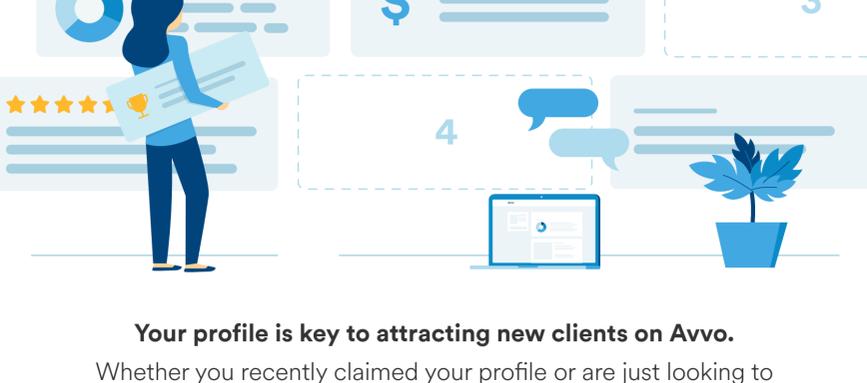


4 parts of your Avvo profile to prioritize

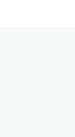
The results are in! Find out what potential clients say is most valuable when evaluating your profile on Avvo.



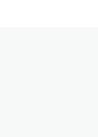
Your profile is key to attracting new clients on Avvo.

Whether you recently claimed your profile or are just looking to improve it, this guide is designed to help you focus on the parts that potential clients care about most, according to an Avvo survey.

EVERY MONTH ON AVVO



9 MILLION PAGE VISITS



650k CONNECTIONS



RESULTS ARE IN

Survey says...

In a 2017 survey of over 500 visitors to Avvo, people weighed in on which information factors in to their decision to hire. Out of 12 options, these are the **top four that mattered most**.

1

Skill and practice areas



Potential clients want to hire an attorney with specific knowledge of their situation. They need to be confident that you have experience with and can handle their legal matter.

AIM FOR
3 TO 5
PRACTICE AREAS

HOW THIS HELPS YOU

In past qualitative research, participants say they **want to hire an attorney with focused, deep knowledge** of their issue.

Add your practice areas

PRO TIPS FOR PRACTICE AREAS

- Choose the practice areas that you have the most knowledge and experience with.
- Put the highest percentage on the practice area where you want to increase your clientele, and omit tertiary areas that aren't your focus.
- Include less than five practice areas to demonstrate focus or more than five to position yourself as a generalist.

2

Cost and pricing



People want to know how much legal representation will cost. You can help set expectations early by being transparent about your fees on your profile.

FREE CONSULTATION
27%
OF ALL FILTERS APPLIED

HOW THIS HELPS YOU

One of the most popular filters applied to attorney search results on Avvo is 'Free consultations', second only to 'Review stars'.

Add cost and payment details

PRO TIPS FOR COST & FEES

- Highlight if you offer free consultations or an introductory rate.
- Share your hourly rate, even if it is a sliding scale.
- If you offer alternate payment methods such as monthly subscriptions, flat fee services, and payment plans, then include details in your About Me section.

3

Legal matters and outcomes



Potential clients want to understand outcomes for situations similar to their own, and see evidence of what success means to you.

HOW THIS HELPS YOU

"The attorney could relate to my case because he had similar cases immediately provided and knew all the specifics that were required."

- Child custody consumer, Journey map research, 2016

"If my case did go to trial, I'd want to know that the attorney had a positive track record."

- Family and divorce consumer, Decision criteria research, 2018

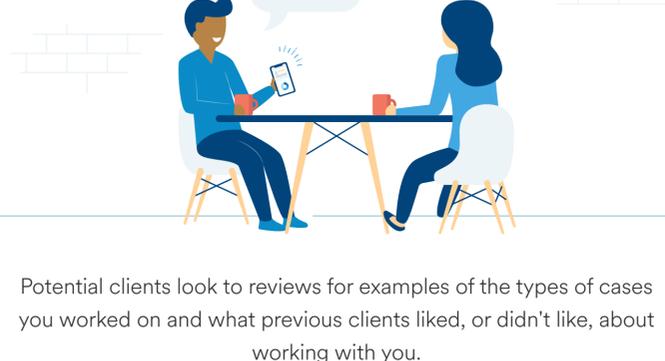
Edit your profile

PRO TIPS FOR HIGHLIGHTING OUTCOMES

- Highlight what success looks like in your About Me. For example, "Proven record of client satisfaction" or "Takes on tough litigation and fights for every client."
- Choose featured reviews that help tell the story of successful outcomes you've achieved for past clients.
- Not all cases can be shared publicly. However, if you've won a notable case, then add it to the Legal Cases section.

4

Client reviews



Potential clients look to reviews for examples of the types of cases you worked on and what previous clients liked, or didn't like, about working with you.

15x
MORE CONNECTIONS

HOW THIS HELPS YOU

Attorneys with at least **3 client reviews** receive up to **15x more connections** from potential clients.

Request more client reviews

PRO TIPS FOR GETTING REVIEWS

- Ask for reviews as part of wrapping up with every client. The more you request, the more you'll get. [Check out our ultimate reviews guide!](#)
- Refresh your featured reviews often, so potential clients see recent reviews and know your practice is thriving.
- Don't be afraid to ask more than once. Even if a past client doesn't submit a review, you'll stay top of mind for an in-person referral.