

Unlocking Success: Harnessing the Potential of Review Websites for Legal Firms Webinar

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DGLLEGAL
Services for Lawyers

Presenters

David Gilmore | Director and Founder | DG Legal

David founded DG Legal in 2000. He has worked with several government departments and has advised dozens of charities involved in the legal sector. David has also provided advice and assistance to hundreds of law firms and other legal organisations. He delivers specialist consultancy and training on a wide range of topics including business management & strategy, tendering, compliance and quality assurance.

Roy Magara | Employment Solicitor Advocate | Magara Law

With over 11 years of experience, Roy is dedicated to understanding what results you need; providing you with an informed basis upon which to make decisions.

As a Solicitor Advocate, he has the ability to act for you from the onset of a matter through to representing you at an Employment Tribunal – therefore saving you costs towards your legal fees.

Roy is a member of The Lawyers' Christian Fellowship, The Employment Lawyers' Association and The Solicitors' Association of Higher Rights Advocates.

Presenters

Graham Wilkinson | Senior Partner Manager | Trustpilot

Graham is a Senior Partner Manager at Trustpilot. He has over 10 years experience working in e-commerce, predominantly website optimisation and user-experience. He has been at Trustpilot for over two years and, within his role, works closely with the SRA.

Adam Hall | Head of Partnerships | ReviewSolicitors

Adam is Head of Partnerships at ReviewSolicitors. He plays a critical role in the growth of ReviewSolicitors by creating and managing partnerships with local law societies, legal associations, and other relevant organisations. Attending events, evaluating the success of partnerships, and identifying opportunities for growth and improvement.

SRA Evaluation of Online Reviews as a Quality Indicator

- SRA research in June 2023 showed that many people are now using online reviews to inform decisions in their lives
- 92% of participants in a survey agreed that review websites are helpful for people needing to find legal services
- Law firms in the SRA's pilot survey confirmed that increasing numbers of clients got in touch after reading online reviews

Source: [SRA | Quality indicators in legal services pilot project report | Solicitors Regulation Authority](#)

Benefits of Review Websites

- Attracting new clients (66%)
- Reassuring clients/demonstrating provision (56%)
- Identification of good performance (53%)
- Identifying areas for improvement (39%)
- Supporting staff performance reviews (20%)
- Identifying training needs (15%)
- Attracting high quality staff (11%)
- I'm not aware of any benefits (9%)
- Other (3%)

Source: <https://www.sra.org.uk/sra/research-publications/law-firm-access-panel/>

Collecting Reviews

- Don't be afraid to ask everyone for a review
- Be specific when it comes to asking for a review. What exactly do you want feedback on?
- Be strategic when it comes to the timing of the review request

Maximising Sales

- How much social proof do you incorporate into your marketing strategy?
- Maximise the lifetime value of your clients
- Attracting new clients; let your clients do your marketing for you

Building Positivity

Strategies for cultivating positive reviews and enhancing your online reputation

- Creating a "reviews culture" within the firm
- Benefits of individuals collecting their own reviews.

Negative Review Management

The impact of negative reviews on a business

How to mitigate negative feedback

How to make a comeback from negative reviews

Seamless Integration

Seamless ways to showcase reviews on your online platforms

How can you make your firm stand out and attract new clients?

- Testimonials vs 3rd party integrated reviews.

Transparency matters

Who are the reviews for really?

What are customers thinking?

How to turn transparency into an asset.

Contact Details



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