

Deep Dive into Reviews

By Christopher Earley

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People are obsessed with reviews. Today's consumer wants and expects you to have reviews, and they expect you to have lots of them. I know that personally, I almost always look at the online reviews of a business before making a purchase. But getting people to leave you a review can be really hard and really frustrating. This is definitely one of the most challenging yet crucial aspects of marketing and growing a law firm. If you are not consistently getting reviews, your competitors are—and they are leaving you in the dust. It is imperative in today's marketplace to be focused on amassing reviews. Here are some things to keep in mind when it comes to generating reviews:



You Need to Ask for Reviews

Always be sure to ask anyone who has had any type of interaction with your office to leave a review. The vast, vast majority of people will not leave you a review without you first asking them to leave you one. Even after you ask for one, it is rare that someone leaves a review the first time they are asked. In fact, it usually takes multiple requests before someone will leave a review. The key is persistence. But the way you ask for the review is really important and can result in a higher success rate. You need to give them a reason to leave the review. At my firm, when we ask for a review, we tell the person we need reviews because reviews help people that need our personal injury legal service to find us online. This we find to be a very effective approach. Also, we have found that texting the review request is much more effective than requesting the review via email.

Respond to Each and Every Review

By responding to all reviews, not only do you signal to Google that you are engaged in your Google My Business profile, but you show potential clients that you take the time to respond to all your reviews. I have found that this really impresses people. Whether it's a glowing five-star review or the dreaded one-star review, respond to each and every single review. Of course, be very careful what you say in your response if someone bashes your firm in the review. The last thing you want is to say something unprofessional in your response that could give rise to an ethics complaint. If you get a bad review (we all get them), be sure to be very professional and try to make the situation right. At the end of the day, that is all you can do. We can't make all clients happy all the time. But, if you receive a review that is truly disparaging, harassing, or constitutes bullying, then you can simply flag the review and ask Google to remove it. Our firm has nearly 400 Google reviews, and we have only needed to ask Google to remove two reviews, and they removed both immediately after we asked them to, much to my delight and surprise.

Gmail Is Not Needed

For years, I mistakenly believed that Gmail was needed for someone to leave a review. It turns out this is not the case. Anyone with an email account can leave a review on Google. This is a big blue ocean of opportunity. Take advantage of it and ask everyone to leave you a review. While more and more people have Gmail, there are still so many others that don't. Don't pass up this low-hanging fruit.

The More, the Better

To me, there is no such thing as too many reviews. When a potential client searches for a lawyer and sees a law firm has 30 reviews while another has 300 reviews, there is a good chance that person will be attracted to the firm with more reviews. Social proof is real and compelling for consumers. Set goals for collecting reviews. At my firm, our goal is to get to 500 Google reviews before the end of this year. We track exactly how many reviews we need to collect each day, week, and month in order to reach this goal.

Leverage Your Staff

Make sure your staff knows that they are expected to ask for and to generate reviews for your office. Weave this into your office culture. Recently, we had competitions at my office to see who could get the most reviews. Our "February Frenzy" and "March Madness" brought both fun and some healthy intra-office competition to see who could get the most reviews.

Never Stop

Google is not going away anytime soon, so collecting reviews on this platform is crucial. If you have other ideas on this important topic, I would love to hear from you, so please email me at cearley@chrisearley.com. If you found this piece helpful, then I would love a review from you. Simply go to JustSeeTheReviews.com to leave me a review.

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