



Martindale-Avvo™

How Consumers Find and Choose an Attorney

Legal issue? Most plan to hire or research an attorney



Hire a lawyer or legal professional



Decide after speaking to a lawyer or legal professional



Aren't sure what to do about hiring



Decide after researching the matter myself

How they start



Search Engines



Online Reviews/Directories

Other than a recommendation, consumers most rely on search engines and online reviews/directories as their first step for finding an attorney

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Maintain strong directory profiles (Avvo, lawyers.com, etc.) to help rank in Google. Include reviews, contact info, practice areas and experience.

What they do next

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Be visible on directories to be seen/found when consumers are searching.

After the initial research, consumers turn to online directories more than any other resource

#1

Online Directories

One step Google? Think again.

How consumers ACTUALLY search

Search nearby "DUI attorney near me"

Screen for trust Create short list

Search again on selected attorneys "[name] attorney"

Study attorney on website and review sites

Select Attorney to Hire

Content: A critical component



Use Online Content



Consumers turn to online content such as educational articles, guides, Q&As and videos to assist their legal needs

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Answer questions in Q&A forums, post legal content and publish guides on legal directory sites where you may appear.

Reviews REALLY Matter

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Consider boosts that help boost your reputation, simplify review management and give you time back. Build up reviews on legal directories to enhance your reputation.

Consumers put the need for reviews as one of the top needs BEFORE contacting an attorney. Nearly 9 out of 10 consumers put reviews and ratings as important in their final decision



Want Reviews Early



Say Important for Hiring

Please respond ASAP!



SLOW to Respond

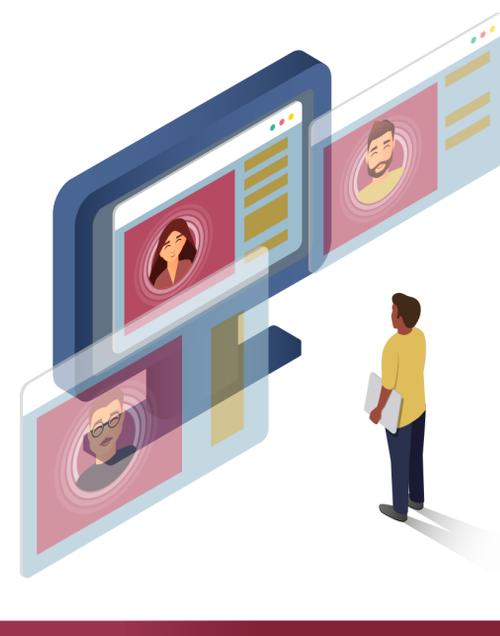


Slow response is the biggest deterrent to hiring. Consumers don't operate on attorney schedules. Many want the ability to contact outside of normal hours

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Give consumers multiple ways to contact you and respond the moment they do. Use online scheduling tools to further increase efficiency.

Consumers like to COMPARE



Half of consumers surveyed say they'd contact 2-4 attorneys before making a decision on hiring. Two thirds would contact at least 2

Variety of contact methods

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Use real-time tools like online scheduling and live chat. Be sure to provide multiple contact options.

Although a phone call remains the most likely method of contact, consumers are increasingly likely to use alternative methods



Online scheduling

Real-time Chat

Fast hiring decisions



< 2 weeks



< 3 days



Although it can vary by legal need, consumers make decisions on who to hire very quickly

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79% of attorneys respond to inquiries within 24 hours. Get a leg up by responding as quickly as possible.

Sources: Martindale-Avvo Understanding the Legal Consumer 2021 Moderated consumer interviews regarding search behaviors