The New Word of Mouth - Lawyer Ratings and Reviews

Presented by Gyi Tsakalakis & Erin H. Gerstenzang
The New Word of Mouth - Lawyer Ratings and Reviews

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Today....

1. Why online reviews matter
2. What to do if you get a negative review
3. Which review sites are the most valuable
4. How to get positive reviews
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2. What to do if you get a negative review
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Why Reviews Matter
If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.”

Jeff Bezos, CEO Amazon
The 2017 Legal Trends Report

88% of consumers say they trust online reviews as much as personal recommendations

Bright Local, Local consumer Review Survey, 2014
of millennials will ignore brands that don’t show up in their searches or have poor reviews

Bright Local, Local consumer Review Survey, 2014
of consumers used an advice or review website when looking for information about local businesses

Bright Local, Local consumer Review Survey, 2014
27% of consumers were looking for reviews when looking for information about local businesses

Bright Local, Local consumer Review Survey, 2014
Do you read online reviews to determine whether a local business is good or bad?

- **Yes, regularly**
  - 2010: 22%
  - 2015: 33%
  - 2016: 50%

- **Yes, occasionally**
  - 2010: 49%
  - 2015: 41%
  - 2016: 59%

- **No**
  - 2010: 29%
  - 2015: 8%
  - 2016: 9%

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What to do when you get a negative review?
Tsamis accepted a $1,500 fee even though she knew full well that a law in Illinois would prevent me from obtaining unemployment benefits!!
I dislike it very much when my clients lose, but I cannot invent positive facts for clients when they are not there. I feel badly for him, but his own actions in beating up a female co-worker are what caused the consequences he is now so upset about.
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BETTY TSAMIS

The public feels entitled to slander a lawyer and they don’t realize they’ve blown their privilege when they do.”
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The public feels entitled to slander a lawyer and they don’t realize they’ve blown their privilege when they do.”
A lawyer shall not reveal information relating to the representation of a client unless the client gives informed consent.
Very poor counsel. Extreme caution if thinking of retaining him!

JOHN DOE was very pushy and rushed through everything with me as a client in criminal court. Very mind boggling experience and very stressful. Was mislead on almost every aspect of my case.

Hired attorney 🙁
Very poor counsel. Extreme caution if thinking of retaining him!

**JOHN DOE**

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Hired attorney 📁

**JOHN DOE’S response:** “This client was a pimp whose exposure was cut from 200 plus years to 20. He fired his first lawyer after two weeks. I would take whatever he says with a grain of salt. The fact that he couldn’t face a trial, lied about the 12-13 times I visited him in jail, and his life-long criminality should tell you everything about him. That after 10 years of pimping, he only had gold teeth to show for it, tells one everything.”
I’m sorry you had this experience. At the Smith Law Firm, we spend so much time helping so many injured workers get the Workers’ Compensation benefits they need, perhaps we can sometimes be slower at returning individual phone calls than we would like. It’s our mission to stand up for the average working guy against big insurance companies, so that does take a lot of time. We will recommit to helping as many injured workers as we can, so thank you for bringing this to my attention to address.

Nathan Chapman, CEO of Firmidable
Dear Reviewer, thank you for your review. Although we have no record of you being a former or current client of our law firm, we welcome all feedback.

How to Get & Manage Online Reviews for Your Law Firm
www.justlegalmarketing.com
of shoppers seek out negative reviews and view perfect scores with skepticism as being “too good to be true.”

How Online Reviews Influence Sales
Northwestern University's Spiegel Research Center
Of the customers that received a response from a company after posting negative feedback:

33% turned around and posted a positive review

34% deleted the original negative review.

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Which online review sites are the most valuable?

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Small Thanks With Google + Google Posts

AttorneySync - Home | LinkedIn
https://www.linkedin.com/company/attorneysync
Learn about working at AttorneySync. Join LinkedIn today for free. See who you know at AttorneySync, leverage your professional network, and get hired.

AttorneySync - Home | Facebook
https://www.facebook.com/places/chicago,illinois/business-consultant
AttorneySync, Chicago. 2384 likes - 12 talking about this - 40 were here. Law firm internet marketing, SEO & SEM for attorneys.

AttorneySync | The National Law Review
https://www.natlawreview.com/organization/attorneysync
AttorneySync removes the frustration and confusion from legal web marketing. Their capabilities include SEO, paid search marketing and design and development for legal professionals.

AttorneySync Review - Trusted Online Legal Marketing that Works...
http://techreview.com/attorneysync-trusted-online-legal-marketing-work/
Oct 5, 2017 - AttorneySync's vision is to be the most trusted team in digital legal marketing. They offer law firms transparent marketing services delivered by honest, forthright, and experienced legal marketing professionals.

Questions & answers
Be the first to ask a question

Reviews from the web
4.8/5 Facebook 4 votes

Reviews
Write a review Add a photo

Facebook PAGE

Collegial Review on Their Site

www.techshow.com
Also check for hidden negative reviews
Gyi is a trusted voice in the legal marketing community. His strategy and conversations are thought-provoking and forward-thinking.

Reid Widders
Law Ruler - Business Development Manager - Legal Case Intake Automation Work Flow CRM Integration
March 31, 2016, Reid was a client of Gyi's

Gyi knows his business, and his business will work for anyone looking for that extra boost of internet traffic and business. I have heard nothing but praise from so many of our clients that use his services. Gyi is never too busy to stop and make sure his clients are getting what they need. Thank you Gyi.
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Post Video Testimonials

*And on your website

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What did you like about working with Levinson and Stefani?

Client testimonial: Yvonda Jackson
Consider Using Reviews in Ad Campaigns
Highlight Third-Party Reviews in AdWords

https://support.google.com/adwords/answer/3236114?hl=en
Example Law Firm

Ad www.example.com

Free Injury Legal Consultation

“A leader in community.” - MILawyersWeekly.com

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Consumer Ratings AdWords Extensions

https://support.google.com/adwords/answer/4536442?hl=en&ref_topic=3119076
Example Law Firm
Ad www.example.com
Explore The Advantages of Our Brokerage Account
Ratings: Client Service 9.5/10
Michigan Auto Law Reviews | Glassdoor
★★★★☆ Rating: 4 - 1 review
May 24, 2017 - 1 Michigan Auto Law reviews. A free inside look at company reviews and salaries posted anonymously by employees.

May 24, 2017

"support staff"
★★★★☆ Current Employee - Anonymous Employee

I have been working at Michigan Auto Law full-time (Less than a year)

Pros

flexible work schedule, partners are really understanding,
https://developers.google.com/search/docs/data-types/review
### AggregateRating – schema.org

Schema.org Type: AggregateRating – The average rating based on multiple ratings or reviews.

[schema.org/AverageRating](https://schema.org/AverageRating)

### Review – schema.org

Note that reviews can themselves be rated. The reviewRating applies to rating given by the review. The aggregateRating property applies to the review itself, ...

[.schema.org/Review](https://schema.org/Review)

### LocalBusiness – schema.org

4 stars – based on 250 reviews; 1901 Lemur Ave; Sunnyvale, CA 94086; (408) 714-1489; <a href="http://www.greatfood.com">www.greatfood.com</a>; Hours:

[.schema.org/LocalBusiness](https://schema.org/LocalBusiness)
JSON for Linking Data

Data is messy and disconnected. JSON-LD organizes and connects it, creating a better Web.

Linked Data

Linked Data empowers people that publish and use information on the Web. It is a way to create a network of standards-based, machine-readable data across Web sites. It allows an application to start at one piece of Linked Data, and follow embedded links to other pieces of Linked Data that are hosted on different sites across the Web.

A Simple Example

```
{
  "@context": "http://json-ld.org/contexts/person.jsonld",
  "@id": "http://dbpedia.org/resource/John_Lennon",
  "name": "John Lennon",
  "born": "1940-10-09",
  "spouse": "http://dbpedia.org/resource/Cynthia_Lennon"
}
```

JSON-LD

JSON-LD is a lightweight Linked Data format. It is easy for humans to read and write. It is based on the already successful JSON format and provides a way to help JSON data interoperate at Web-scale. JSON-LD is an ideal data format for programming environments, REST Web services, and unstructured databases such as CouchDB and MongoDB.
Play around with JSON-LD markup by typing out some JSON below and seeing what gets generated from it at the bottom of the page. Pick any of the examples below to get started. The playground uses the jsonld.js JSON-LD processor which fully conforms to the JSON-LD Syntax and API specifications.

```
{
  "$context": {
    "name": "http://schema.org/name",
    "description": "http://schema.org/description",
    "image": "http://schema.org/image",
    "@id": "http://id"
  },
  "geo": "http://schema.org/geo",
  "latitude": "http://schema.org/latitude",
  "longitude": "http://schema.org/longitude",
  "@id": "http://id"
},
"name": "The Empire State Building",
"description": "The Empire State Building is a 102-story landmark in New York City."
```

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4. How to get positive reviews
How to get great online reviews

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#ABATECHSHOW
RESULTS

Malcom Gladwell - Blink
Wendy Levinson, MD
Daniel Shuman, JD

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RESULTS

EXPERIENCE
Doctors who had never been sued...

1. 3 minutes +
2. “I will leave time for your questions”
3. “Go on, tell me more about that”
4. Use humor
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RESULTS

EXPERIENCE

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You can’t control for results, but you can control for experience.
DESIGN-CENTRIC COMPANIES:
APPLE
COCA-COLA
FORD
HERMAN-MILLER
IBM
INTUIT
NIKE
PROCTER & GAMBLE
SAP
STARBUCKS
STARWOOD
STANLEY BLACK & DECKER
STEELCASE
TARGET
WALT DISNEY
WHIRLPOOL

DESIGN VALUE INDEX 2005-2015

$45,000
$40,000
$35,000
$30,000
$25,000
$20,000
$15,000
$10,000
$0

06/05 06/06 06/07 06/08 06/09 06/10 06/11 06/12 06/13 06/14 06/15

DVI
S&P 500

211%
Follow Disney’s Rules of Customer Service
Follow Disney’s Rules of Customer Service

- Listen
- Apologize
- Solve
- Thank

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Follow Disney’s Rules of Customer Service

If you have a reputation for excellence or sit at the high end you need to work much harder to ensure this excellence occurs at each and every customer interaction. Otherwise you will lose customers that would have accepted the same treatment from your competitors.

Daniel Davey, *The 6 Disney customer service secrets everyone should know*

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How to ask for positive reviews
Get feedback from your clients

1. How would you rate your experience with EHG Law firm?*

2. What could we do to improve your experience with EHG Law Firm?

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Monitor your **customers** anywhere online

Scour the web, social media, and more for powerful market insights.

Enter your email address ...

Start Free Trial
Alerts
Monitor the web for interesting new content

Create an alert about...

My alerts (5)

"attorney sync"
"attorneysync"
"gyi tsakalakis"
"gyitsakalakis"
attorneysync
Place IDs

Place IDs uniquely identify a place in the Google Places database and on Google Maps.

Find the ID of a particular place

Are you looking for the place ID of a specific place? Use the place ID finder below to search for a place and get its ID:
Simplify your links

https://search.google.com/local/writerreview?placeid=ChIJx7vi6TfSD4gRoFnOnbjNc6M|

All goo.gl URLs and click analytics are public and can be accessed by anyone
YOUR FEEDBACK: Brewers Plumbing

How likely is it that you would recommend our company to a friend or colleague?

0 = unlikely, 10 = very likely

How did you feel about your experience with us?

Josh Brewers
Plumbing
555.555.5555

SUBMIT FEEDBACK
Help them “find the words.” Language in reviews matters for rankings.
Detroit bus accident

Car accidents

Insurance medical benefits

settlement

lawyer

attorney

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“Astroturfing” — the act of trying to boost one's image online with fake comments, paid-for reviews, made-up claims and testimonials.
RULE 8.4(C) MISCONDUCT

It is professional misconduct for a lawyer to engage in conduct involving dishonesty, fraud, deceit or misrepresentation.
“Astroturfing” — the act of trying to boost one's image online with fake comments, paid-for reviews, made-up claims and testimonials.

NY Attorney General Will Prosecute

Up to $50,000.00 in fines
Ask while they are still feeling the glow.
Choose the right client
Make it OK to decline
Make it easy, send a link

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Questions?

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YOU play the most important part in keeping TECHSHOW exciting. Please complete the Speaker evaluation before you leave.

Reserve the dates!

TECHSHOW 2019: February 27 – March 2, 2019