



Case study

# How Andrew S. Roberts & Associates drives up to 50 new contacts per month with Avvo

**100,000+**

Q&A answer views in just 30 days

**86,000+**

profile page views in just 30 days

**~300**

client reviews



“Avvo has been a good partner and a great source of business. I get a lot of calls from people who say they found me through Avvo.”

**Andrew S. Roberts.**  
Attorney, Andrew S. Roberts & Associates

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Andrew S. Roberts has been practicing law for over 40 years. He helps individuals and businesses around the world with everything from traffic tickets to DUIs to criminal charges.

## Highlights

### Challenges

- Acquiring more contacts without an optimized website
- Competing with large firms as a solo practitioner
- Connecting with consumers who are seeking legal help

### Solution

- Strategic product advice to acquire more visibility in the practice area
- Q&A forum to actively engage with consumers in need of legal help
- Client review platform to showcase wins & build consumer trust
- Avvo Advertising to increase high-intent contacts & lead intake

### Results

- Up to 50 new contacts each month
- 100,000+ answer views on Q&A questions in a 30 day period
- 86% click-through-rate from his Q&A answers to his profile

## Challenges

### Staying competitive without heavily investing in SEO

Attorney Andrew “Andy” Roberts has been practicing law for a long time. He was practicing when the only advertising you could do for your firm was through the Yellow Pages. He was practicing when internet advertising was in its infancy. And he’s still practicing now.

He’s also been an avid Avvo user for over half a decade.

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*“I was getting some local leads through my website but I handle matters for the entire state [of California]. I claimed my profile on Avvo because I didn’t have a great web page set up,” he says.*

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As a solo practitioner, Andy didn’t want to spend thousands of dollars with digital marketing agencies on search engine optimization (SEO) to compete with big law firms. He wanted the quality of his work and his commitment to his clients to speak for themselves.

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*“Some firms spend thousands of dollars every month on SEO, PPC advertising, and more. But there are other attorneys who are just as good—maybe better—who aren’t getting discovered. Avvo helps you stay visible by handling that stuff for you,” Andy explains.*

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Andy is a strong believer in keeping overhead costs low, doing good work, and relying on referrals to attract new clients. But he also knows that the way people search for attorneys has changed—and that Avvo is the source millions of Americans turn to when they need an attorney.

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*“When you’re sick, you need a doctor. When you’re in legal trouble, you need a lawyer. Avvo is a great platform because it’s basically the ‘Google’ of finding an attorney,” he says.*

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**“Some firms spend thousands of dollars every month on SEO, PPC advertising, and more. Avvo helps you stay visible by handling that stuff for you.”**

## **Solution**

### **Targeted advertising + active participation in the Avvo Q&A forum**

Andy’s Account Manager taught him how the Avvo platform could help him build out his client pipeline. Together, they came up with a plan that would help Andy acquire more visibility and client reviews in his practice area.

The plan was simple: make use of Avvo’s Q&A forum to engage with a community of consumers looking for legal help, while also leveraging Avvo Advertising campaigns to secure more visibility in his practice area and maintain his ownership there.



That's exactly what Andy did. Since claiming his profile in 2014, Andy has answered over 19,800 questions on the Q&A forum, and his advice has reached hundreds of thousands of people—many of whom have urgent legal needs.

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*“I actually get referrals for my responses on the Q&A forum. Avvo has been a great source of advertising for me,” Andy says.*

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Avvo makes it easy for him to quickly respond to questions posed by consumers, and he says it's amplified his ability to reach new people and possibly convert them into new clients.

Being an active participant in the Q&A forum also comes with the added benefit of more visibility on-site and on Google.

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*“A lot of new clients find me through the Avvo Q&A forum. Google sends them to my responses. From there, they click on my Avvo profile and read all of my positive reviews,” Andy says.*

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But Andy's favorite thing about Avvo is that it lets him effortlessly connect with and help real people on a daily basis. He loves being able to use the platform to freely answer questions while also acquiring client reviews for his practice area.

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*“Avvo provides a fantastic platform where people can ask for advice and I can respond to their questions. If they're scared, I use Avvo to try and take that fear away from them. I think providing information to prospective clients for free is a great thing to do,” he says.*

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**“I actually get referrals for my responses on the Q&A forum. Avvo has been a great source of advertising for me.”**

## Results

**~50 contacts per month through Avvo**

It wasn't long before participating in Avvo's Q&A while engaging in strategic advertising began to pay off. Andy now gets up to 50 contacts each month through Avvo.



*“I started getting contacted by prospective clients in my practice area almost immediately. People were calling me about traffic tickets, speeding fines, DUIs, and that sort of thing,” he says.*



Avvo Q&A is now Andy's single largest source of new contacts. In a rolling 30 days, his Q&A responses are typically viewed over 100,000 times, and 86% continue on to view his profile.



*“Avvo has been a good partner and a great source of business. I get a lot of calls from people who say they found me through Avvo.”*





# Avvo

## Gain more visibility in your practice area.

Build your lead pipeline, get your name in front of prospective clients, and grow your practice with Avvo.

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