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Your Clients May Hold the Key to Better Local Placement

As many attorneys are aware, word of mouth referrals are an essential part of building a law firm. In fact, this classic marketing practice can help your law firm rank better for local search results like Google Places.

Google looks at customer reviews much like they look at links for your regular search engine placement. Of course, with the Google Places listings and search engine results being merged together last year, your law firm will need both to achieve a high page one ranking.

When a profile has many reviews, it acts as verification of the listing's credentials. That essentially tells Google that the law firm name, address, and phone number are correct and the firm is actively doing business. Such verification gives credibility to the firm, thus a high quality rating. In fact, with Google's goal being verification of credentials, not all reviews have to be good. This is a quantity game.

While positive reviews may not be a must, for the sake of converting visitors to new clients, you will want positive feedback. The best way to get this feedback is by contacting satisfied clients.

Step 1

Locate your Google Places profile and click on "link" at the top right. This will give you a long URL. Copy that URL.

Step 2

Go to lawurl.com and paste the long URL into the "URL" box. Then click on the orange button that says "Shorten". This will generate a simple URL like this: <http://lawurl.com/3z7>.

Step 3

Send an email to some satisfied clients following up with them and asking to take a couple minutes to review your firm. Include the shortened URL generated by lawurl.com.

Google also looks for reviews on other local search engines like Avvo, Judy's Book, Insider Pages, and more. If a client writes a review on one of these other networks, it will be included on your Google Places profile as long as all of your contact data is exactly the same throughout all of your listings. Also, be sure to check with your local regulations regarding feedback solicitation in your state.

Let's Build a Bigger Law Firm Together

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