



Turn Your Ratings into a Lead Generation Strategy

Martindale-Hubbell® Peer Review Ratings™ and Martindale-Hubbell® Client Review Ratings deliver a powerful 360-degree view of your firm's professional credentials.

Consumers have come to expect product and service ratings – they validate your credibility, highlight your skill sets and areas of expertise – and really tell consumers about you. Most importantly, consumers rely upon product and service ratings. They are here to stay, so use them wisely.

Following are five simple, cost-effective (free!) ways to leverage your Peer and Client Review Ratings to generate more leads.

1 Cultivate Your Reviews

The greater the number of reviews, the more value consumers, in-house counsel, and referring lawyers will derive from the information. There is no maximum number of reviews allowed, so encourage your clients and peers to submit reviews to provide a complete picture of your firm. You can easily collect reviews by directing clients to your profile, nominating them through [the CSC](#) or via the Lawyers Rating application on LinkedIn®. The client review form is a simple one-page survey with six questions. Most clients are happy to provide input.



Client Rating

Overall Client Rating
in Criminal Law, Family Law and Insurance

5.0 out of 5.0

Communication Ability 4.9
 Responsiveness 5.0
 Quality of Service 5.0
 Value for Money 5.0

- Data based on 18 reviews
- Recommended by 18 Clients
- Last reviewed on 11/21/11

[Submit a Client Review](#)

Peer Rating

Posted by a Consumer on 12/14/11
 Andrew did a wonderful job for a member of our family. He was accessible and very professional.

[Report abuse](#)

Posted by a Consumer on 11/16/11
 He is thorough and great at what he does.

[Report abuse](#)

Posted by a Consumer on 07/18/11 **5.0 out of 5.0**
 Andrew demonstrated outstanding awareness of the various options relevant to case, provided exceptional legal advice before and after my court date, strongly represented my best interests in numerous interactions with the Assistant District Attorney—leading to a "deal" which made the court appearance a formality, and patiently answered all of my questions until I fully understood and was comfortable with my case, the plan, and the outcome. I do not think I could ask for more from an attorney.

[Report abuse](#)

75% of those with a client rating are 4.0 or higher¹

Andrew R. Lynch understands the power of ratings and how they help drive consumers to his profile and business. He realizes consumers prefer to see a lawyer who has an average rating rather than a lawyer who isn't rated at all. By sending clients to his profile to generate more reviews/feedback he went from a rating in the high 3's to a perfect 5.0 in less than one year.

¹ Martindale-Hubbell self-reported 2011

Nearly 6 in 10 consumers seeking an attorney in the past year checked ratings and online reviews; of those, 65% state ratings and reviews were influential in their decision process.²

2 Add Your Perspective

You have a one-time opportunity to respond to each client and peer review, so take advantage of it. Prospects will then have a better understanding of your firm and how you do business. You should comment on both positive as well as negative feedback in a professional manner. It “rounds out the picture”— and demonstrates engagement with your audience.

The screenshot shows a lawyer's profile with an overall client rating of 4.2 out of 5.0. A negative review from 11/28/11 states "unprofessional". The lawyer's response reads: "Lawyer response: I wish I had more info on this to be able to respond effectively/specifically. But, I know that I strive to be as effective for and professional with all my clients as possible (as other testimonials will attest)". Another review from 01/12/12 says "Very honest and upfront" with a 5.0 rating. A third review from 11/07/11 says "Kathy Goodstein is a very reliable and attentive Lawyer. I was in an unfortunate car accident where I was hit by an uninsured vehicle. The moment I called her firm, I felt".

Kathy Goodstein decided to publish her ratings and ended up being one of the first lawyers to comment on her client feedback. She was challenged because the feedback was one word “unprofessional”. All her other reviews were positive so she didn’t want to suppress her ratings. She took advantage of this awkward situation to demonstrate her commitment to effectiveness and professionalism.

3 Put Your Best Foot Forward

Leverage and highlight the positive comments you receive from satisfied customers. As a Martindale-Hubbell® client, you have the opportunity to highlight your favorite two client and peer reviews on the top of all your other ratings. Take advantage of it!

The screenshot shows a lawyer's profile for Robert M. Smith with an overall client rating of 4.7 out of 5.0. Two reviews are highlighted at the top: one from 05/11/11 stating "EXCELLENT ATTORNEY!!! IF YOU NEED A PIT BULL THIS IS THE MAN FOR YOU!!!" and another from 10/01/11 stating "I would recommend Robert to anyone. He is an exceptional lawyer with extensive knowledge of the law. He was great at trial and often made the other lawyer look incompetent. He prepared me to understand what to expect and how to deal with it."

Robert Smith is a great example of how a lawyer can promote themselves by engaging in client reviews and highlighting his top two favorites to showcase his firm.

² Based on survey respondents of internet users (internet users comprise 78% of the US adult population**) conducted by The Research Intelligence Group, March 2012. ** According to The Pew Research Center’s Internet & American Life Project’s Spring Tracking Survey conducted April 26-May 22, 2011.

Martindale-Hubbell has been facilitating ratings for over 130 years!
They are a trusted, objective source.

4 Publish, Publish, Publish

A less than perfect rating is better than no rating at all. Consumers don't expect anyone to be perfect – they expect some negative reviews and are suspicious of someone with continuously glowing, positive comments.

5 Manage your Reviews

Your peer and client reviews can be a tremendous asset, so make sure you manage the process. Collect as many as possible and check them frequently to take advantage of commenting – be sure to highlight the ones that position you in the best light possible. Your ratings visibility goes beyond your Lawyers.comSM and *martindale.com*[®] profiles – they are also displayed on Lexis[®] for Microsoft[®] Office[®], *martindale.com*, Martindale-Hubbell[®] Lawyer Index, Google[™] and LinkedIn[®].

Client Rating

Overall Client Rating
in Litigation, Criminal Law and Personal Injury

4.6 out of 5.0

Communication Ability	4.4
Responsiveness	4.6
Quality of Service	4.6
Value for Money	4.6

- Data based on 9 reviews
- Recommended by 8 Clients
- Last reviewed on 03/07/12

[Submit a Client Review](#)

Posted by a Small Business on 03/07/12 **5.0 out of 5.0**
Gave very personalized service. Great settlement in my auto accident case.
[Report abuse](#)

Posted by a Consumer on 02/18/12 **5.0 out of 5.0**
Excellent communicator! Gets great results. Well worth the money.
[Report abuse](#)

Posted by a Consumer on 01/27/12 **5.0 out of 5.0**
I am very please with the service. Hard working, persuasive, gets great results!
[Report abuse](#)

Posted by a Small Business on 12/21/11 **5.0 out of 5.0**
Intelligent and creative in solving legal problems. Aggressive and professional in getting our court case dismissed.
[Report abuse](#)

Jane Cooper of Cooper & Smith contacted us to publish (previously suppressed) her firm's client reviews. She believes that having a less than perfect rating of 4.6 is better than appearing in search results as not rated or "ratings not shown". Given her strong rating and positive feedback, we feel she made the right decision.

Visit
[www.lexisnexis.com/
law-firm-marketing](http://www.lexisnexis.com/law-firm-marketing)

or email
www.ratings@martindale.com
for detailed ratings information.
You can also call **1.888.871.8813**

You can't selectively suppress a particular rating, but you do have the option of suppressing all your ratings. Once suppressed, they will not display for a minimum of two years. Reviews will still be collected and aggregated without displaying. Suppressed reviews will be indicated by a message that states, "Ratings not shown". We highly recommend you don't suppress – it is better to publish all ratings.