

ACCELERATE YOUR LAW FIRM IN 2025

GROWTH THROUGH ONLINE REVIEWS

The way buyers shop online today, the power of online reviews can really make or break your law firm. They're not just reflections of past client experiences; they actively shape your firm's future by building credibility, improving search rankings, and influencing prospective clients' decisions. With 84% of consumers reading reviews before making a choice—and 79% trusting them as much as personal recommendations—it's clear that a robust review strategy is essential for accelerating growth in 2025.

Survey data shows that

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A poll from our recent [webinar](#) with
[BluShark Digital](#) and [Affinipay](#).

THE STRATEGIC IMPORTANCE OF GOOGLE REVIEWS

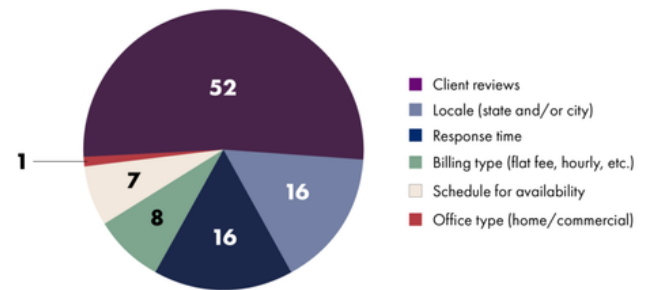
Google reviews are more than a status symbol. They directly affect your firm's visibility because Google's algorithm prioritizes businesses with high ratings and frequent, positive feedback. Happy clients are your best advocates, and a strong online reputation can be a major competitive edge. In fact, survey data shows that 84% of consumers look at bad reviews first before deciding to buy. This means that if your law firm has an average star rating of 3.8 on Google it should be a flag to look internally at how your operation is running and make improvements.

AT THE SAME TIME, THERE'S NO DOUBT THAT **HAPPY CLIENTS DRIVE BUSINESS SUCCESS.**

When asked whether happy clients are good for business, 100% of law firms agreed in this recent survey. This simple fact should encourage every firm to engage proactively with their client base to nurture those positive relationships.

Reviews continue to have the largest impact on hiring decisions

Hiring impact score (out of 100)



How to Engage Clients for Better Reviews

It might be stating the obvious, but creating a positive client experience is the foundation of a strong review strategy. Deliver exceptional service every step of the way, and the reviews will follow. But in reality, how do you actually capture these reviews effectively?

01

ASK AT THE RIGHT MOMENT:

Timing is crucial. Rather than waiting until a case concludes, consider asking for feedback during key milestones. One common concern raised by firms is that asking for reviews before disbursement sometimes triggers case-related questions. It's more important to provide an avenue for communication and understand client satisfaction, than avoid outreach at this point in the case.

Align your requests with natural progressions in the client journey—after a successful intake or when significant milestones are reached. This proactive approach can help address issues promptly and prevent frustrated prospects from leaving negative reviews before it's too late to turn it around.

02

MAKE THE PROCESS EASY

Many law firm employees ask the question of how they can encourage a hesitant client to leave a review. The answer is simple: make the process effortless. Provide a short, direct link to your Google Business profile with clear, easy-to-follow instructions.

Then, use automated follow-up emails or text messages to gently remind them—this way, you remove all the barriers and let their authentic voice shine through.

Bonus Tip: Give clients an example or fill-in-the blank type of template to help give them an idea of what an ideal review could look like.

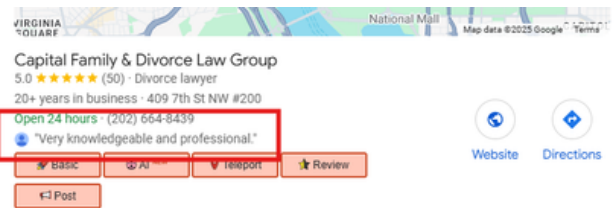
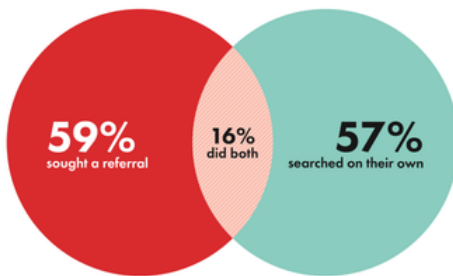
"(Firm/Individual) helped me with my (case type) case in (city). (One positive thing that stuck out in your interaction)

03

CONSISTENCY IS KEY

Asking for reviews on a regular basis is essential. To achieve this, it's ideal to have some sort of tool or technology that helps you automate this process based on timing or engagement triggers. However, over-requesting can lead to fatigue. Legal marketers generally recommend reaching out once every one to two months, or aligning review requests with significant case milestones as mentioned above. This balanced approach ensures you capture feedback consistently without overwhelming your clients.

How clients shop for a lawyer



Authenticity in the Age of AI and Cross-Platform Reviews

A key concern for many firms is maintaining authenticity. Some worry that if a client uses AI to help create a review, Google will consider it fake. The consensus is clear: as long as the review retains the client's genuine voice and personal experience, it remains authentic.

Another area of concern relates to the practice of sharing reviews across multiple platforms. While it's fine for clients to post feedback on sites like Google, AVVO, Martindale, Facebook, etc., each platform comes with its own set of rules. In fact, Google places a high premium on reviews that are unique. Encouraging clients to tailor their feedback for each site not only reinforces authenticity but can also boost your SEO benefits.



Common Logistical Challenges

Many law firms face practical challenges that can dilute the impact of their reviews. Consider these common issues:



MULTIPLE LOCATIONS

Firms with several satellite offices sometimes see reviews spread across different Google Business profiles. To avoid this, provide clients with the specific review link for the location where they received service. This ensures that all feedback aggregates in the correct profile, reinforcing local visibility.



GOOGLE ACCOUNT REQUIREMENTS

Since leaving a review requires a Google account, some clients might be hesitant if they don't have one. However, most individuals already use Gmail. For those who do not, providing simple, step-by-step instructions for setting up a free Google account can help minimize this barrier.



REVIEW REMOVAL

Some firms have observed that reviews seem to disappear from their profiles. Experts explain that Google's algorithm sometimes filters out reviews that appear spammy or if there's a sudden influx. It's important to document all reviews—take screenshots, for instance—so that if any are removed unfairly, you have the evidence to contest it.

Respond and Engage with all Reviews

Engagement doesn't end when a review is posted. Responding to both positive and negative reviews can signal to prospective clients that

your firm values feedback and is committed to improvement. Traditionally, some firms have not responded to positive reviews.

However, thoughtful responses—even to older reviews—demonstrate active engagement and build trust. It shows your business cares enough to engage with clients and thank them for leaving a review.

Well-crafted responses show that you care about every client's experience. For negative reviews—especially those stemming from unresolved issues—the recommended approach is to respond with empathy and professionalism. A constructive reply can often transform a potentially damaging review into an opportunity for improvement. Ideally, you should give a phone and email where they can reach you to discuss and resolve the matter. This also shows users that you aren't ignoring upset clients.

When asked whether happy clients are good for business,

100%
of respondents agreed.



Addressing Controversial Practices and Competitor Tactics

Not all review strategies are created equal. Some people may even offer incentives to solicit 5-star reviews, but the consensus is to focus on earning genuine feedback. Incentivized reviews tend to run afoul of Google's guidelines and can ultimately harm your reputation if discovered. Authenticity remains the only sustainable strategy.



The Hard Part of Growth: Embracing and Leveraging Feedback

In today's crowded market, embracing client feedback—even when it isn't all positive—is essential for continuous improvement. Google reviews not only influence consumer decisions but also provide an invaluable feedback loop that can help you refine your service. Remember, even if your firm has a stellar track record, a single negative review can deter up to 30 potential clients.



Utilize technology—such as review management platforms—to automate requests and responses, making the process both efficient and scalable. This consistency is what will drive your firm's growth in 2025.

Building a Foundation for Future Success

The future of growth is driven by happy clients. By proactively engaging with your clients, asking for feedback at the right moments, and addressing concerns with genuine care, you can build an online reputation that propels your firm forward. Leverage the power of Google reviews to not only enhance credibility and improve search visibility but also to create a competitive edge that sets your firm apart.

Start today by implementing a review strategy that is regular, consistent, and authentic. Embrace every piece of feedback as an opportunity—whether it's guiding a hesitant client through a simple review process, ensuring that multi-location challenges are managed seamlessly, or turning a negative review into a demonstration of your commitment to excellence. With the right approach, your online reputation will not only reflect your firm's success—it will drive it.

For more insights on refining your reputation management strategy...

[Explore additional resources on our website](#) or reach out directly. The future of growth is in your hands—make sure your happy clients have a voice in your success story!

LET'S TALK

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