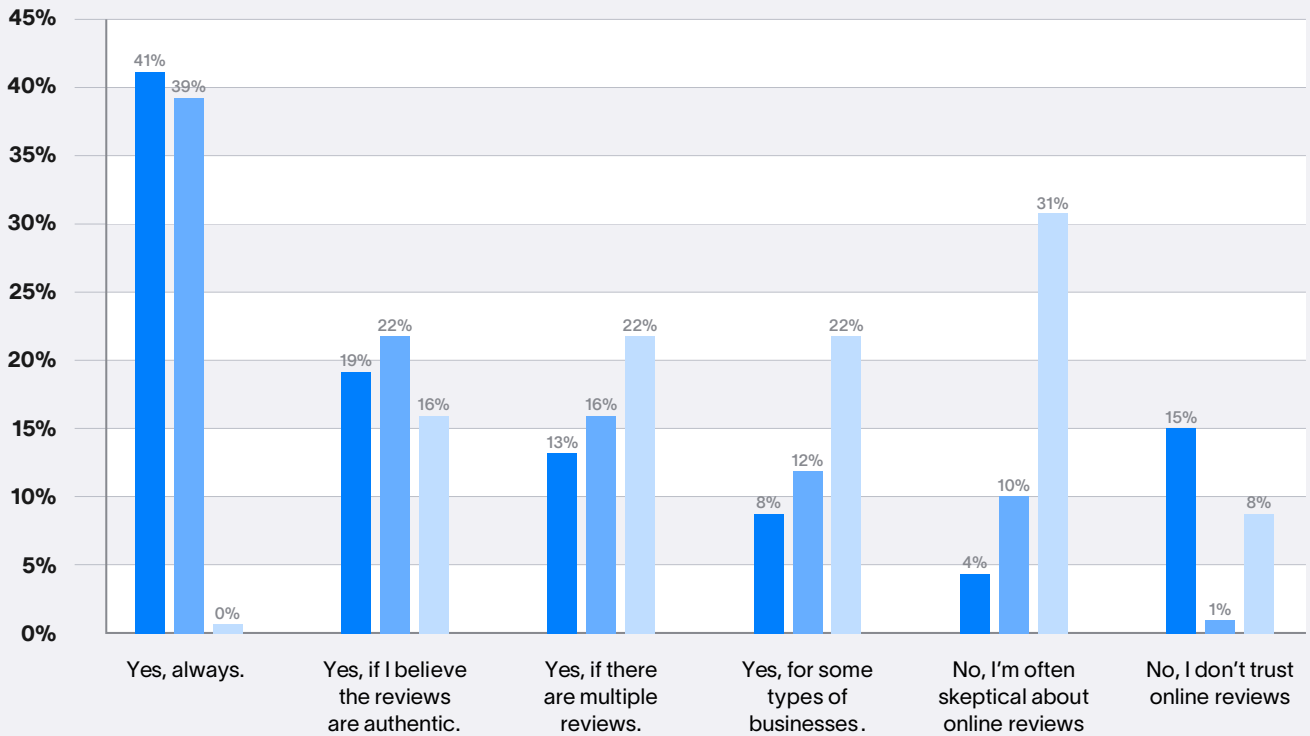


3. Scorpion "Consumer Online Search Preference" Survey, May 2020

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%.⁵

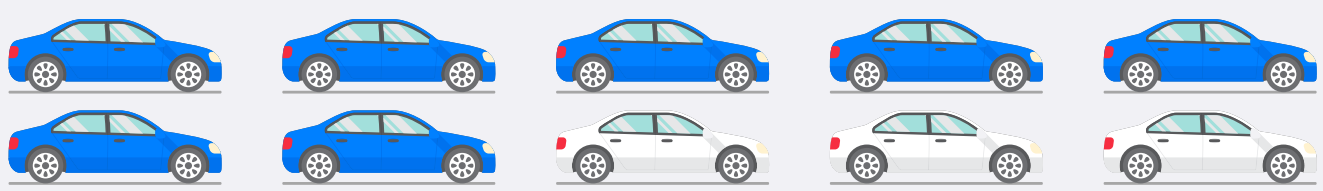
Do you trust online reviews as much as personal recommendations? ■ 18-34 ■ 35-54 ■ 55+



84.5% of those who check reviews visit at least two different review sites before making a decision.⁶



7 in 10 people are willing to drive farther to get to an attorney who has better online reviews.⁷



5. 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 personal injury 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 giving clients a place where they can easily rate your practice is an excellent first step.



Step 02:

Engage with reviewers as appropriate.

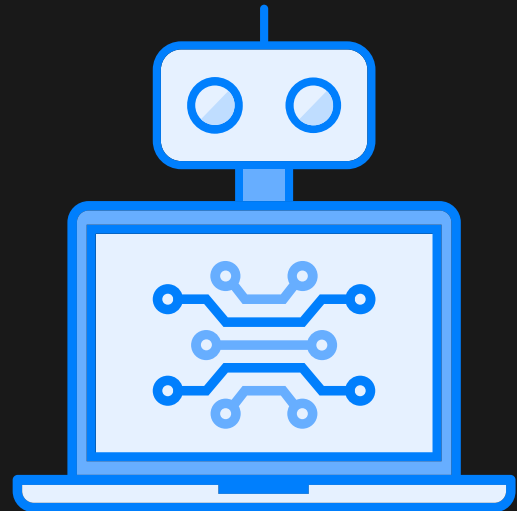
You need a process for responding to both positive and negative reviews. However, you should use your best judgment for whether to do it publicly or privately. Responding to negative reviews publicly shows others that your firm cares and is quick to address client concerns; however, this should be done 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 Personal Injury Firm's Story

Using Reviews to Land Quality Cases

One of our personal injury law firm clients came across a problem that plagues attorneys all over America — they had plenty of happy clients, but very few of those clients were actually writing reviews about the firm and spreading the word online. Realizing that online reviews were an untapped resource for their practice, they worked closely with our team to develop a more hands-on strategy for their online reputation — a strategy that would not only help them attract more reviews, but also better leverage their reviews to secure new business.

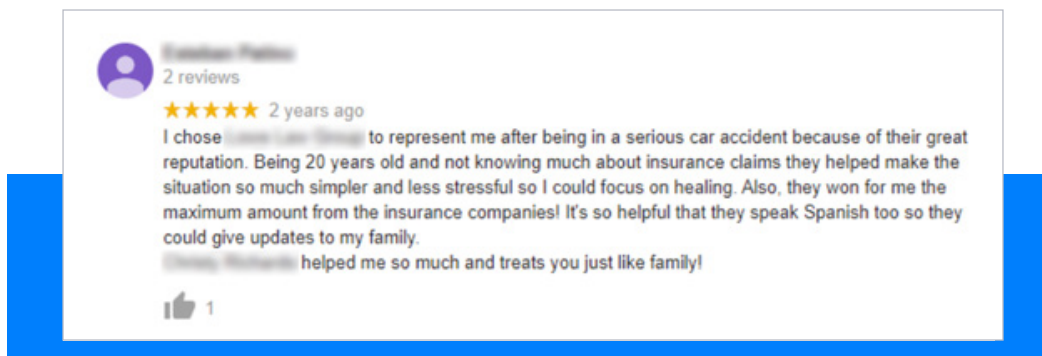
With Scorpion's help, the firm used the following tactics to foster confidence in their practice:

- **Increased their visibility on popular review sites** with better management of their profiles
- **Responded to reviews** — both positive and negative — in a timely manner
- **Used Scorpion's platform to stay up-to-date on their reviews** without having to log into numerous sites
- **Showcased their reviews on their website** to leave a more powerful impression on visitors
- **Recorded readings of their best reviews** and then used those recordings as their on-hold "music" for when people call their practice

The Result?

With their more hands-on approach, the firm was able to significantly build up their pool of online reviews, going from 50 (which took three years to acquire) to 250+ reviews across Google, Avvo, Yelp, and Facebook just a year later. The overwhelming majority (93%) of the firm's reviews are positive, and they have an average rating of 4.5.

Thanks to the firm's strategic efforts toward enhancing their online footprint, they started to attract more top-quality cases, such as the one associated with the reviewer below.



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

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