



# Profile Comparison

The power in your online profiles

Martindale-Avvo's new **Complete Profile Plus** provides maximum exposure across our **four** legal sites (Martindale, Avvo, Nolo, and Lawyers.com), compared to the Base profile, which is only on Avvo.com.

These sites leverage features including targeted **advertising**, participation in the **Q&A forums**, increased **search optimization**, and maximum **contactability** (calls, live chat, messaging, and scheduling).

With this increased exposure displaying your **full contact info** without any competitor's ads, you can be **found, considered, and contacted** by more consumers needing legal help in your practice area.

### Avvo Base Profile

The Base Profile on Avvo.com has limited contact info, a legal resume and bio, and consumer Q&A forum to engage prospective clients.

### Martindale-Avvo Complete Profile Plus

With enhanced profiles on four of the top legal sites, consumers looking to hire an attorney can access your full contact info, scheduling, review manager, and more.

## Martindale-Avvo by the Numbers

### 2.5x views

Visibility on the Internet. People visit our sites 2.5 times more than our competitors.

### 25 million

Consumers per month seeking help with legal issues are connected directly to an attorney.

### 895,000

Leads per month that engage in Q&A forums and provide client reviews across our sites.

<b>Comparing Base &amp; Complete Profile Plus</b>	<b>Avvo Base Profile</b>	<b>Complete Profile Plus</b>
<b>Enhanced Firm Profile</b> Your firm's profile can be found by potential clients, multiplying your online presence and enhancing your own credibility with aggregated reviews of every attorney at your firm.		
<b>Avvo Enhanced Profile</b> Display your contact info, practice area, headshot, and your resume (licensure, education, experience, etc.).		
<b>Martindale Enhanced Profile</b> Display your contact info, practice area, headshot, and your resume (licensure, education, experience, etc.).		
<b>Nolo Enhanced Profile</b> Display your contact info, practice area, headshot, and your resume (licensure, education, experience, etc.).		
<b>Lawyers.com Enhanced Profile</b> Display your contact info, practice area, headshot, and your resume (licensure, education, experience, etc.).		
<b>Premium Q&amp;A Forum</b> Enhanced, highlighted display card on your answers to questions show multiple contact options. Your profile highlights forum answers.		
<b>Online Scheduling</b> Allow consumers to request meeting times through our websites or yours, and you control availability and acceptance.		
<b>Base Analytics</b> Check your performance metrics by logging into your account.		
<b>Advanced analytics</b> See where your online presence is performing best and improve results in any weak areas with the MyMA Action Center dashboard.		
<b>Review Management</b> Reviews are shown on all four sites, and you have the control to manage and reorder as needed.		

## Be found and contacted by consumers seeking legal services.

Martindale-Avvo's **Complete Profile Plus** is the only solution that highlights your practice at every stage of a client's search for legal representation.