

GETTING BETTER REVIEWS

Getting five-star reviews not only helps boost the reputation of your law firm, but Google may also give priority to your local listing. The result can mean better placement on search engines and acquiring more clients. To take the fullest advantage of your well-earned review, suggest that your client answer these questions within their feedback.



1 **Where Was Your Case?**

When a location is included in a review, this gives signals to Google as to where you conduct business. Your listing will have a greater chance to show up in the mentioned areas.

2 **What Type of Case Did We Help You With?**

When a reviewer answers this question, they will naturally be adding essential keywords within the review. These keywords tell Google what practice areas are relevant to your firm's listing.

3 **How Did We Help You?**

Asking how the client was helped by your law firm will further increase the depth in which a person will go in giving details. These details will often include even more keywords.



BONUS: Ask For "Feedback"

Asking for a review will register as a "star rating" with little or no textual feedback from a past client. By asking for your client's "feedback," you will increase your odds of receiving reviews that contain a higher, keyword-rich word count.