# Software Advice IndustryView: How Prospective Clients Use Online Legal Reviews

# Abstract

We collected 385 unique survey responses to nine questions about which legal reviews sites individuals are using, how they're using them and what they're looking for. Three of our key findings include:

● Yelp is the most popular and trusted website for legal reviews.

● Quality of service and years of experience are the most important information to prospective clients.

● Most clients would travel further to see an attorney with better online reviews.
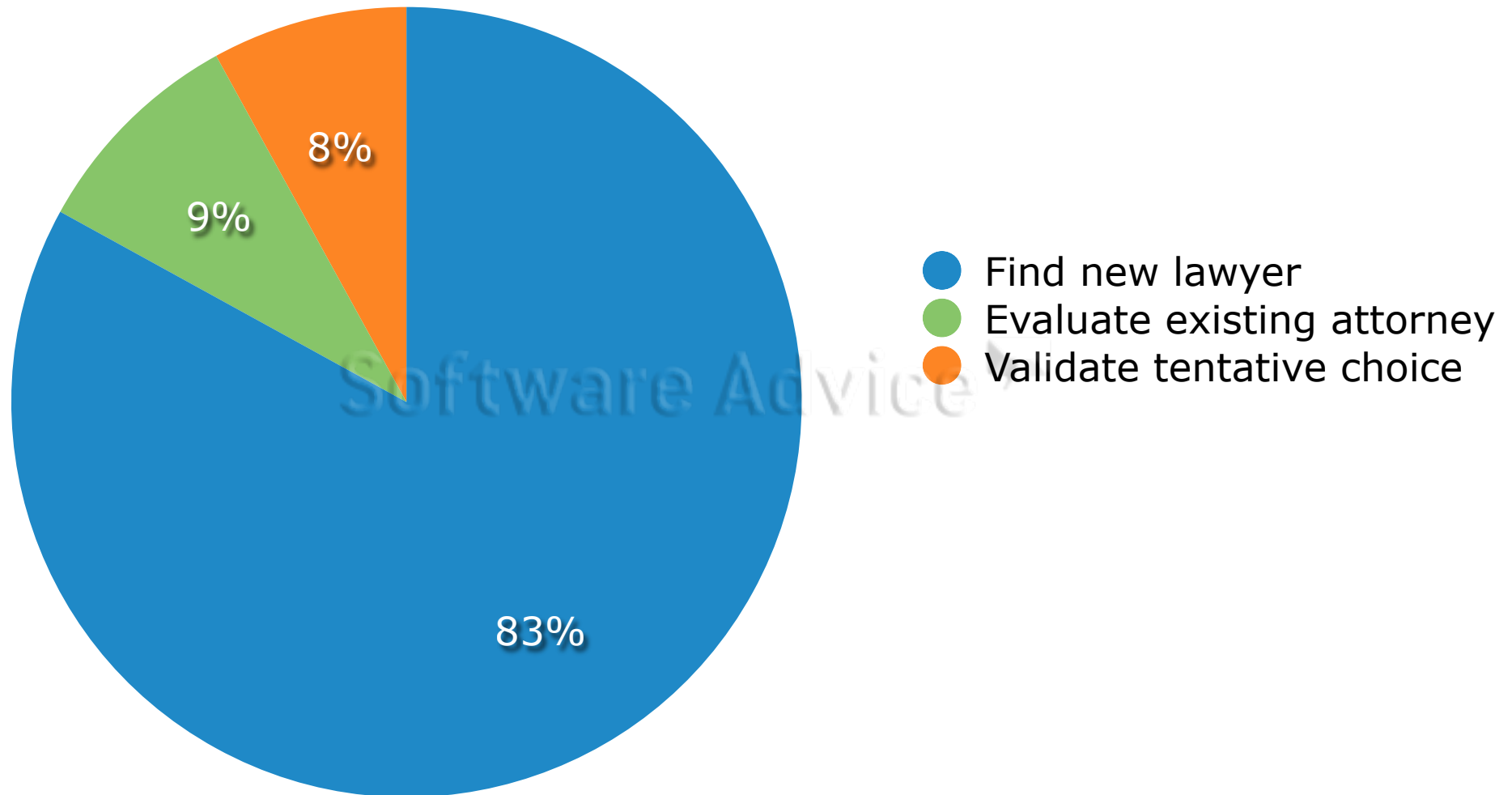
# Most Popular Websites for Attorney Reviews
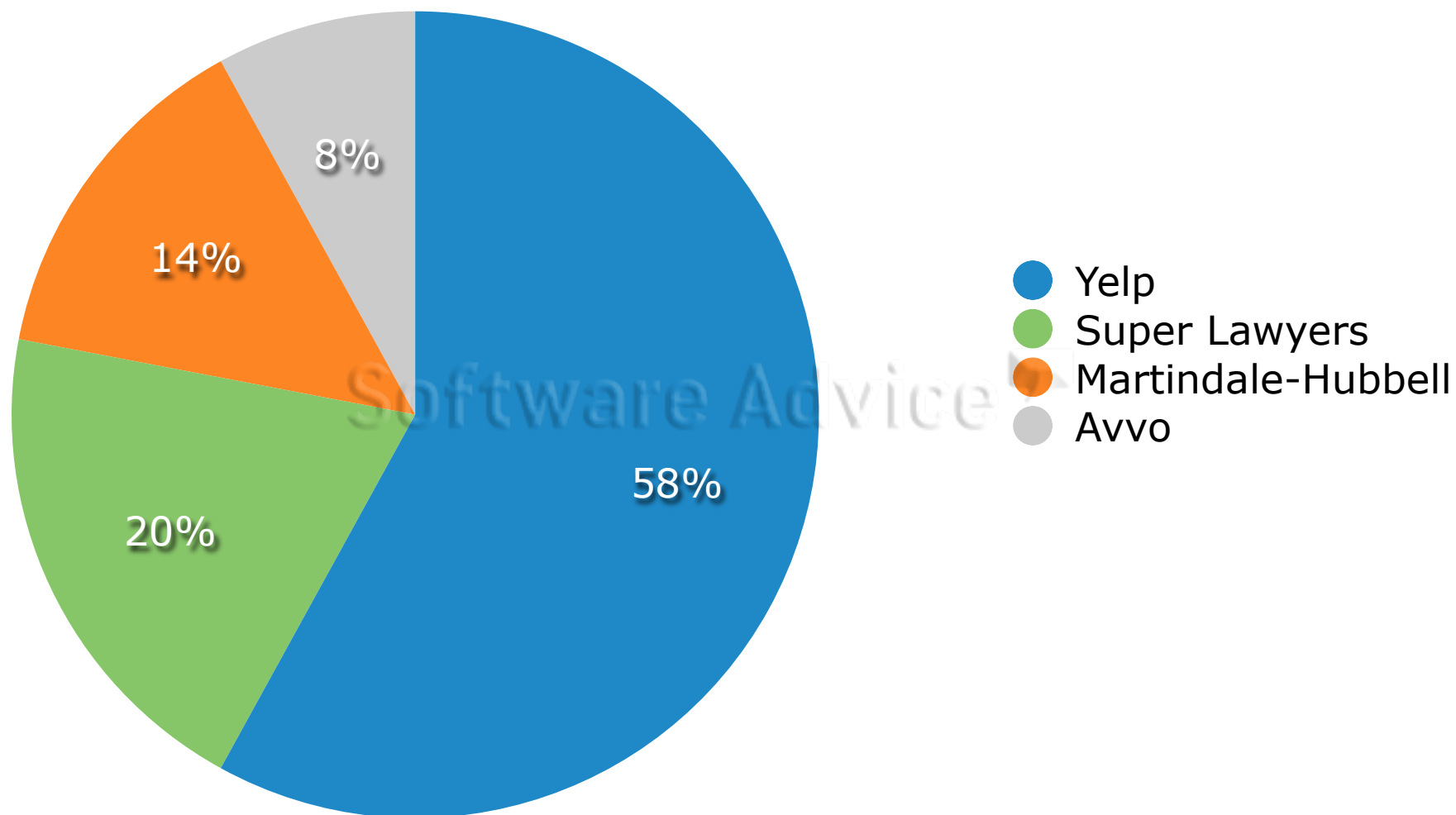


Yelp is the most commonly used site to search for attorney reviews online, with 58 percent of our respondents saying it is the first place they turn.

# Most Trusted Websites for Attorney Reviews



- Yelp
- Martindale-Hubbell
- Avvo
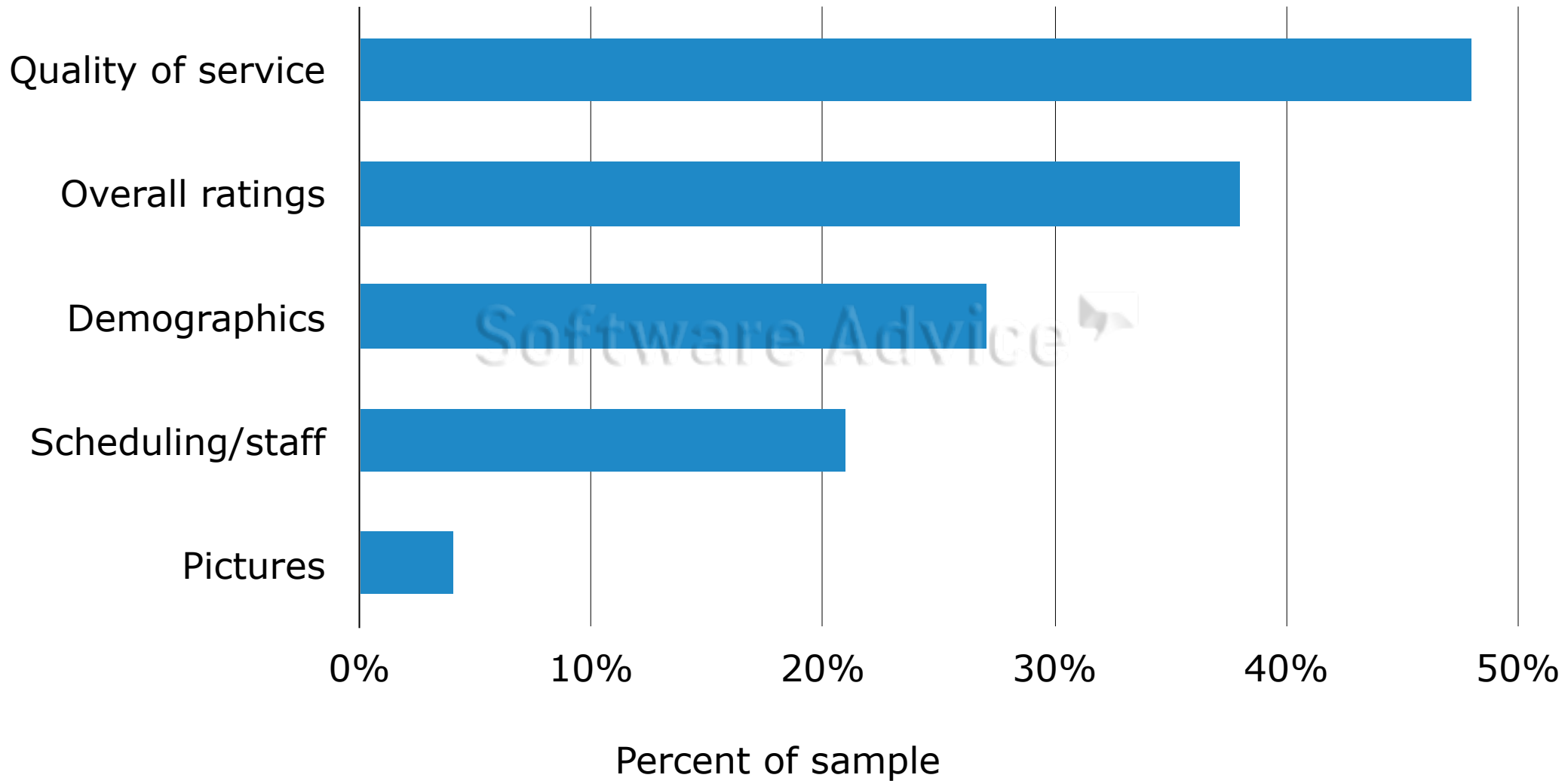- Super Lawyers

61%
20%
10%
9%
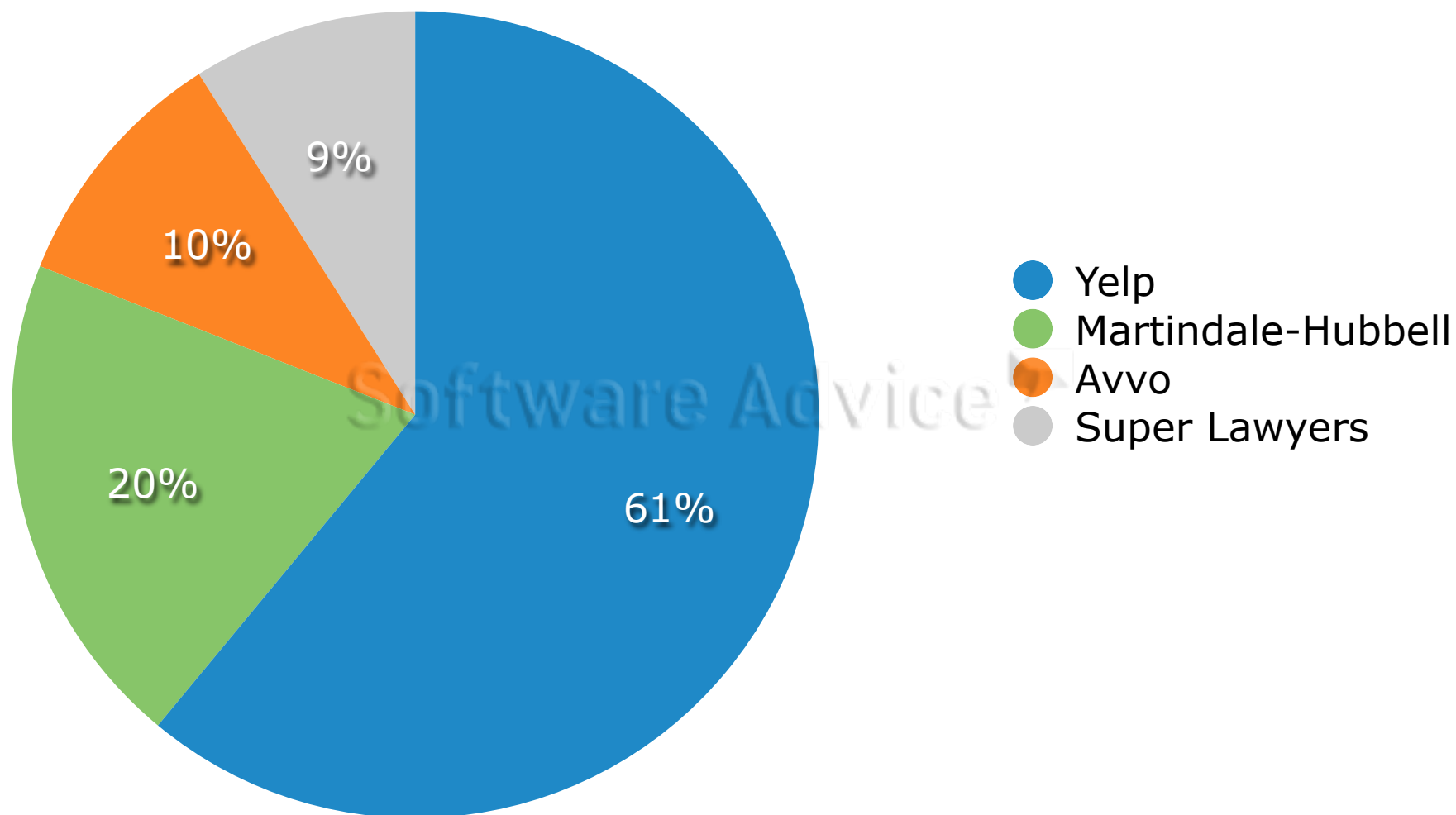
Yelp is also the most trusted site to search for attorney reviews online, with 61 percent of our respondents saying it is the first place they turn.

# Top Reasons Clients Use Online Reviews



- 🔵 Find new lawyer
- 🟢 Evaluate existing attorney
- 🟠 Validate tentative choice

83%

9%

8%

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When it comes to how prospective clients use review sites, 83 percent said they do so as their first step to find an attorney.

# Top Information Clients Look for in Online Reviews



Chart showing "Percent of sample" for top information clients look for in online reviews:

- Quality of service: ~48%
- Overall ratings: ~38%
- Demographics: ~27%
- Scheduling/staff: ~21%
- Pictures: ~4%

When it comes to the type of information clients investigate when visiting legal review sites, 48 cited the quality of service provided as most important.

# Most Important Information About Quality of Service



Percent of sample
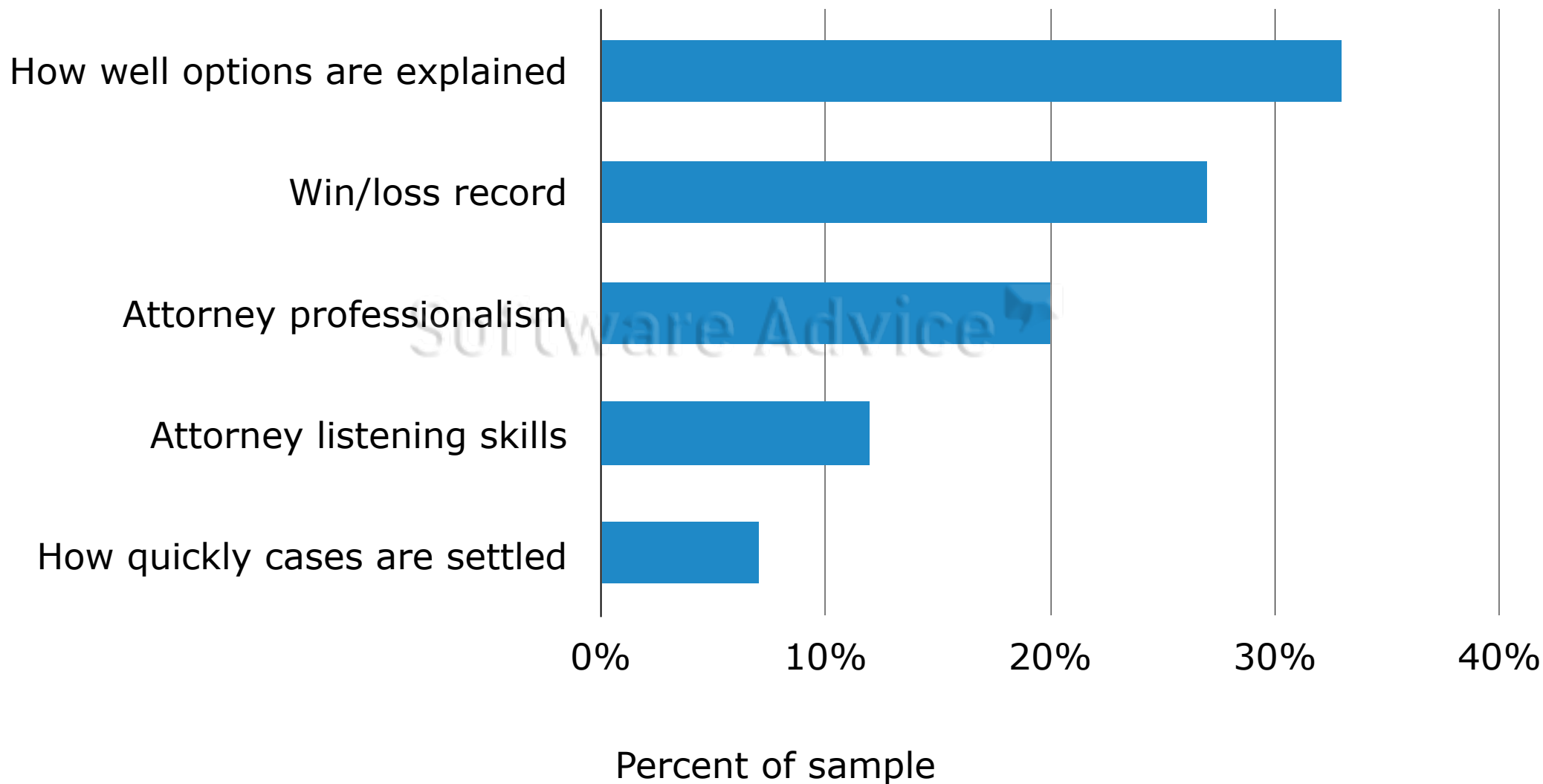
The most important information about an attorney's quality of service is how well he or she explains legal options.

# Most Important Demographic Information
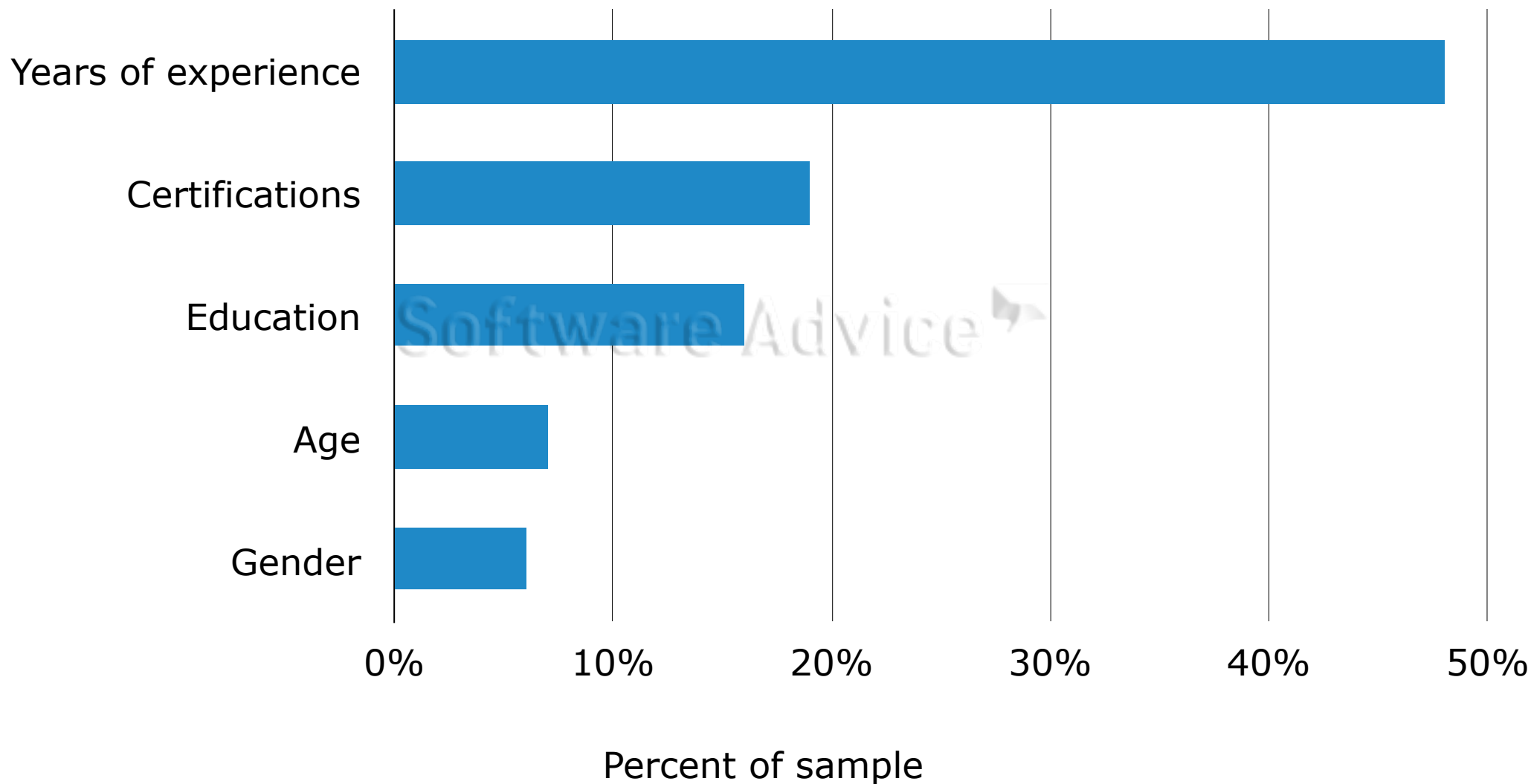


Prospective clients want to know how many years of experience an attorney has: 48 percent cited this as the first thing they look for on reviews websites.

# Most Important Administrative Information
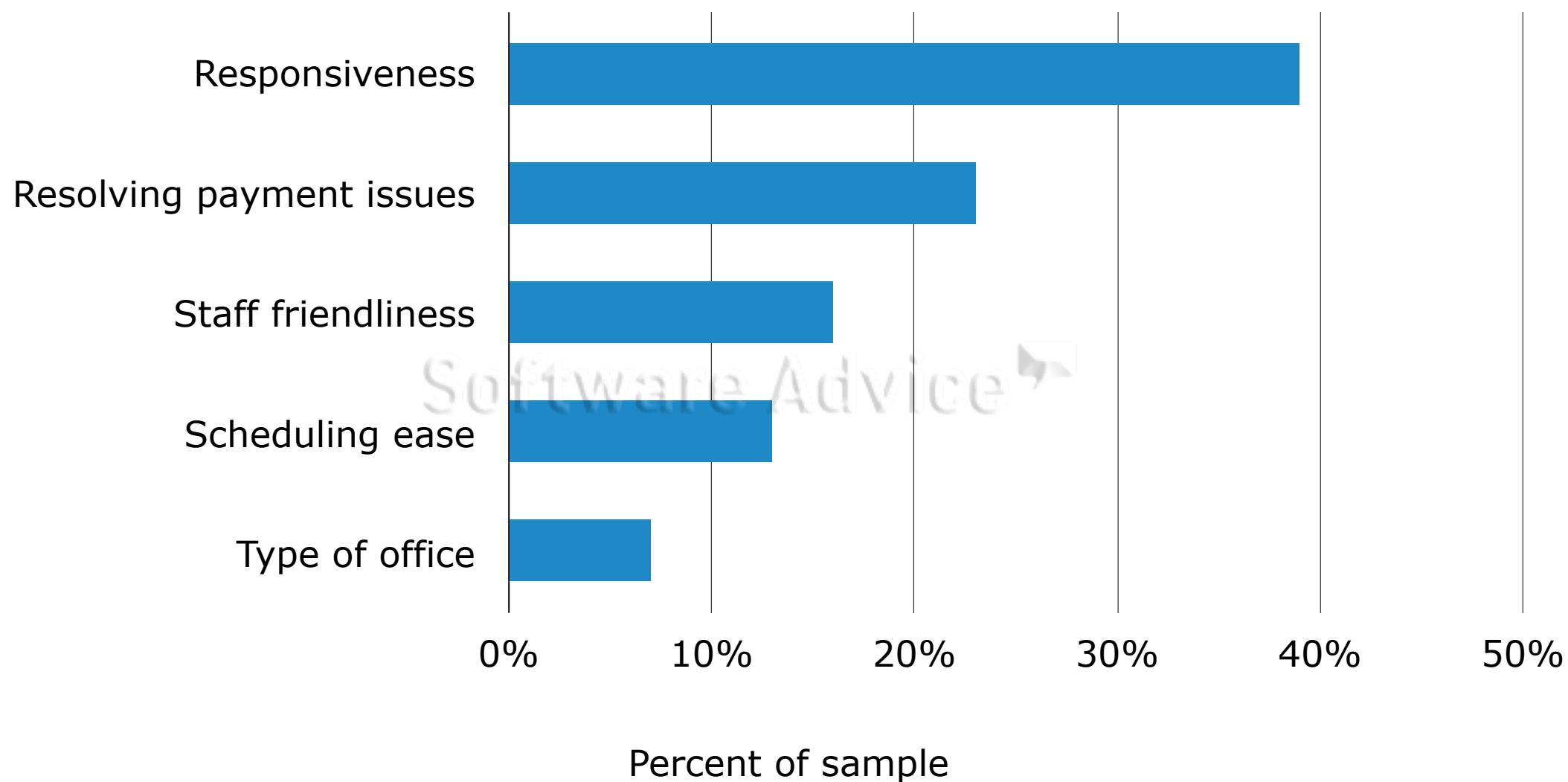


Prospective clients are looking for information about how responsive an attorney is (39 percent), and how well they handle billing and payment issues (23 percent).

# Willingness to Commute for Better Reviews
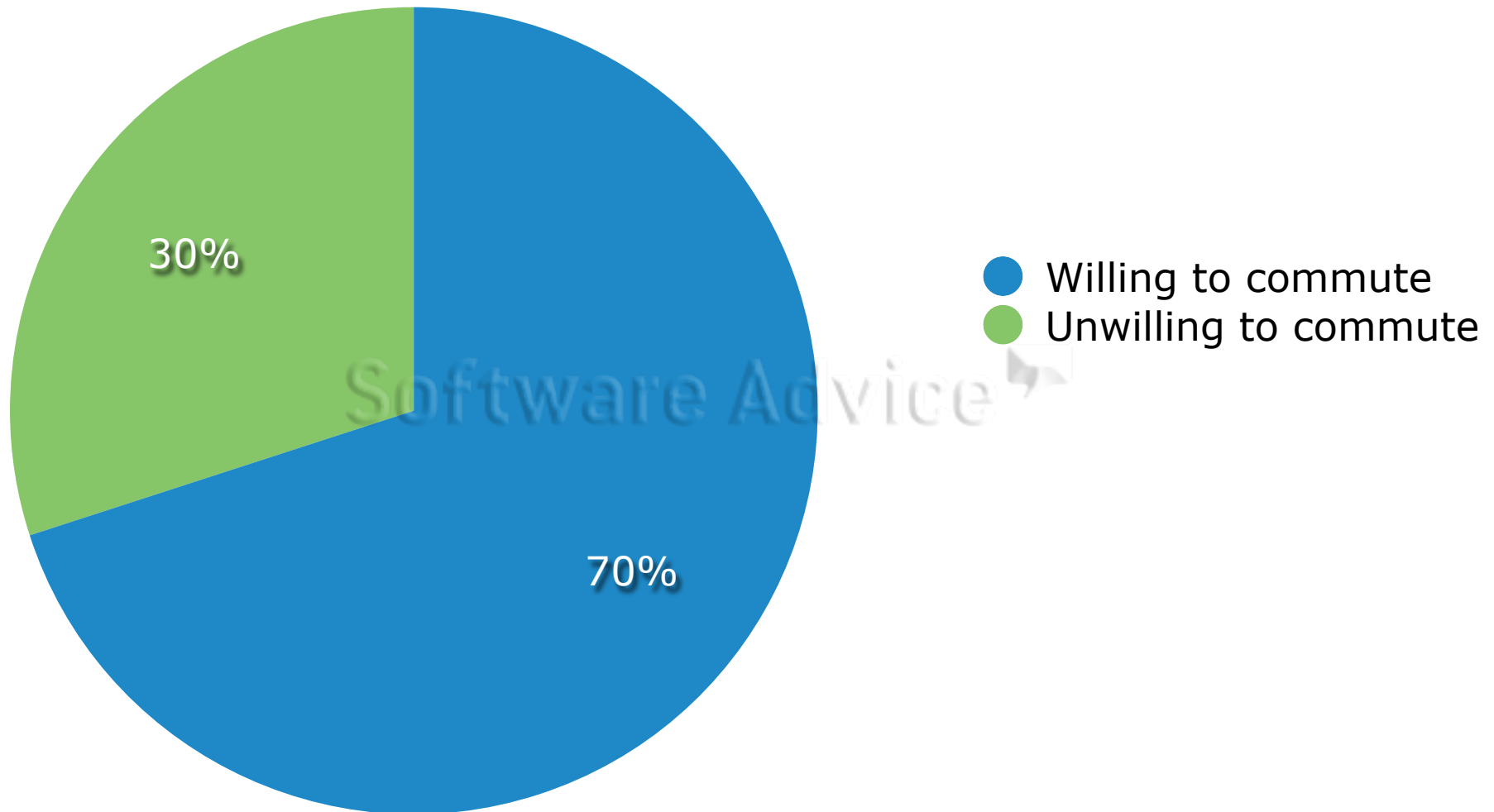


A whopping 70 percent of survey respondents said they would consider going to an attorney in an inconvenient part of town if he or she had better online reviews.

# Percent Using Legal Reviews



- 43%
- 57%

● Don't use online reviews
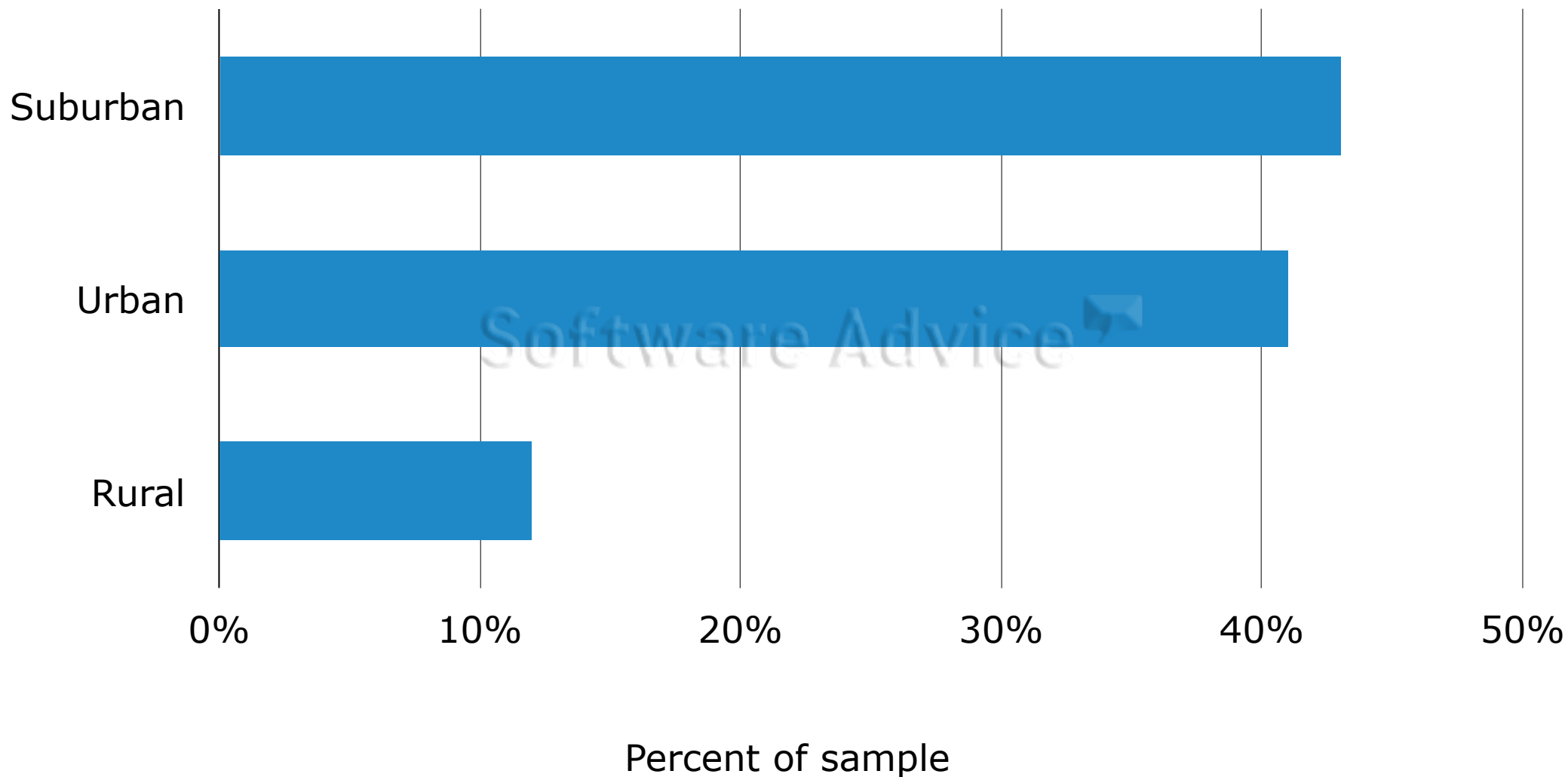● Use online reviews

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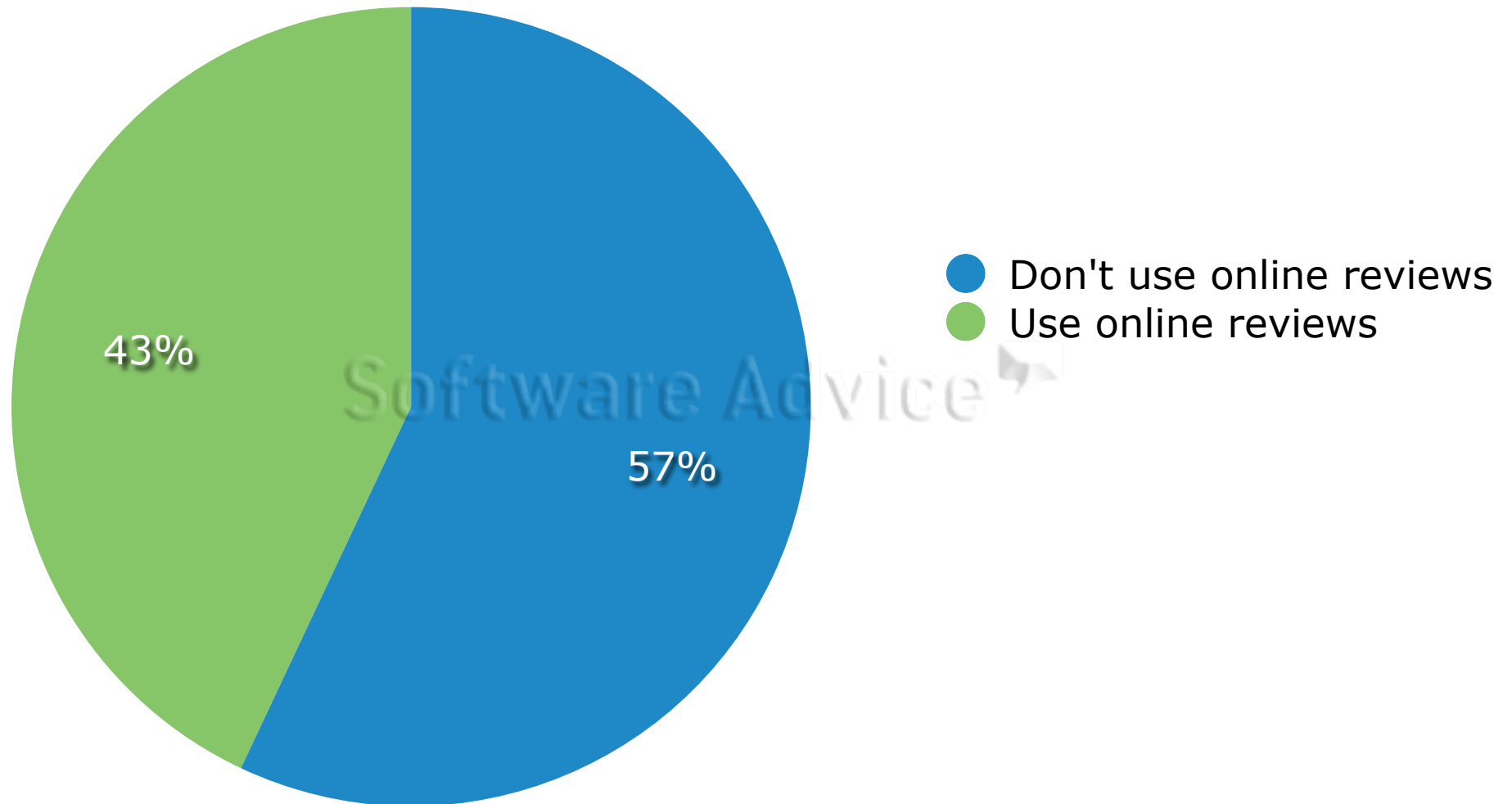
Forty-three percent of prospects say they use online reviews to research attorneys, which is a significant portion of potential clients.

# Demographics: Clients Using Reviews by Income
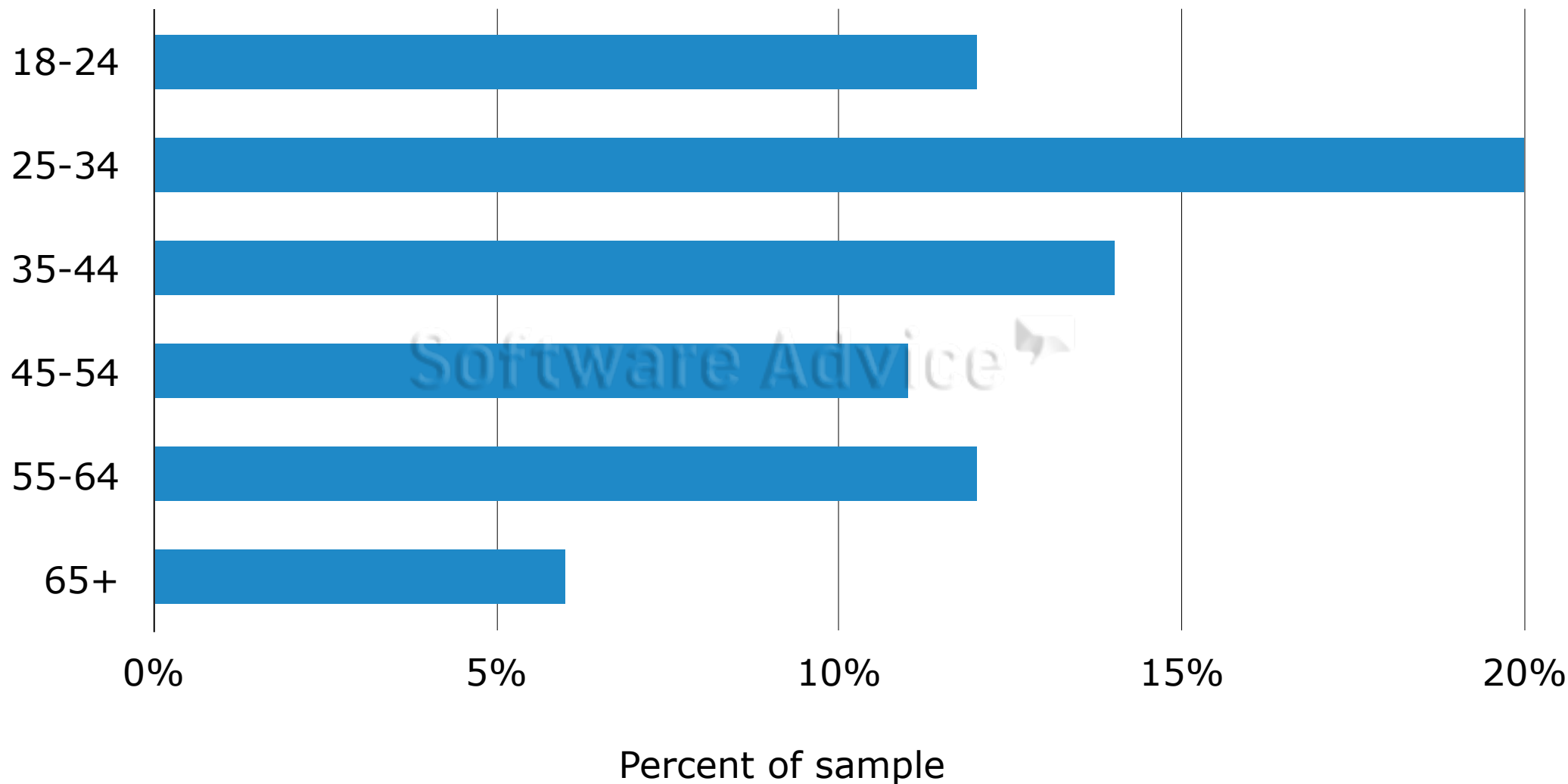


Percent using online reviews
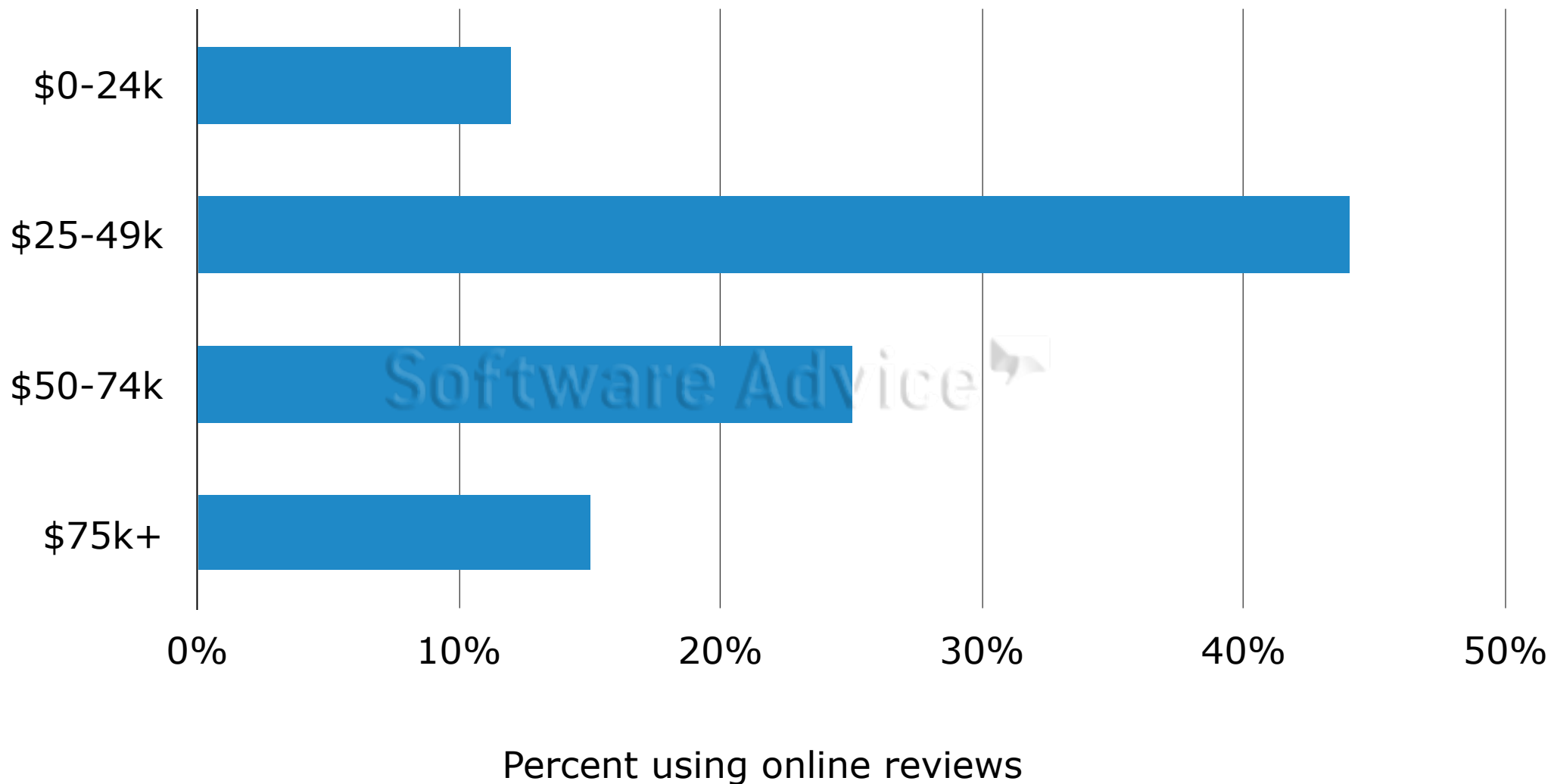
The likelihood of legal clients using online reviews increased only up to an annual income of $49,000 per year, and then it decreased.

# Demographics: Clients Using Reviews by Urbanicity



Urban and suburban prospects are much more likely to use online reviews than those in rural areas.

# Demographics: Clients Using Reviews by Age



Clients in the 25-34 age bracket are significantly more likely than other age ranges to use online reviews.

**Read Report**  Read about our findings in more detail.

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