

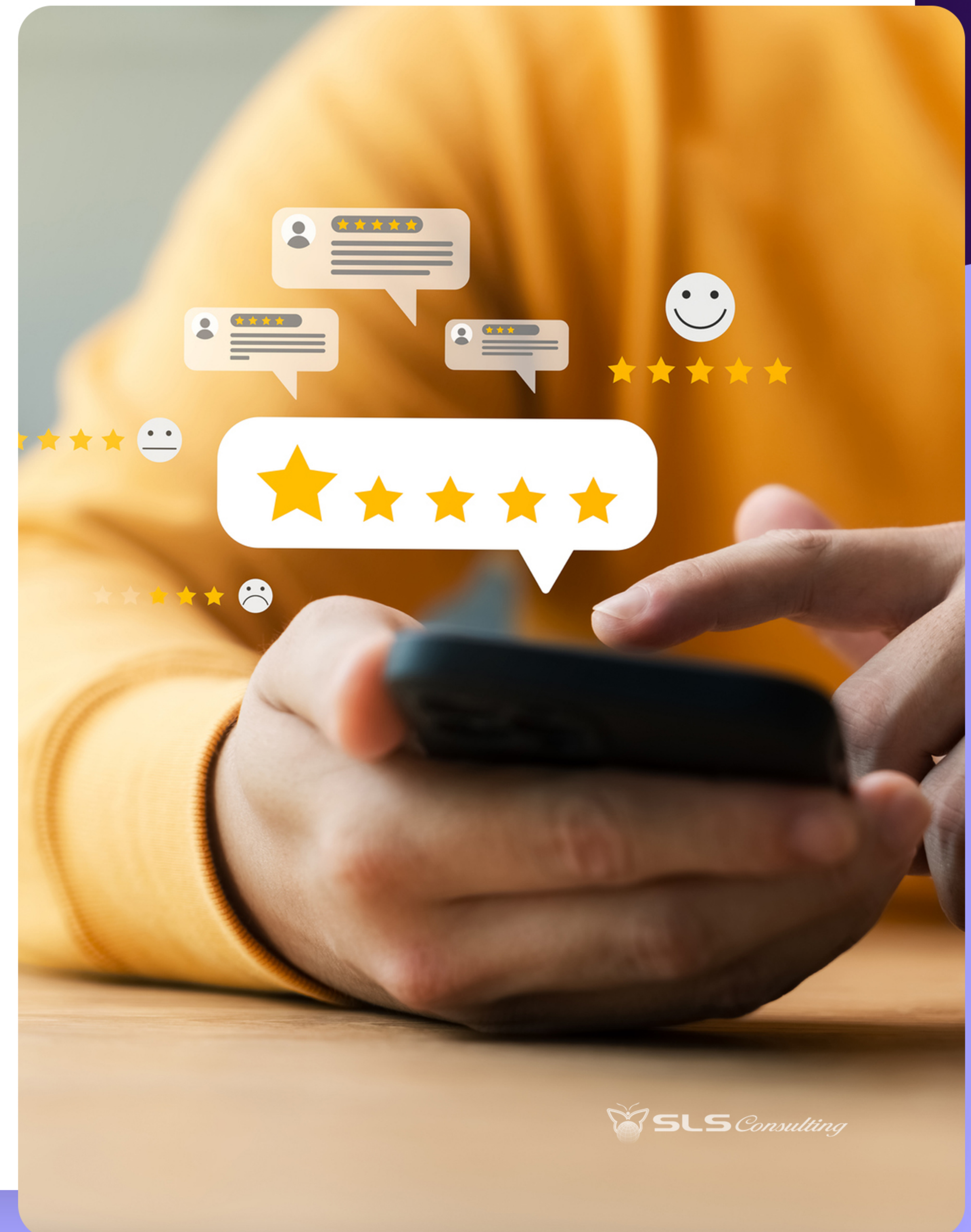


The Impact of Reviews on Law Firm SEO



Table of Contents

- 03** Using reviews to build trust
- 04** Positive reviews boost SEO
- 06** Turning visitors into leads
- 07** Enhancing your Google Business Profile
- 08** How Google uses NLP to evaluate reviews
- 09** What are EEAT and YMYL?
- 10** The role of third-party review sites
- 11** Seeking reviews from clients
- 12** Responding to client reviews
- 13** Tools for managing client reviews
- 14** The importance of a personalized response
- 15** Maximizing the impact of positive reviews
- 16** Conclusion

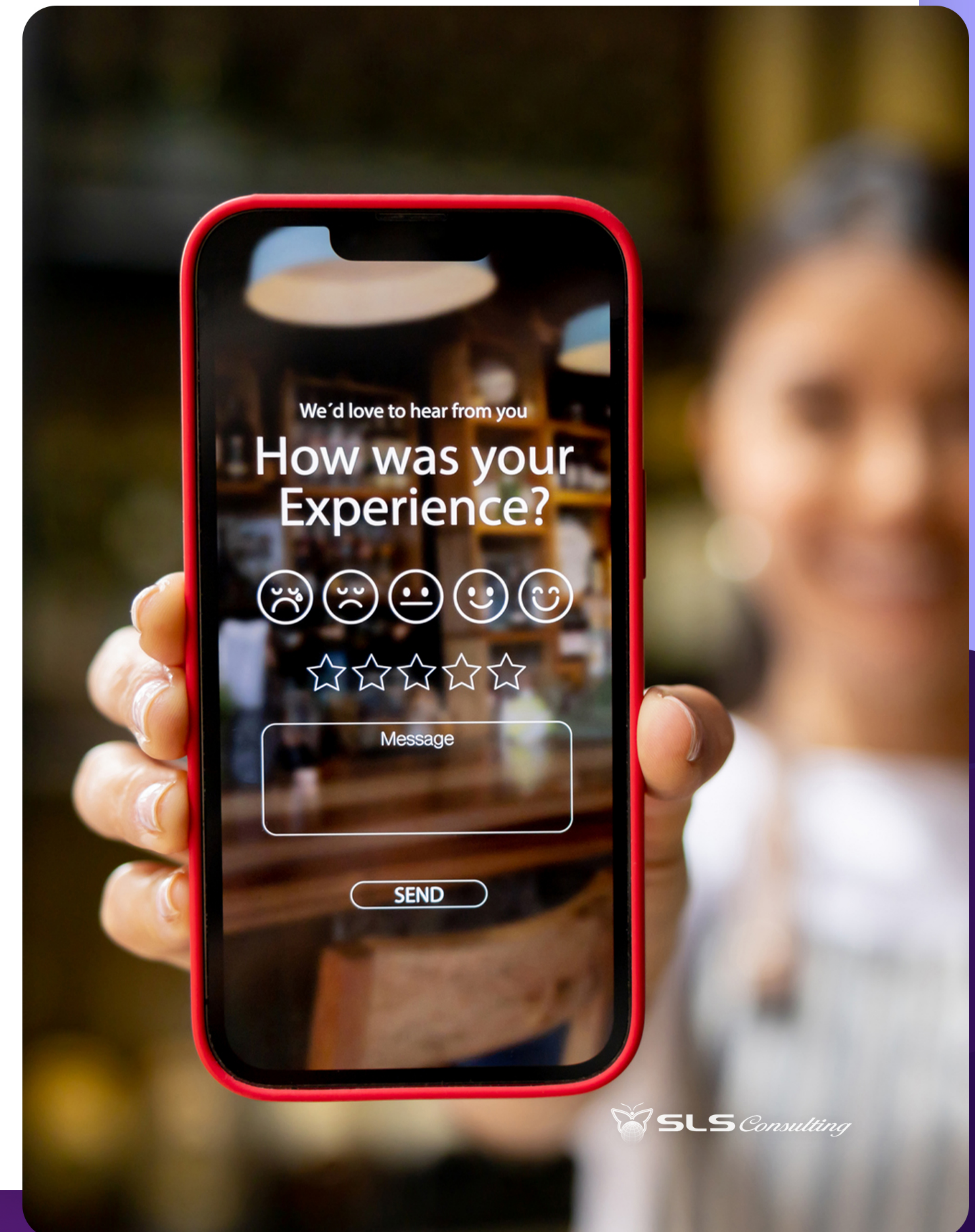


01 Using reviews to build trust

Client reviews play a major role in shaping your law firm's reputation and impacting website SEO, making it easier for potential clients to find you in search engine queries.

Positive reviews also build trust and credibility with people who are seeking legal help. In fact, social proof is a concept that describes how a person's buying decisions are guided by the actions and opinions of others. Enhancing social proof is one legal marketing strategy that can dramatically influence how people feel about your law firm.

With this in mind, it's essential for law firms to take a proactive approach to client reviews. You'll want to respond to positive and negative reviews right away. Additionally, you can boost the impact of positive reviews by featuring them on your website, across social media, and other marketing channels.



02 Positive reviews boost SEO

Search engine optimization (SEO) is a set of practices used by digital marketers to increase your website's visibility in search engine results pages (SERPs).

Technical SEO addresses sitemaps, caching, structured data, HTTP protocols, crawlability, URL structure, redirects, and page speed.

User experience (UX) includes whitespace, font, color scheme, buttons, internal links, CTAs, contact information, intuitive navigation, photos, graphics, and mobile optimization.



53%

of mobile users will
abandon site that takes
over 3 seconds to load



94%

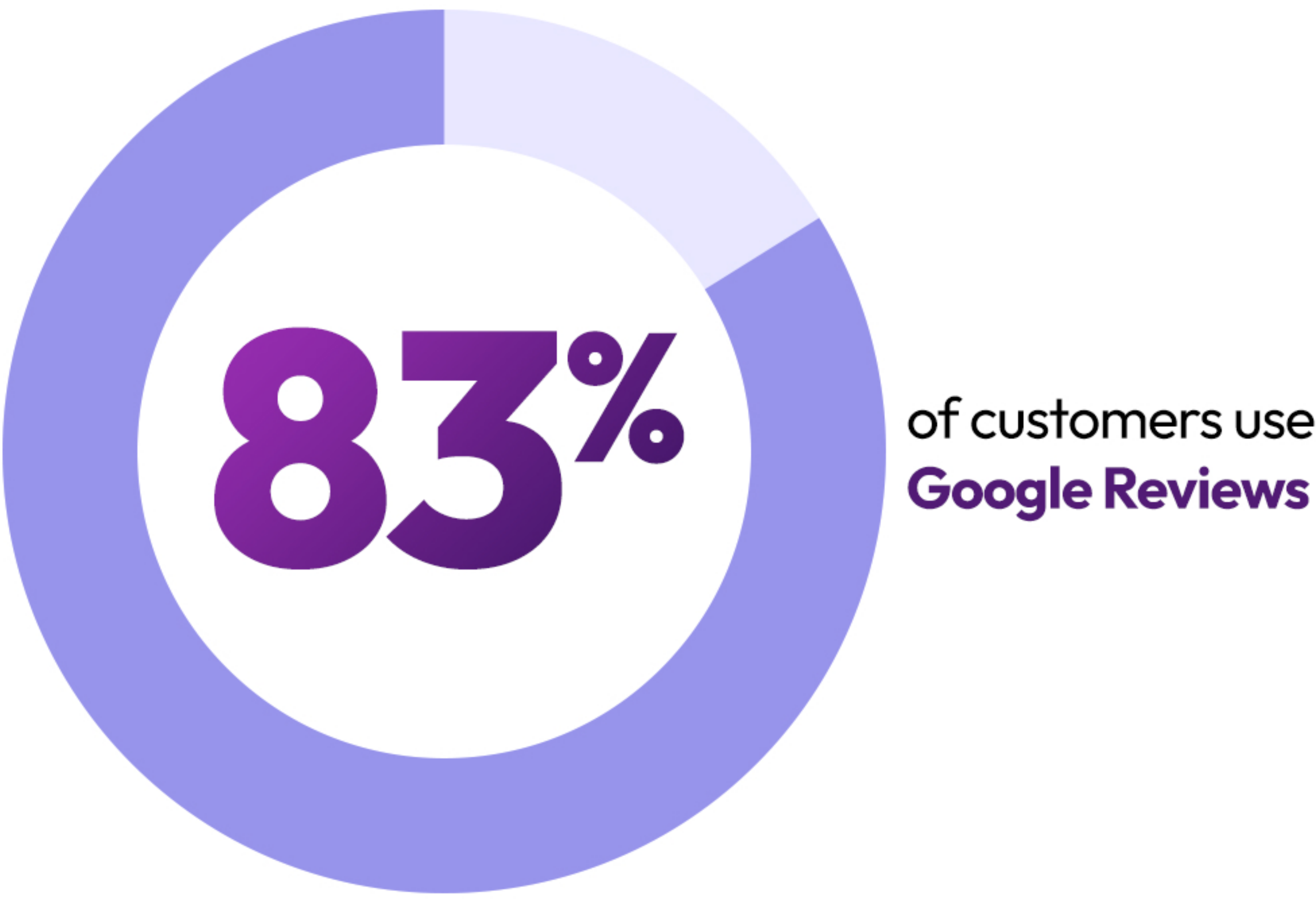
say they don't trust a
**poorly designed or
outdated website**

02

Reviews serve as endorsements, increasing search engine trust in your website. The more reviews you have, the more relevant your law firm appears to search engines. This boosts SEO, which directly impacts your visibility.

Positive reviews will also improve search rankings, making it easier for potential clients to find your firm online. Reviews can be integrated into your website, providing fresh content that search algorithms favor.

Client reviews often contain keywords that potential clients use when searching for legal services, which can significantly influence your firm's ranking on search engines. For example, when reviews mention legal terms like personal injury lawyer, criminal defense attorney, DUI, car accident, or child custody, your site becomes more visible in related search queries.



03 Turning visitors into leads

A visitor becomes a lead when they call your office or leave their contact information in your submission form. As website traffic increases, so do opportunities for generating new leads. With more people visiting your site, the positive effects begin to snowball.

1. Higher visibility means more traffic to your site and a better ranking, improving visibility to potential clients.
2. Increased engagement through content, such as blog posts and reviews, keeps visitors on your site longer.
3. Conversion opportunities through contact forms or consultation requests give visitors more chances to turn into leads.




91%
of marketers say **lead generation**
is their most important goal,
not website traffic

04 Enhancing your Google Business Profile

Google Business Profile (GBP) is a free tool that allows business owners to create a listing that will appear in Google Search and Google Maps results. Registering your business with GBP is one of the easiest and most effective things you can do to amplify your law firm's profile on the internet. Of course, positive Google reviews will make your GBP even more attractive to potential clients, improving your ranking in local search results.

Eugene Bruno & Associates

5.0 ★★★★★ (254)

Personal injury attorney • 

Overview

Reviews

About



Directions



Save



Nearby



Send to
phone



Share



3111 Camino Del Rio N Suite 350, San Diego, CA 92108



Open 24 hours



caraccidentlawyer-sandiego.com



sdlawyers.com

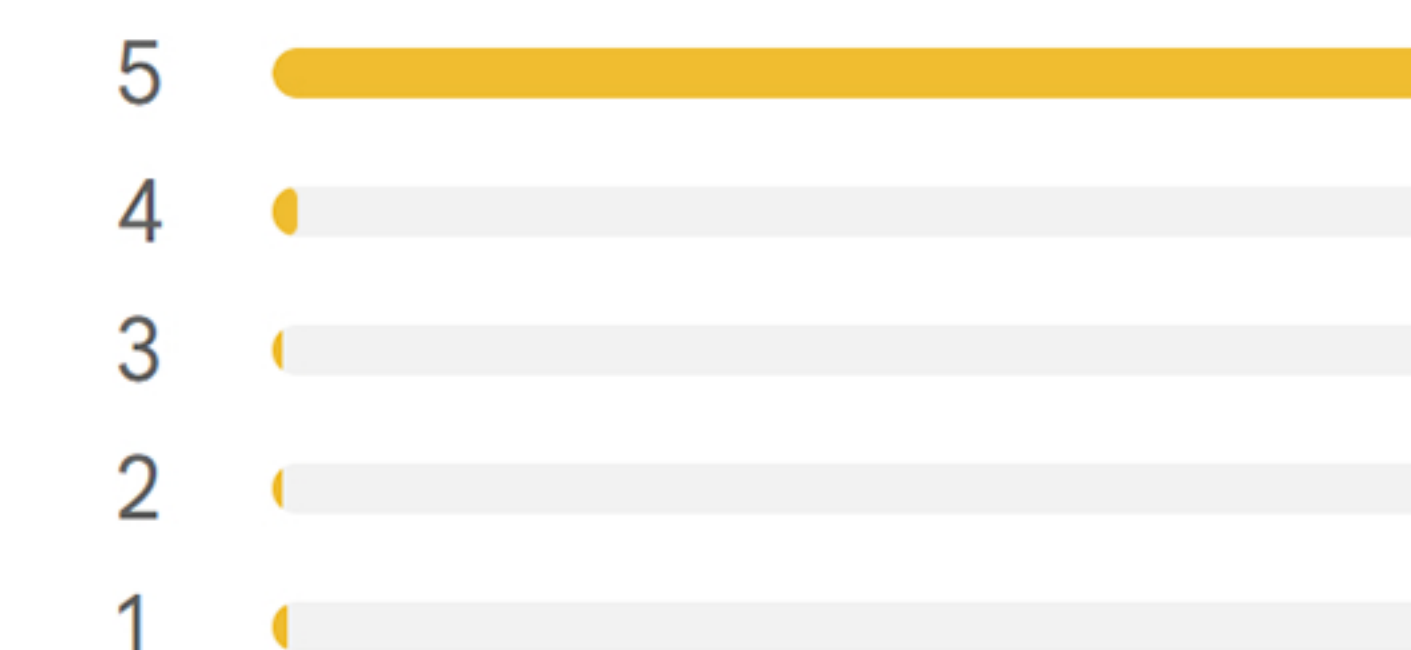


(619) 975-4060



QVFC+VX San Diego, California

Review summary



5.0



254 reviews



"This was a great **experience** and **outcome** from a very bad accident."



"I highly recommend Eugene Bruno if you have been injured in a **car accident**."



"I appreciate the **service** and attention."

Our client Eugene Bruno & Associates' impeccably maintained GBP profile features hundreds of reviews with prompt responses from the firm, FAQs, pictures of the firm and their office.

05

How Google uses NPL to evaluate reviews


Natural language processing (NLP) is a branch of artificial intelligence (AI) that enables computers to understand human language. NLP helps Google determine what clients are saying about your services, their satisfaction level, and their overall experience with your firm. This can affect your search ranking, especially if the reviews consistently highlight your knowledge and success in specific legal areas.

HOW NPL WORKS:

1 It Reads Client Reviews

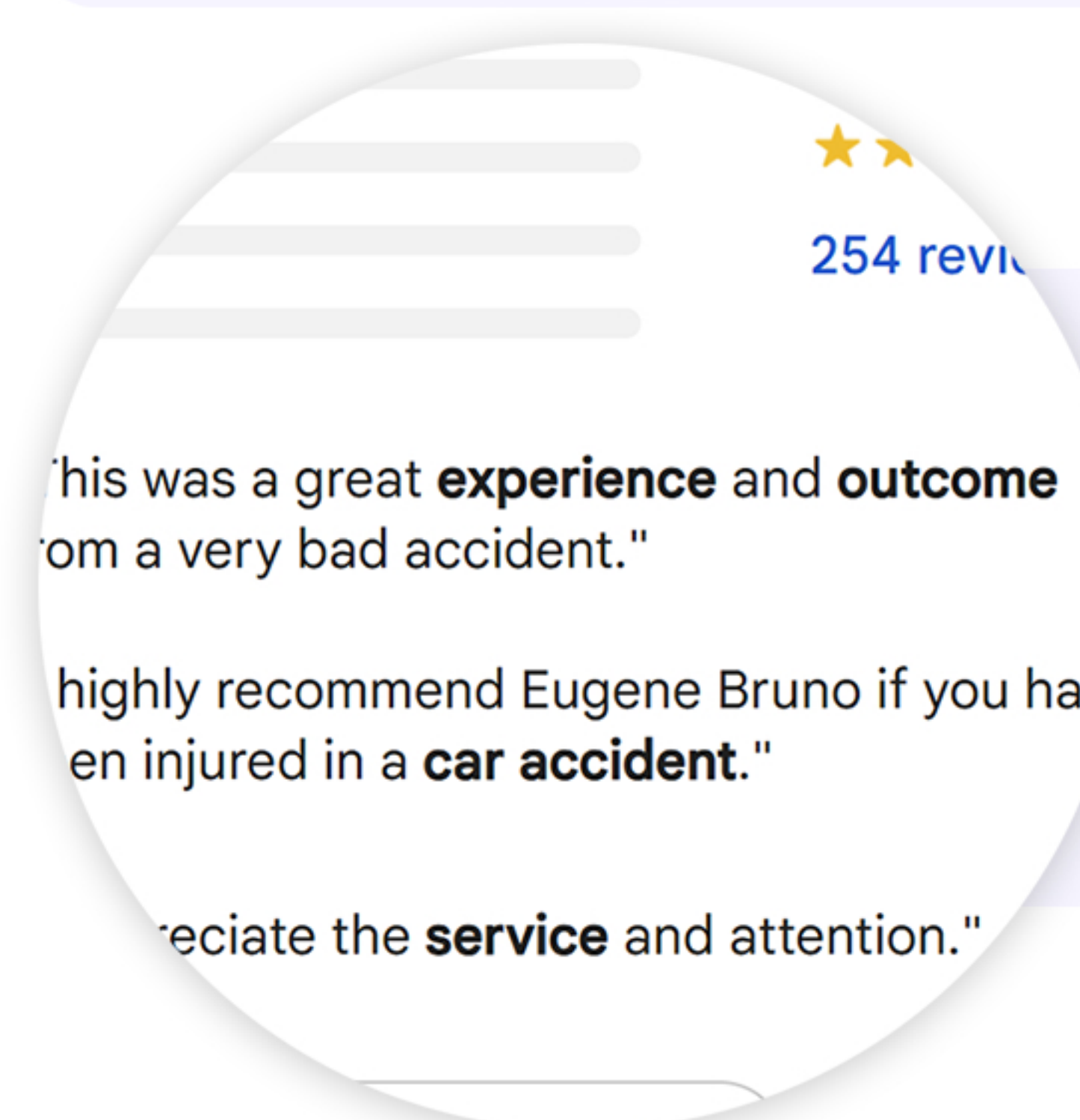
Google reads customer reviews, Q&As, and website content to see **what people are saying** about your business.

5.0 ★★★★★

 **jaslynn reed**
3 reviews

★★★★★ 2 months ago

When I was rear ended over two
do and where to go. After mor
with a case and happy I can



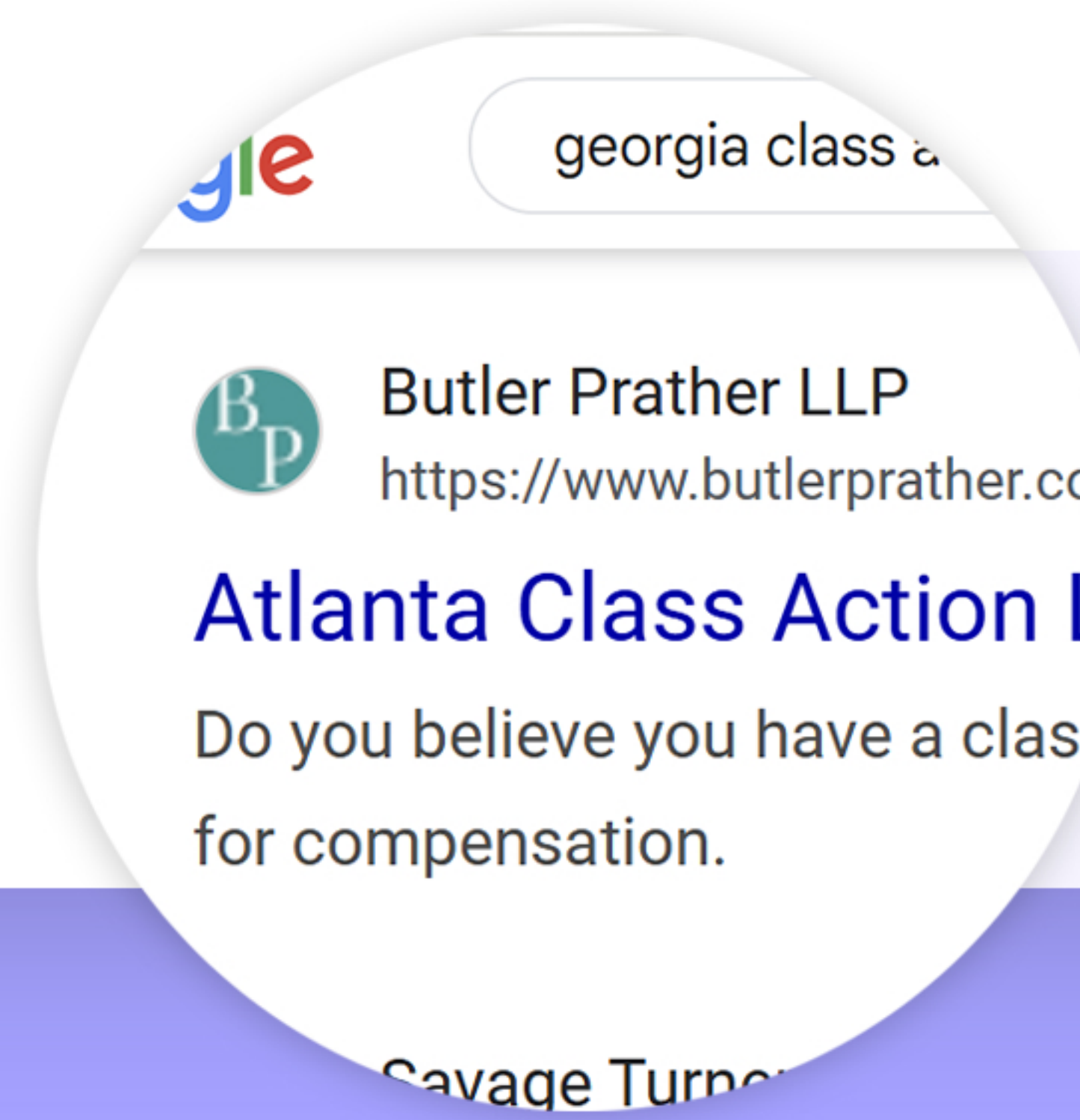
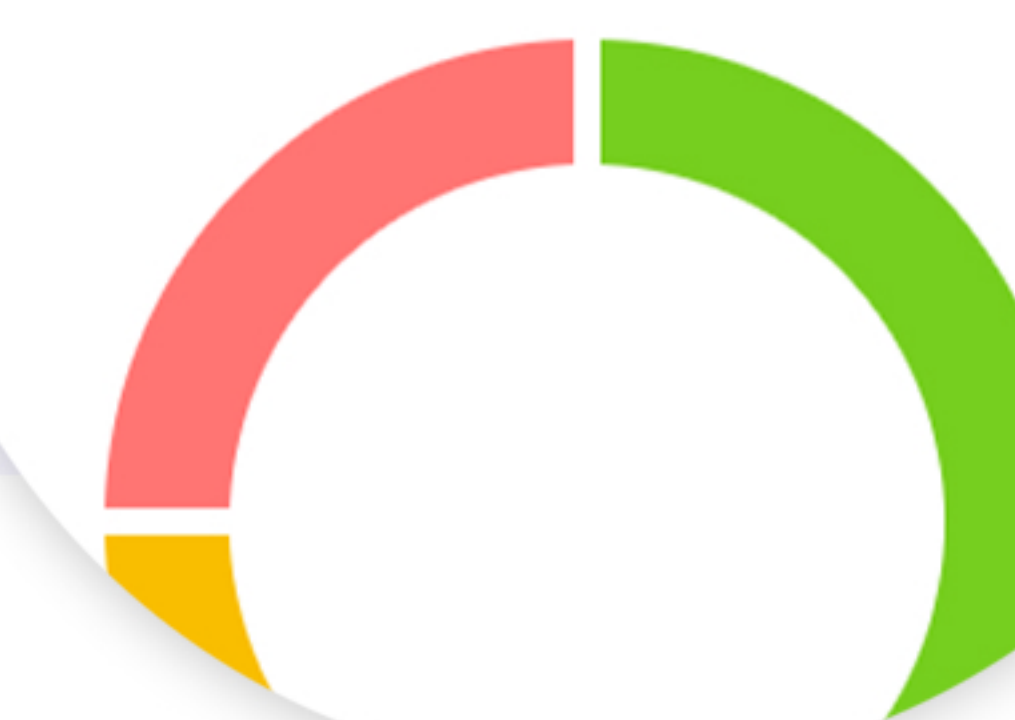
2 Identifies Key Topics

NLP **picks out important words** (like "great service" or "slow delivery") and figures out what they mean.

3 Measures Sentiment

Google can tell if people are happy or upset **based on the language** they use.

Positive **72.28%**
Neutral **12.34%**
Negative **15.38%**



4 It Affects Your Ranking

If people mention your business positively and often, Google may rank you **higher in search results**.

06 What are EEAT and YMYL?

EEAT and YMYL are important concepts that Google uses to evaluate websites. **EEAT** stands for Experience, Expertise, Authoritativeness, and Trustworthiness. Client reviews provide concrete evidence reflecting your firm's commitment to all four EEAT criteria, especially Trustworthiness.

Although EEAT applies to all types of customer queries, it is especially relevant for websites in the legal field because law firms are placed in a special Google category called **YMYL**, which means Your Money or Your Life. YMYL includes services that affect a person's future happiness, health, finances, or safety. Like other fields that fall under the YMYL category, law firms face a higher level of scrutiny when it comes to adherence to EEAT standards.

EEAT:

- **Experience** emphasizes direct personal involvement in the legal field.
- **Expertise** demonstrates your knowledge and skill in the legal field.
- **Authoritativeness** reflects your standing and recognition within the industry.
- **Trustworthiness** ensures that your firm is reliable and ethical in its dealings

YMYL (Your Money or Your Life) :

Google Scrutinizes Websites That Impact Health, Finances, Safety, and Future Happiness

07

The Role of Third-Party Review Sites

Google naturally places a high premium on Google reviews, but they also take note of third-party reviews, such as social media platforms and other websites where clients can leave feedback about their experiences with your firm.

It's important to note that Google tends to place a higher emphasis on reviews left in authoritative sources that concentrate on the legal field, such as FindLaw, Avvo, Justia, Martindale-Hubbell, and Super Lawyers. Third-party review sites often allow for rich snippets, making your firm's information more accessible and appealing in search results. Naturally, this accessibility can lead to increased client inquiries and engagement.



SLS Consulting

08

Seeking reviews from clients

Keep in touch with clients using periodic emails, texts, and phone calls



Ask for reviews at the end of a successful case



Provide easy-to-follow **instructions** for leaving reviews



Incentivize reviews with follow-up services or discounts



Responding to client reviews

If you want to protect your firm's reputation and increase website traffic, you need to respond to positive and negative reviews as quickly as possible. Positive reviews reassure prospective clients about your credibility, trustworthiness, and the quality of the services you have to offer.

Negative reviews are painful. But when you address them publicly, they can be an opportunity to demonstrate your firm's problem-solving skills and commitment to client satisfaction. Google recommends addressing negative feedback promptly. A well-crafted response can mitigate the impact of a negative review and show potential clients that you value feedback and are willing to improve.

1. Respond promptly to show clients that you value their feedback.
2. Personalize responses to negative reviews, addressing specific concerns.
3. Thank your clients for their positive reviews, reinforcing the good experience they had.

56% of customers **change their opinion** about a business based on the responses they received

53% of negative reviewers expect businesses to **respond within a week**

10 Tools for managing client reviews

Customer review software can automate responses and help you keep track of client feedback. These tools streamline the review management process, making it easier to maintain a positive online presence by offering a multitude of benefits.

- Automated responses save time and ensure consistency.
- Analytics provide insights into client sentiment and areas for improvement.
- Alerts notify you of new reviews, ensuring timely responses.

bazaarvoice.com

PROS:

- Widely trusted platform
- Shares reviews widely
- Smart data tools

CONS:

- Very expensive
- Hard to set up

reviews.io

PROS:

- Easy Google sharing
- Works with websites
- Collects video reviews

CONS:

- Support varies
- Not beginner-friendly
- Some tech needed

housecallpro.com

PROS:

- Great for services
- Mobile app friendly
- Sends auto requests

CONS:

- Limited platforms
- Few analytics tools

shopperapproved.com

PROS:

- Google-friendly reviews
- Gets reviews fast
- Boosts website visibility

CONS:

- Looks outdated
- Extra features cost
- Weak on social

experience.com

PROS:

- Industry-tailored tools
- Feedback and ratings
- Runs automatically

CONS:

- Costs more
- Setup takes time
- Few display options

sprinklr.com

PROS:

- All-in-one tool
- Deep tracking
- Works for big teams

CONS:

- Very complicated
- Expensive option
- Needs training

feefo.com

PROS:

- Real customer reviews
- Google search stars
- Good insights

CONS:

- Limited connections
- Basic designs
- Less social reach

embedsocial.com

PROS:

- Pulls from Google
- Easy to use
- Website ready

CONS:

- Few review invites
- Simple reporting
- No ad ratings

11

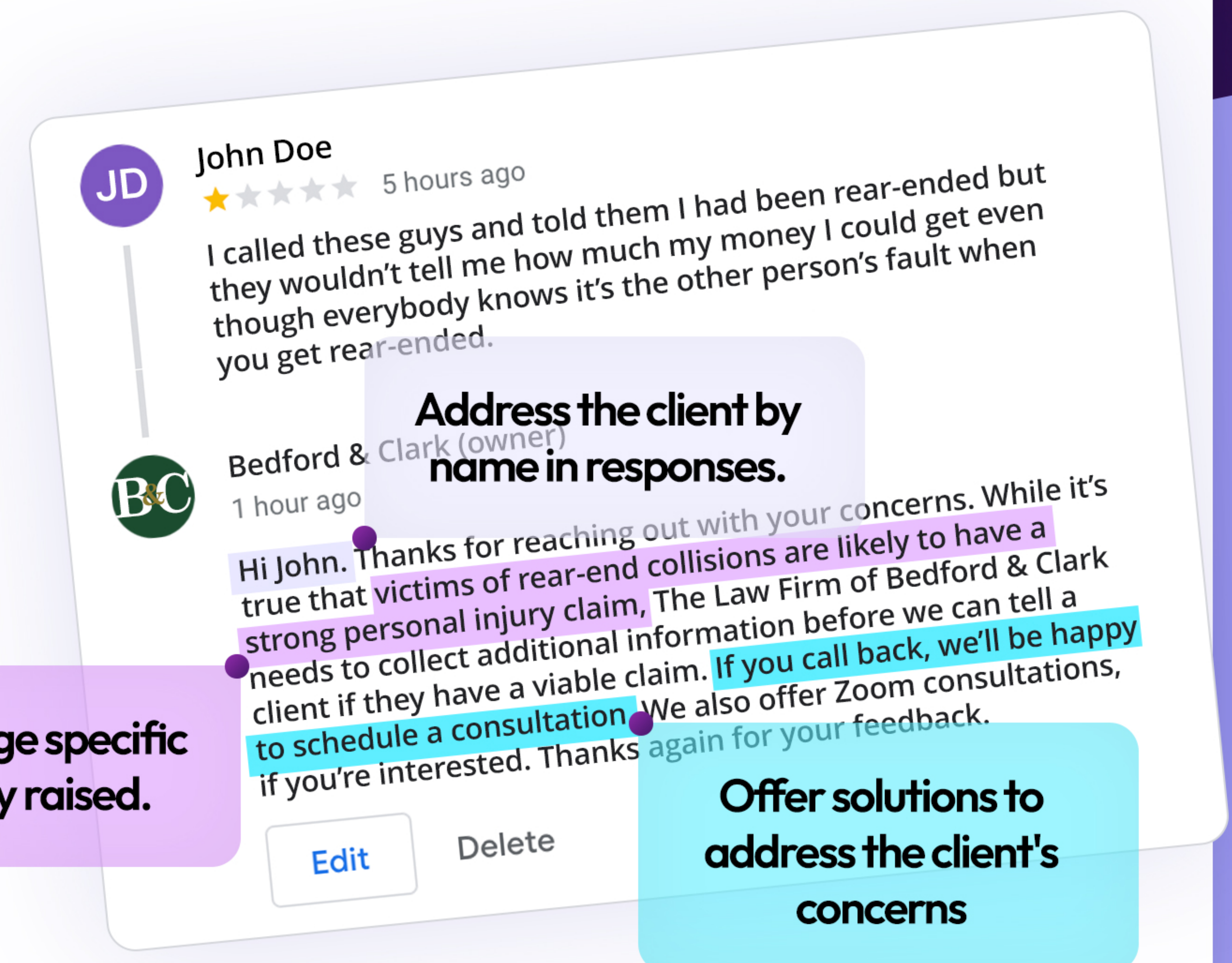
The importance of a personalized response

While automation has its advantages, personalized responses are invaluable, especially when dealing with negative reviews. A personalized approach shows clients that you care about their individual experience.

Acknowledge specific issues they raised.

Address the client by name in responses.

Offer solutions to address the client's concerns



12

Maximizing the impact of positive reviews

Showcasing positive client reviews is a powerful way to strengthen your online presence and promote a positive view of your law firm. That's why you'll want to spread the good news.

Tips for maximizing the impact of positive reviews:

- Create a dedicated **Reviews page** on your website.
- Feature your **best reviews** in website headers or footers.
- Use positive reviews when crafting crafting **landing pages**.
- Include positive reviews in **PPC** advertising campaigns.
- Publicize positive reviews across **social media** channels.
- Share positive reviews in email **marketing campaigns**.

Conclusion

Getting the right leads to grow your business!

For over 25 years, SLS Consulting, Inc., has been helping law firms across the country. Let's sit down together and discuss how we can drive more traffic to your website. Our legal websites have a conversion rate of 5-7%, which is much higher than the industry average of only 2-3%.

If you're a lawyer, give us a call at **(323) 254-1510** to learn more about how to grow your online presence today.

slsconsulting.com

