



# What Lawyers Need to Know About Avvo.com



**Larry Bodine**

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# About Larry Bodine, Esq.

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- Business Development Advisor for 20 years
- Assisted 250+ law firms get more business
- Former Marketing Director at Sidley Austin
- Practiced law as a litigator

- **Business development training**
- **Website analysis and renewal**
- **Custom webinars**



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**What Lawyers Need to Know About Avvo.com**

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# A fresh look at Avvo.com

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- A top destination for consumer clients
- Reasons lawyers hate & love Avvo
- How to get a 10 rating
- Marketing tips for using Avvo
- Dealing with negative information
- My magic marketing multiplication formula



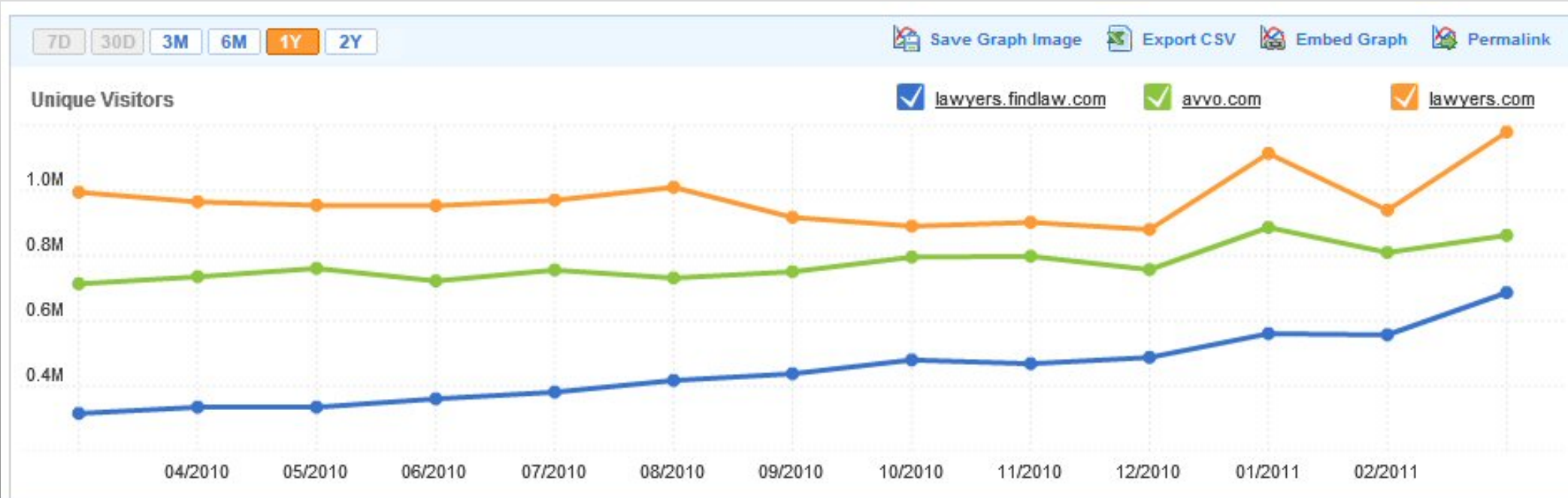
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# A top destination for clients

- Avvo beats Findlaw & is just behind Martindale-Hubbell for traffic (chart is an estimate)
- Presents way more info than Findlaw or M-H



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# Reasons Lawyers Hate Avvo

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## Born in controversy in 2007

- Yet ABA Commission on Ethics 20/20 says “no change” needed in April 27, 2011 draft report. <http://bit.ly/j8nBbT>
- Bar associations, lawyer disciplinary counsel and consumer rights organizations, find no consumer harm stemming from lawyer ratings.

## The numerical rating

- Yet lawyers with a “10” issue press releases

## Lack of *total* control

- You can’t delete your profile.
- You can decline endorsements and can challenge a bad client review

## It lists bar sanctions

- Public information
- Like Yelp, Angie’s List, Google Local, Yellowpages.com

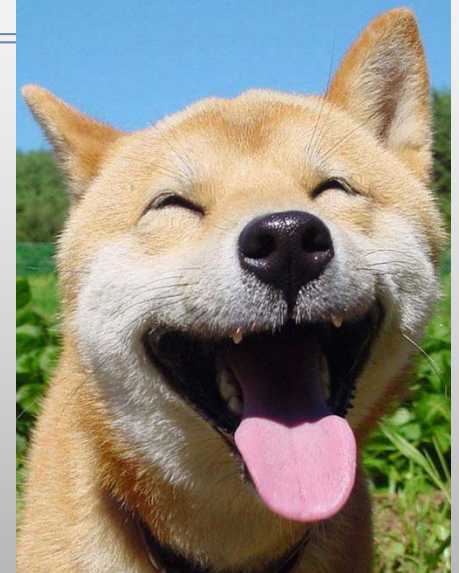


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# Reasons Lawyers Love Avvo

- **2 million unique visitors per month**
- **Delivers 160,000 contacts** from consumers per month
- **It's free** – you can't be the return-on-investment
- **It's a social medium:** answer client questions
- **It's a great marketing vehicle:** publish documents and videos, request ratings from happy clients and endorsements from friendly lawyers
- Free online **marketing webinars** for lawyers
  - **Advocating Conference 2011, May 19-20, 2011, Orlando, FL**



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# Reasons Lawyers Love Avvo

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**70,000 profiles from lawyers in every state**

**I just landed a 6-figure case and will be on ABC News in their lead story! Thanks Avvo.**

- Tony Colleluori, Criminal Defense Lawyer, New York

**I'm not yet convinced of what my LinkedIn profile can do.**

**Twitter drives traffic to my blog. Avvo generates business.**

- Harold Goldner, Employment Lawyer, Pennsylvania

**Avvo represents the best return on advertising dollars I have had in my twenty years of practice! I have gotten calls turned the calls into paying clients!**

- Cassandra Savoy, Divorce Attorney, New Jersey

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# Getting found online

- 82 % of people using local search follow up their research with offline action - comScore Networks
- Avvo is very good at SEO – your profile will be on Google page 1
- A great source of *consumer* clients
- Your profile already exists. “Claim” it and beef it up.

Education	Prior jobs	99 Practice areas
Seminars & Articles	Awards	Associations
Languages	Photo – profile w/pix is 6x more likely to be clicked	Cash, Check, Credit Card

- *You don't have to like Avvo to benefit from it.*

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Find a Lawyer    Research Legal Issues    Ask a Lawyer    Review a Lawyer

DUI / DWI    in Chicago, IL    **Find lawyers**

Home > Find a Lawyer > Cook County Lawyers > Chicago Lawyers > Chicago DUI Lawyers

## Chicago DUI Lawyers — 5 found

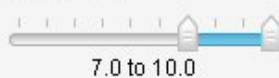
### Neighborhoods

- Loop
  - Near North Side
  - Near West Side
  - O'hare
  - Lower West Side
- [See all neighborhoods](#)

### Show lawyers with

- Client reviews
- Endorsements
- No misconduct
- Awo Pro **PRO**
- Free consultations

### Avvo Rating



### Languages

- Spanish
  - French
  - Polish
- [See all languages](#)

Sort by Best Match

Compare

### Charles Beach



**Avvo Rating** 10.0  
Superb

No Misconduct

★★★★★  
4 reviews

Chicago DUI Lawyer. Licensed for 15 years.

### Stephen Komie



**Avvo Rating** 10.0  
Superb

No Misconduct

★☆☆☆☆  
1 review

Chicago DUI Lawyer. Licensed for 35 years.

### Howard Wise



**Avvo Rating** 8.4  
Excellent

No Misconduct

★★★★★  
8 reviews

Chicago DUI Lawyer. Licensed for 14 years.

### Robert Callahan



**Avvo Rating** 7.7  
Very Good

No Misconduct

★★★★★  
5 reviews

Chicago DUI Lawyer. Licensed for 17 years.



Sponsored Listings



[Illinois Super Lawyer who wrote the book on Illinois DUI Law! Call 630-812-0507!](#)

Donald John Ramsell  
Avvo Rating: 10.0  
Client Reviews (17) ★★★★★



[The State has a Lawyer Shouldn't You? Call 847-380-5781.](#)

Steven H. Fagan  
Avvo Rating: 8.4  
Client Reviews (27) ★★★★★



# How to get a 10 Rating

- It's a mathematical **résumé score**
  - Create an impressive résumé
- Formula is secret
  - Like Google's search algorithm
- **Subjective factors** like personality and communication style cannot be measured
- *Doesn't* evaluate a lawyer's **actual knowledge** of the law
- *Doesn't* measure **past performance**
- Client reviews do **not affect** your numerical rating

- ✔ 9.0-10.0 Superb
- ✔ 8.0-8.9 Excellent
- ✔ 7.0-7.9 Very good
- ✔ 6.0-6.9 Good
- ✔ 5.0-5.9 Average
- ✔ 4.0-4.9 Concern
- ✔ 3.0-3.9 Caution
- ✔ 2.0-2.9 Strong caution
- ✔ 1.0-1.9 Extreme caution

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# How to get a 10 rating

- Lawyer endorsements **do** matter
- The **more info** you add to your profile, the better.
- Info on **your website** and elsewhere do matter
- An “**AV**” rating helps
- Getting awards and professional achievements – any **3<sup>rd</sup> party recognition** – matters
- Being an **officer or leader** in a bar or other association matters
- Getting **published** matters
- **Years** in practice matter
- **Disciplinary action** (not a mere complaint) really matters



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# Answer Questions

## Ask a Question



Get free answers from Doctors or Lawyers

[Ask a Doctor](#)

[Ask a Lawyer](#)

- Q&A forum gets 50,000 visitors per month
- 300,000 questions have been answered
- Don't say "You need a lawyer, call me."

personal injury in Los Angeles, CA

Answer Questions on Personal Injury in Los Angeles, CA > I would like to record all conversation b

Q Question

+ Save
Share

### I would like to record all conversation between myself and coworkers to protect my self from false statements


Viewed 6 times. Posted 2 days ago in Libel - Los Angeles, CA  
[Edit practice area](#)

I am on final warning and it seems someone is looking to use this to their advantage . Am I able to record everyday that im at work and have it available if theirs was ever an issue brought up in regards to my mannerisms ?


Answer this question

This question will be closed to new answers in **3 days**.

A Answers (3)



**Pamela Koslyn**

 **Level 10** Contributor

Posted 2 days ago. This attorney is licensed in California.

Not unless everyone consents. CA is an "all party" state, and it's a violation of the CA Penal Code to record someone without their knowledge and consent, unless the recorder is law enforcement or someone similarly excepted from these criminal statutes.

Legal disclaimer: I'm only licensed in CA. Please note that this answer does not constitute legal advice, and should not be relied on, since each... [more](#)

# Answer Questions

 Do I have to include my girl friends income as "household income" for child support purposes?

Asked by a user in Schenectady, NY - 35 minutes ago.

**50** points remaining.

- Get more points for answering a question quickly
- Point value declines over time
- Most prolific lawyers get on the leader board – changed weekly
- Like a free ad
- Avvo sends frequent contributors interview requests from the press

## Top Contributors

-  **Carl Shusterman**  
 **Level 10** Contributor  
128 answers, 82 legal guides
-  **Pamela Koslyn**  
 **Level 10** Contributor  
273 answers, 0 legal guides
-  **Frank Chen**  
 **Level 10** Contributor  
97 answers, 38 legal guides
-  **J Ferrari**  
 **Level 7** Contributor  
142 answers, 0 legal guides
-  **Kevin Guyette**  
 **Level 7** Contributor  
116 answers, 6 legal guides
-  **Dorothy G Bunce**  
 **Level 9** Contributor  
128 answers, 0 legal guides

 [View all Lawyers on the Contribution Leaderboard](#)

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# Create a Legal Guide

- Visitors can research 757 legal topics
- 33,000 Guides online now
- Post answers for your top 10 questions.
- Drives traffic to your profile
- Write them as FAQs and include a disclaimer
- Three templates to choose from

Find a Lawyer
Research Legal Issues
Ask a Lawyer

Contesting a Will
in Massachusetts


 Legal Guide
+ Save
E-mail
Share

## How to Challenge a Will in Massachusetts



Written by: [Alan Stanford Fanger](#)

Attorney licensed in Massachusetts

 **Level 4** Contributor

This guide takes you through the requirements, both substantively and procedurally, for initiating what is known as a "will contest" in Massachusetts.

- 1

### File a Timely Appearance with The Court

If you are an heir at law--typically a child, parent or sibling--you will receive notice by certified mail that the decedent has died and has left a will. The notice will identify the name of the executor/executrix and will indicate that if you wish to object to the will, you must file an appearance with the court by the date set forth in the notice. This deadline is firm and late filings are rarely permitted. You need only file a document identifying the name of the case, the docket number, with a title "Notice of Appearance". You need to sign it and set forth your residential address and telephone number. You do NOT need an attorney to sign or file this notice on your behalf, and the court does not charge a fee for the filing of the notice.
- 2

### File an Affidavit of Objections

Within 30 days of filing a notice of appearance, you must file with the court a document known as an "affidavit of objections". This is the document in

# Ask for Lawyer Endorsements

Ask your colleagues,  
classmates & friends.

No “log rolling”: don’t ask  
people in your own firm or  
people you don’t know

Impresses clients.

Remember, Lawyer  
endorsements *do count* in your  
number rating.

## Peer Endorsement Request

Recommendations from fellow lawyers help build client confidence.

**Required**

Your e-mail address

lbodine@lawmarketing.com

E-mail addresses (50 e-mails max)

Enter up to 50 e-mail addresses separated by a space, comma, or semi-colon. Recipients won't see the names or e-mail addresses of other lawyers receiving this endorsement request.

Subject

Laurence Bodine is requesting your endorsement on Avo

Personal Message

This is the message we'll send to your contacts along with instructions about how to endorse you. Feel free to edit or remove the note.

(3582 characters remaining)

I recently joined [Avo](#), a website that helps people find and choose the right lawyer. [Avo](#) provides a free [online](#) profile with space for peer endorsements, which are recommendations from trusted colleagues. I would welcome a brief recommendation from you for my [Avo](#) profile.

If you haven't already done so, you will need to claim your own profile first (it only takes a minute and costs nothing).

Regards,  
Laurence

Send me a copy of this e-mail

Send endorsement request

Cancel

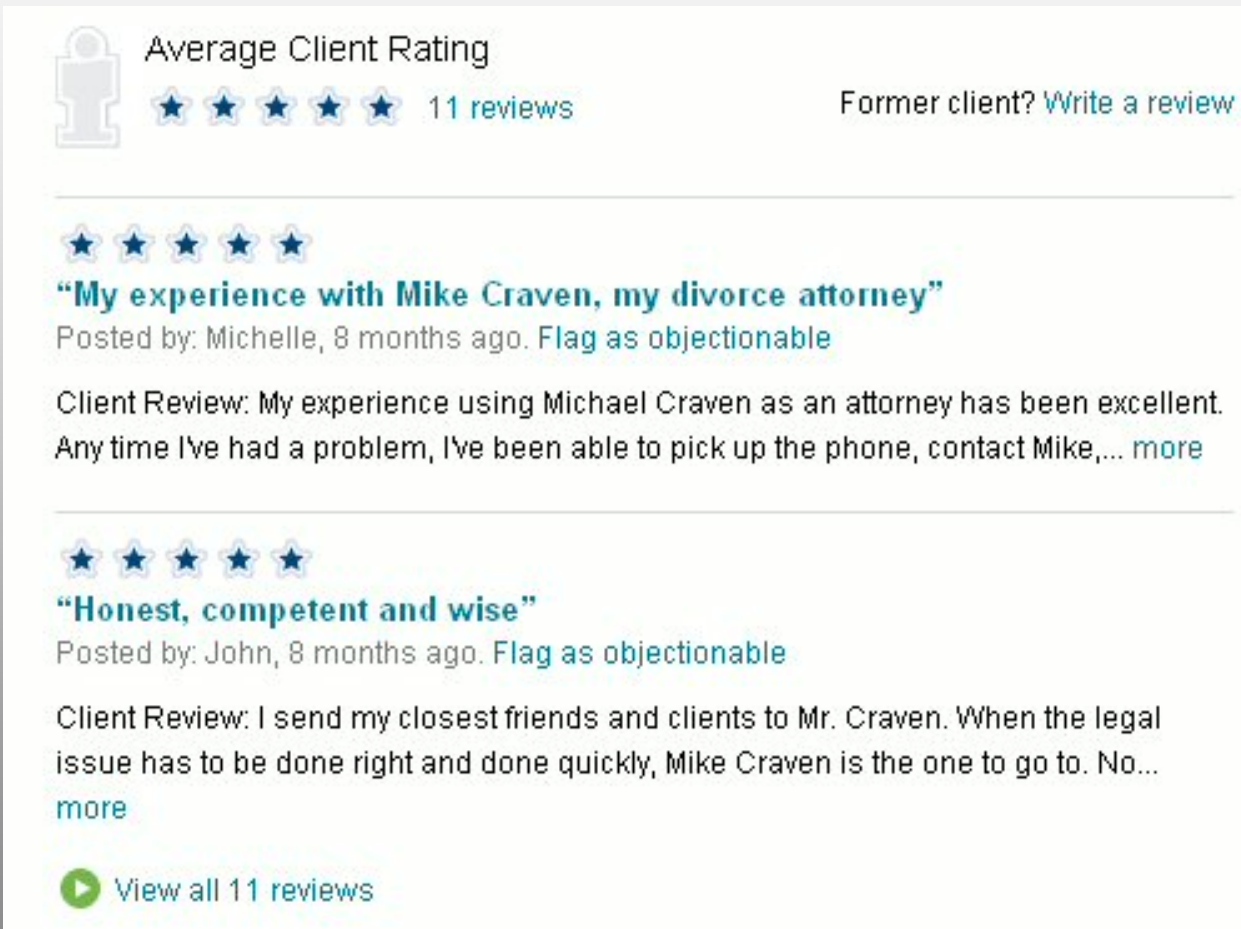
# Ask for Client Testimonials\*


\* If permitted under your ethics rules.

***This is what clients read***


Ask clients for whom you've gotten a good result.

Use Client Rating Request form, just like lawyer endorsement form.




Average Client Rating  
 11 reviews [Former client? Write a review](#)

---

  
**“My experience with Mike Craven, my divorce attorney”**  
Posted by: Michelle, 8 months ago. [Flag as objectionable](#)

Client Review: My experience using Michael Craven as an attorney has been excellent. Any time I've had a problem, I've been able to pick up the phone, contact Mike,... [more](#)

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**“Honest, competent and wise”**  
Posted by: John, 8 months ago. [Flag as objectionable](#)

Client Review: I send my closest friends and clients to Mr. Craven. When the legal issue has to be done right and done quickly, Mike Craven is the one to go to. No... [more](#)

[View all 11 reviews](#)

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# Put an Avvo Badge on Website

Put the badge graphic on your blog or web page – show off your good ranking.

Link it to your Avvo profile for potential clients.

## Micro-Badge



## Rating badge (large)



## Rating badge (small)



 [Log in to get your rating badge](#)

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# Automatically show your Activity

Set your site up to *automatically* broadcast all of your activity on Avvo.

Go to Dashboard and choose “syndicate your ratings & contributions.”

- Just add a piece of code to your website

Automatically share activity to your Facebook and Twitter account when you get an endorsement or get a good review (4 stars or higher)

Syndicate your rating & contributions

◀▶ [Syndicate your Answers](#)

◀▶ [Syndicate your Legal Guides](#)

Sharing on Facebook and Twitter

Automatically share activity from Avvo to your Facebook and Twitter account.

  [Share settings](#)

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# Avvo Pro - \$50/month

- First month free
- 30-day breakdown of how many people saw your Avvo profile
- See the % of visitors who searched for an attorney by your practice area & location and saw one of your pages.
- Create custom introductions for your profile for each of your practice areas
- Customize your contact preferences
- Service is free to advertisers

Get one month of Avvo Pro for FREE

	Avvo Pro only \$49.95 per month <b>Upgrade</b>	Free Profile
Avvo Profile Features		
<a href="#">Practice Areas</a>	✓	✓
<a href="#">Photos and Videos</a>	✓	✓
<a href="#">Basic Contact Information</a>	✓	✓
<a href="#">Client Reviews and Peer Endorsements</a>	✓	✓
<a href="#">Case Histories</a>	✓	✓
<a href="#">Publish Legal Guides and Answer Questions</a>	✓	✓
<a href="#">Profile Taglines</a>	✓	
<a href="#">Spotlight Client Reviews</a>	✓	
<a href="#">Select Top Peer Endorsements to Display First</a>	✓	
<a href="#">Enhanced Profile Contact Options</a>	✓	
<a href="#">Contact Information Displayed in Search Results</a>	✓	
<a href="#">Detailed Analytics Reporting</a>	✓	
<a href="#">Track Your Contact Conversions</a>	✓	
<a href="#">No Ads on Your Profile</a>	✓	
<a href="#">Include Your Blog Posts</a>	✓	
<a href="#">Add Your Live Twitter Feed</a>	✓	

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# Tipoffs from RealPractice

Free iPhone app

Be notified by email or text

Set up reminders

Create auto-response

<http://info.realpractice.com/avvo>

Quickly and Easily Respond to and Manage Inquiries

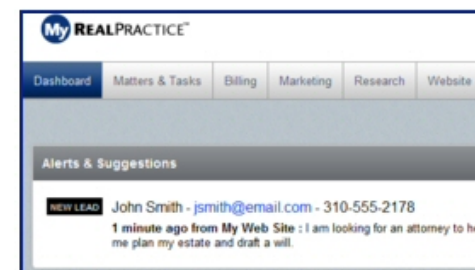


**Clients contact you via Avvo:**

"Contact us" inquiries and phone calls from Avvo and/or a website are immediately routed into My RealPractice

**Get notified and respond immediately:**

Receive real-time notifications via email, SMS text messages and/or notifications in the My RealPractice web and iPad/iPhone app. Respond by phone, custom email message and/or an auto-response email via My RealPractice



**Follow up and convert clients:**

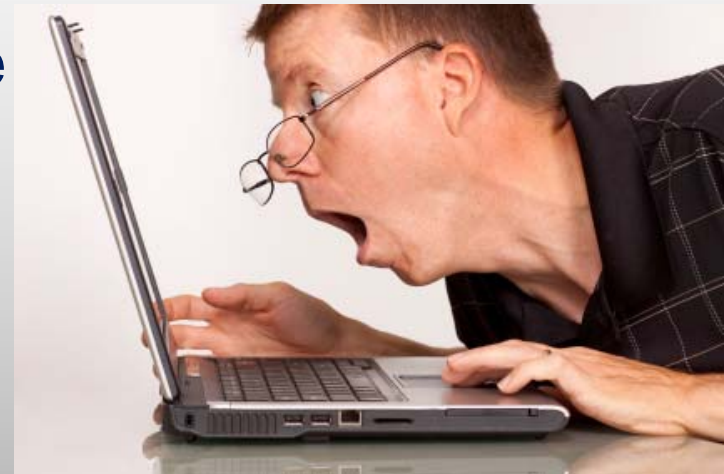
Easily set up reminders and tasks to engage more prospects coming through Avvo, retain them as clients and manage their cases and matters

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# Dealing with negative info

- **You can explain** a bar action in your profile
  - If the bar action changes, Avvo will update your profile
- **Bad client review**
  - Each review read by a human
    - 25%-33% of reviews are rejected
  - You can flag it as inappropriate & challenge it
  - Be responsive to the reviewer, invited them to call & discuss, turn them from an angry to a positive commenter and they'll edit their review.
- You can decline a **negative lawyer endorsement**



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# Magic Multiplication Marketing



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# Additional Documents

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**Three Things Business Clients Look for on Law Firm Websites**  
[www.youtube.com/watch?v=8GsfOeGrvvE](http://www.youtube.com/watch?v=8GsfOeGrvvE)

**Avoid These Five Typical Blogging Mistakes**  
<http://bit.ly/IMbiYd>

**Turning Your Bio into a Magnet for Business**  
<http://bit.ly/lp7bnN>

**How to Make the Most of LinkedIn** - <http://bit.ly/jQQsGI>

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# Questions

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