

# Review Manager

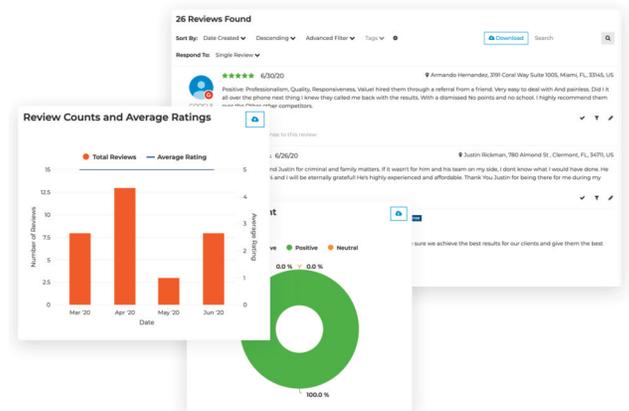
Manage your online reviews and listings in one place



Even though 88% of legal consumers consider an attorney’s online reputation one of the top two hiring factors, managing your online reputation can be a hassle. With dozens of social media sites and directory listings, it can be hard to stay on top of it all. Review Manager makes it easy for you to monitor and manage your reviews from the top social networks and Avvo, all from one dashboard. Improve your local market effectiveness, search rankings, and visibility online.

## Improve your reputation

96% of people seeking legal advice use online searches to find a lawyer. Avvo Review Manager makes it easy to identify and respond to the most important reviews so you look credible online. Monitor reviews, track review quality and quantity, and benchmark against competitors using a simple dashboard designed to help attorneys out-rank competitors and grow their business.



## Review Manager features

- ✔ Advanced filtering of all your reviews
- ✔ Respond to reviews from the dashboard
- ✔ Custom templates for quick response
- ✔ Respond in bulk with rotating templates
- ✔ Benchmark against your competitors
- ✔ Track your ratings and trends over time

## Ensure accurate local listings

71% of people use local search to find and confirm business information, such as your name, company, and contact info. Avvo's listings monitoring identifies costly errors so you can improve the areas of your business that need it most. Reduce confusion, increase visibility, and enhance your credibility by optimization with the top search engines.

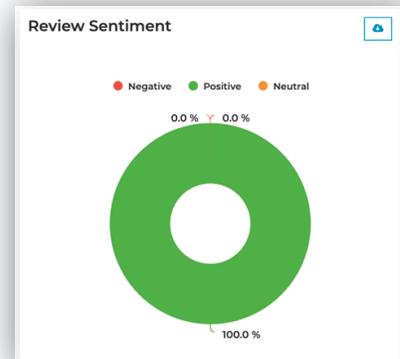
PROVIDER	OVERALL ACCURACY	NAME ACCURACY	ADDRESS ACCURACY	PHONE ACCURACY	NEW LISTINGS CREATED
Bing	63%	100%	86%	0%	0
Citysearch	53%	80%	75%	0%	0
Facebook	51%	80%	69%	0%	0
Foursquare	53%	80%	75%	0%	0
Google	55%	80%	75%	0%	0
InsiderPages	53%	80%	75%	0%	0
Instagram	53%	80%	75%	0%	0

## Listings monitoring features

- ✔ See overall listings accuracy and trending
- ✔ Monitor changes to listings across major sites
- ✔ Protect the consistency of your name and brand
- ✔ Identify missing and duplicate listings
- ✔ Track accuracy of each listing
- ✔ 100+ online sites monitored

## Save time with data insights

Review Manager replaces logging into dozens of social sites and instead gives you a single dashboard to view vital metrics. See trends regarding your review count and average rating. Quickly see reviews responded to and the number of reviews by rating. Reviews are categorized by providers such as Google, Facebook and even Avvo. See the data and metrics you need to focus on where your firm can maintain or improve practices to keep clients happy.

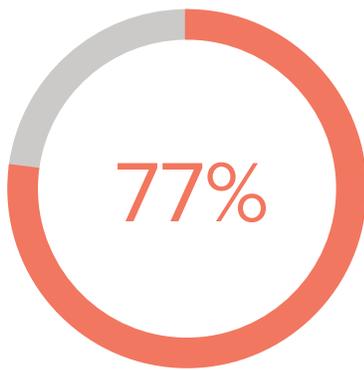


## Integrated with dozens of review and listing services

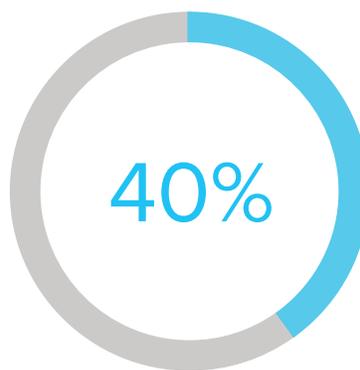


## Optimize your review and response process

7 out of 10 consumers changed their opinion about a brand after the company replied to a review. Even if a review isn't best, it pays to see it and respond to it quickly-given that 77% of consumers expect a response to a negative review and 40% expect a response within 24 hours. Review Manager ensures that you never miss another review or opportunity to engage positively with client feedback. Gain efficiencies in managing your reputation today with Avvo's Review Manager, exclusively with Avvo Advanced and Avvo Elite.



expect a response to a negative review



expect a response within 24 hours

## Why Avvo



Millions of site visitors every month



The largest legal Q&A forum for attorneys to engage clients



Visitors with legal needs, 50% of which are urgent



Experienced marketing specialists to help you grow



Marketing packages that deliver contacts and leads

Avvo is powered by Martindale-Avvo, the largest legal marketing network helping attorneys grow their practice through exposure to 25 million consumers monthly. We drive prospects to attorneys with real-time lead generation, online legal profiles, live chat, website services, and lead intake and management tools.

**Avvo**