

How to Create a Review Strategy



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Why Do Online Reviews Matter?



Reviews influence consumer decisions.

- Two-thirds of the participants in a recent survey said they would be **more likely to hire a lawyer with online reviews.**
- 84% of patients surveyed in a 2015 study **used online reviews to evaluate physicians.**





Why Do Online Reviews Matter?



Reviews impact local rankings.

Google review count and score are factored into local search ranking: more reviews and positive ratings will probably improve a business's local ranking.

Map data ©2016 Google

Evan Guthrie Law Firm 5.0 ★★★★★ (10) · Attorney 164 Market St #362 · (843) 928-3813 Open until 10:00 PM		
Murphy Law Firm 2 reviews · Attorney 815 Savannah Hwy · (843) 571-4300 Open until 5:00 PM		
Melissa F. Brown LLC No reviews · Family Law Attorney 56 Wentworth St #100 · (843) 722-8900 Open until 5:00 PM		

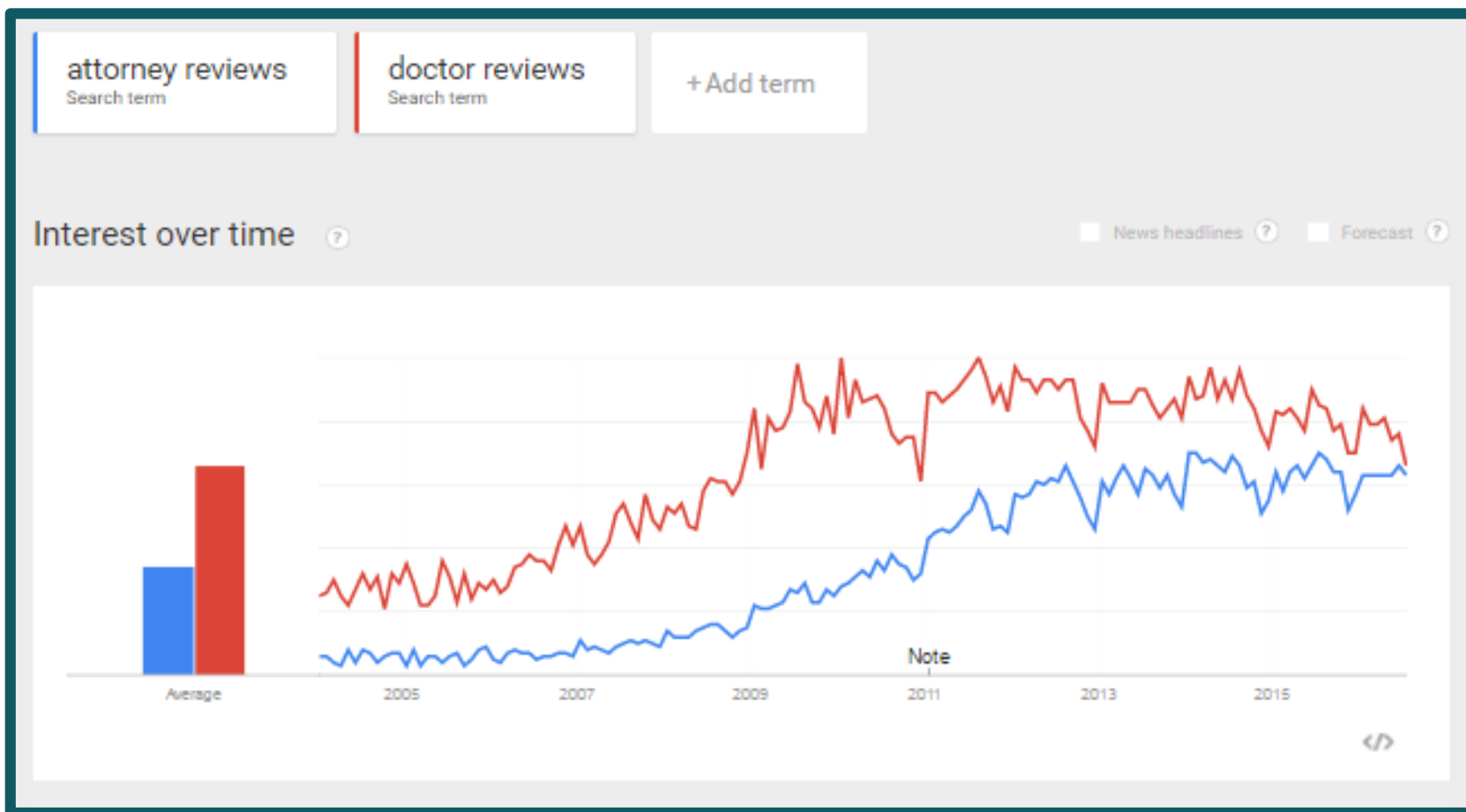
More places



Why Does Google Love Reviews?



...Because WE do!





Where To Get Reviews



Find Popular Review Sites for Your Niche & Location

- ✓ Search for your business, individual members, and competitors.
- ✓ Search for keywords that apply to your business.
- ✓ Make sure that your profiles on these sites are claimed, accurate, and complete.





Where to Get Reviews



- Create a diverse review profile.
- Suggest 3-5 options for review sites when asking clients to leave feedback.
- Search engines pull reviews from other popular review sites.
- More positive reviews on more sites can benefit potential clients and boost your local rankings.
- [Map of review syndication sites](#)





Where to Get (Anonymous) Reviews



- DUI lawyers, plastic surgeons, divorce lawyers – these types of businesses may struggle with getting online reviews.
- Promote review sites that allow ANONYMOUS reviews:


- ✓ Citysearch
- ✓ Avvo
- ✓ Angie's List
- ✓ Healthgrades
- ✓ Judy's Book



How to Get More Positive Reviews



- Ask for reviews at the right time
- Utilize [Feedback Module in DSS™](#) or an email campaign

DSS Leads & Reports ▾ Contacts ▾ Campaigns & Emails ▾ Content ▾ **Feedback ▾** Help & Support ▾ Super Admin ▾ 

Feedback



The most important part of your marketing is your brand's reputation. Use this section to create a sustainable **review/feedback process**, check recent reviews and feedback responses, and monitor your **social media performance**.

REPUTATION REPORTING FEEDBACK REQUESTS

Feedback Responses Edit Feedback Sequence




[NEED HELP ?](#)


Contact Display Options ?

Specific Range From  To  Sort By Month ▾

Favorable Unfavorable [SEARCH](#) [RESET](#)

Client Feedback

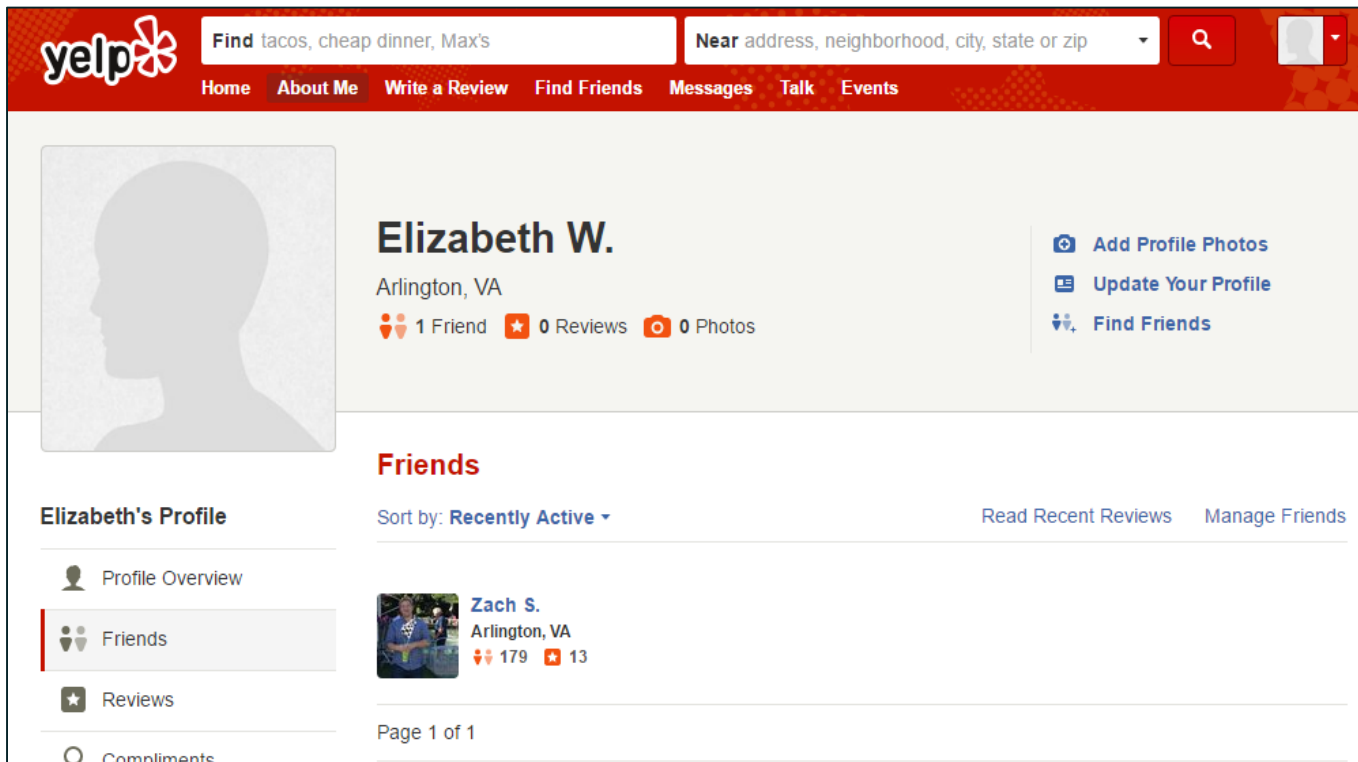
20 Contacts for this time period  Favorable  Unfavorable  Requested Anonymity

DATE ▾	NAME	SCORE	COMMENT	ACTIONS
06/28/2016	Elizabeth Winters	5	5  Testing	▶



How to Get More Positive Reviews

- Target reviews by client email
 - Ask @gmail.com email addresses for Google+ reviews
 - Yelp's Find Friends feature helps identify clients on Yelp



The screenshot shows the Yelp profile for Elizabeth W. in Arlington, VA. The profile has 1 friend, 0 reviews, and 0 photos. The 'Find Friends' feature is highlighted, showing a friend named Zach S. in Arlington, VA, who has 179 friends and 13 reviews. The page is titled 'Elizabeth's Profile' and includes navigation options like 'Profile Overview', 'Friends', 'Reviews', and 'Compliments'. The 'Friends' section is currently active, showing a list of friends with their respective friend counts and review counts.



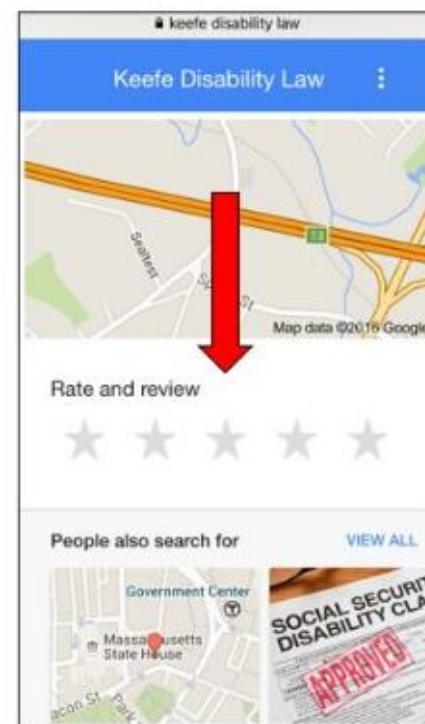
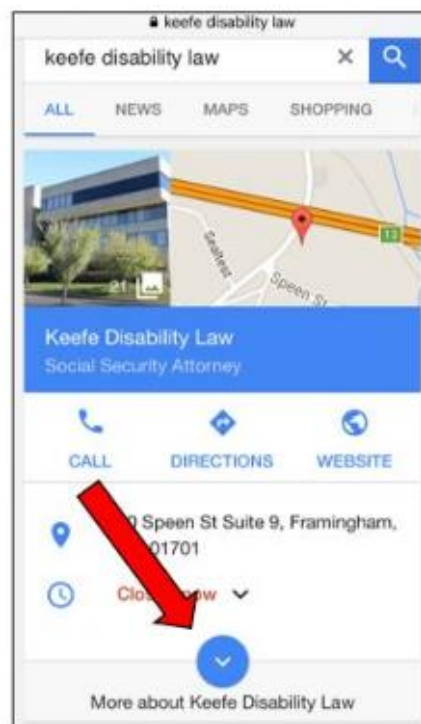
How to Get More Positive Reviews

- Provide clear instructions
 - Create a review page on your website and a printed version
 - Guide clients with easy-to-follow directions
 - Walk people through the process over the phone



How to Leave a Review on Google+ From Your Phone

If you are on a smartphone or mobile device, open an Internet browser like Safari. Go to www.google.com and search for "Keefe Disability Law." Look for the "Write a review" button on the righthand side of the screen (shown below). Once you click on "Write a review", you will be prompted to sign into your Google account or to create one if you don't have one already.



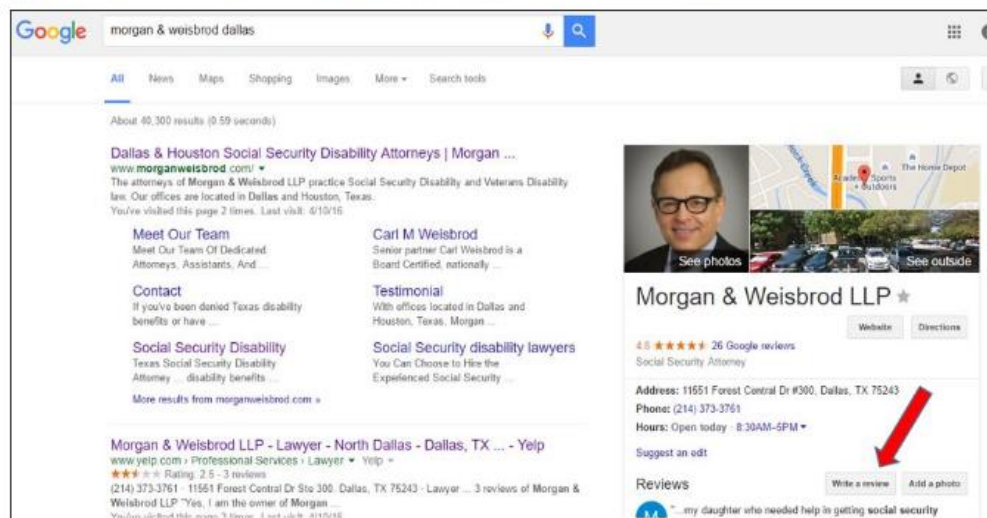


How to Get More Positive Reviews



Leaving a Review on Google+

To leave a review on Google+ from a laptop or desktop, simply go to www.google.com and search for "Morgan & Weisbrod Dallas office" or "Morgan & Weisbrod Houston office" depending on which office you worked with. In the results that show up, look for the "Write a Review" button on the right hand side of the screen if you are on a desktop or laptop. If you aren't already signed into your Google account, you will be asked to sign in or create an account to leave a review.



Leaving a Review on Google+ from a Smartphone

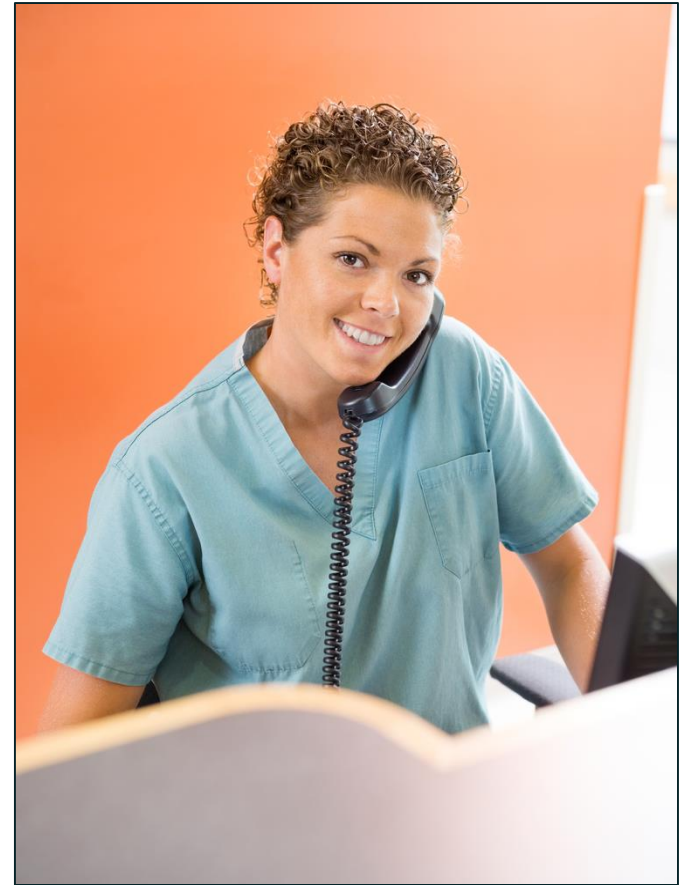
To leave a review on Google+ from a smartphone or mobile device, simply open an internet browser and search for "Morgan & Weisbrod Dallas office" or "Morgan & Weisbrod Houston office" depending on which office you worked with. In the results that show up, click on the blue arrow to expand the profile and then click on the stars under "Rate and review" (see screenshots)

Review page: <http://www.morganweisbrod.com/reports/review-morgan---weisbrod.cfm>

How to Discourage Negative Reviews



- Prioritize great customer service and communication
- Follow up soon after service
 - Give opportunity to complain to you directly
 - Utilize Feedback Module
- Respond to complaints quickly and deliberately
 - Avoid people venting online
 - Look for trends in negative feedback to improve processes

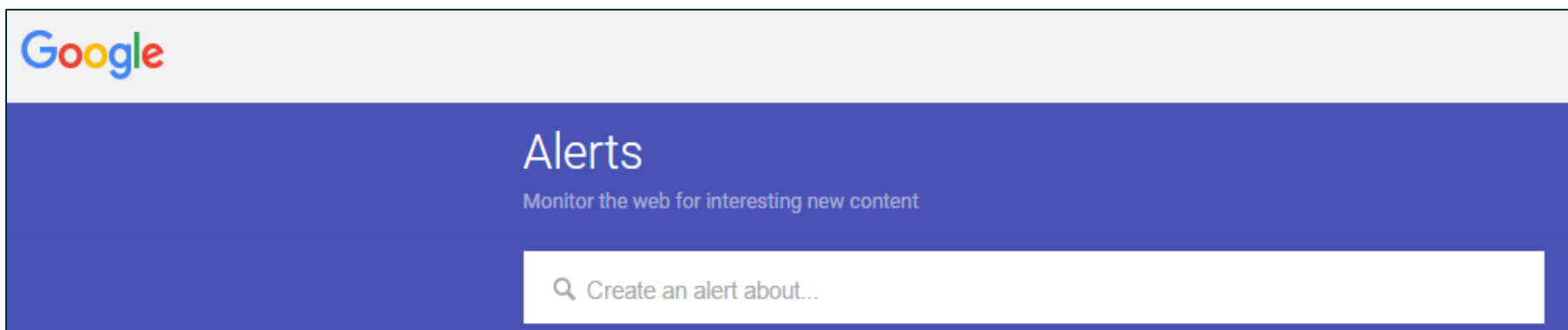




How to Discourage Negative Reviews



- Monitor reviews regularly
 - Set up Google Alerts for your business name and individuals' names
 - Search for your business and individual names regularly to look for new reviews that rank well



Sign up for Google Alerts: <https://www.google.com/alerts>



How to Respond to Reviews




- Address negative reviews quickly
- Thank the reviewer for their feedback and apologize
- Keep it short and don't be defensive
- Explain what you will do to fix the problem in the future
- Ask the reviewer to contact you to take the conversation offline
- Take responsibility for the things you did wrong
- Don't forget to respond to positive reviews





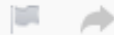
Example Responses



 Rose Villarreal

★★★★★ 4 months ago


Awful attorney didn't speak one word on my behalf to the judge. Got denied then they called to drop me as a client very bad service all around



Response from the owner - 4 months ago

We apologize for the unfortunate experience and regret that it happened at all. Our goal is to provide our clients with the best possible outcome, but unfortunately not every case is the same. Please feel free to call our office to further discuss your case privately at 1-800-237-3334.



 J Hurt

★★★★★ 3 months ago

I highly recommend Morgan & Weisbrod and team. It is so nice to speak with friendly people who can explain exactly what's going to happen and when. I found their advice, time lines and expectations to be spot on. The team is always willing to answer a question or explain something a second time. They certainly made a frustrating and difficult process manageable and attainable. Thank you!



Response from the owner - 3 months ago

Thank you for your kind comments - we know the process is frustrating and confusing - glad we could make this period of your life a little more tolerable!

How to Avoid Having Reviews Removed

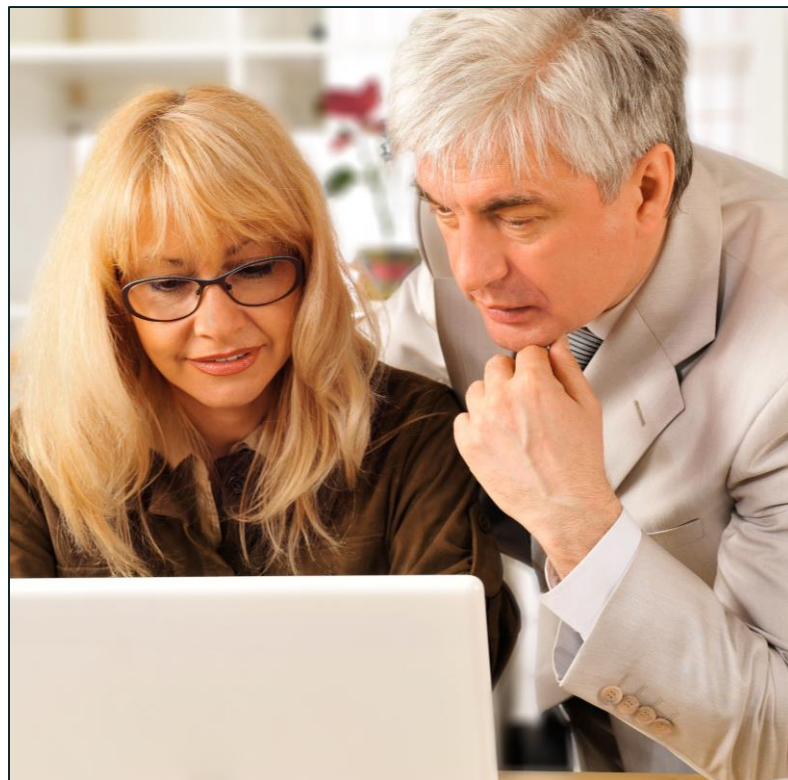


- **Don't** offer incentives for leaving reviews
- **Don't** type your clients' handwritten reviews and post them on review sites
- **Don't** leave a review on behalf of someone else
- **Don't** have your own employees review you
- **Don't** make your family or friends review you unless they are legitimate clients



How to Avoid Having Reviews Removed

- **Don't** trust a 3rd party that says it can remove bad reviews
- **Don't** have a laptop in your office for reviews; many sites filter reviews by IP address
- **Don't** drive clients to only one review site, instead let clients choose where they review you
- **Don't** ask for a lot of reviews from former clients all at once



Read more about review filters: <https://moz.com/learn/local/review-filters-in-local-search>



Questions

