Software Advice IndustryView: How Prospective Clients Use Online Legal Reviews
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.
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.
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.
When it comes to how prospective clients use review sites, 83 percent said they do so as their first step to find an attorney.
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.
How well options are explained
Win/loss record
Attorney professionalism
Attorney listening skills
How quickly cases are settled

The most important information about an attorney’s quality of service is how well he or she explains legal options.
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.
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).
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.
Forty-three percent of prospects say they use online reviews to research attorneys, which is a significant portion of potential clients.
The likelihood of legal clients using online reviews increased only up to an annual income of $49,000 per year, and then it decreased.
Urban and suburban prospects are much more likely to use online reviews than those in rural areas.
Clients in the 25-34 age bracket are significantly more likely than other age ranges to use online reviews.
Software Advice™ is a trusted resource for software buyers. The company's website, www.softwareadvice.com, provides detailed reviews, comparisons and research to help organizations choose the right software. Meanwhile, the company's team of software analysts provide free telephone consultations to help each software buyer identify systems that best fit their needs. In the process, Software Advice connects software buyers and sellers, generating high-quality opportunities for software vendors.