

New Online Reputation Management

Your online media may get contacts to your doorway, but certified online client reviews provide compelling stories that motivate your contacts to step across and move forward. This new **normal** impacts your online reputation and business generation, daily. We call it the new **'NORM'**.

New Tools Can Aggregate and Syndicate Certified Online Reviews

Imagine making it easy for your clients to provide reviews on Google, AVVO, Martindale, etc. and automatically publishing in scrolling review window on your web site, in your Facebook review tab and as Twitter or Google+ updates.

Also a special website for your reviews to be indexed with keyword 'meta' data for your practice specialties and location(s).





Certified Online Client Reviews and Your Online Reputation

Sites like Google may not list you as the best, locally.

Your firm has a local search opportunity waiting to be claimed online. Fixing your online reputation requires just a few simple, strategic steps. This can have a dramatic impact of your online reputation and business generation from online sources.

Search sites now assign greater emphasis to frequent, high quality client reviews. More and better reviews will boost your search results, and new business. Verify your online status by searching for: 'your practice specialty' attorney in 'your location'. For example, 'Estate Planning attorney in San Diego, CA'

Gain a Competitive Advantage:

In Google, the ideal online profile is to appear on page 1 *and* in the center box '3-pack' as one of the three top search results. You can stand out from others with a 'star' rating. N.B. Google requires five reviews before you are assigned a star rating.





On Managing Your Online Reputation

WHAT YOU NEED TO KNOW

New Tools to Aggregate and Syndicate Client Reviews

Claiming and Correcting Your 50+ Online Listings

Maximizing Local Google Page 1 for Your Legal Specialty

Ways to Integrate with Google+, Facebook and Twitter



On Managing Your Online Reputation

Now, Aggregate and Syndicate Reviews

*Consolidate Certified Online Reviews,
Publish to Your Website, Google+,
Facebook and Twitter.*

Get more Mileage From Your Reviews



The Power of Current and Compelling Client Review 'Stories'

Rosenkranz Law Firm
@law4elders

- Home
- About
- Reviews**
- Reviews
- Photos
- Likes
- Videos
- Newsletter Sign Up

Reviews:

- JANINE** (Aug 17, 2016) ★★★★★
My siblings and I were referred to Mr. Rosenkranz from a friend. We were in need of quick advice as our mother unexpectedly became ill. During our crisis it was the best thing that happened. Mr. Rosenkranz and his staff were thorough with their work and always available to us with questions and/or concerns They made a unbearable situation bearable and for that we will always be grateful. Mr. Rosenkranz and his staff are extremely versed in the Medicaid and Medicare laws and there were no surprises. They said they would get my mom on Medicaid and they did. In addition, they did so in the upmost professional manner. My family is spread across the U.S. but we had no issues with dealing with the law office. My mom and my family will be forever in their debt and would have no qualms about referring anyone in need to Mr. Rosenkranz.
- AMI ESPINAL** (Feb 01, 2016) ★★★★★
great attorney
- LUIS** (Dec 04, 2015) ★★★★★
I was a client of Mr. Rosenkranz. He provided great advice and excellent counsel. He knows his stuff and is creative and a good value.

Aggregated Online Reviews Integrated into Facebook!



On Managing Your Online Reputation

It is not a coincidence that law firms that consistently grow usually excel at obtaining and publicizing certified independent online client reviews.

Researched, Presented by Tom Caffrey
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Our free Business Scan will provide a report on your current online status

Overview

PRESENCE



35 LISTING ERRORS
Show how to improve

REVIEW SUMMARY

Insider Pages (1)	5.0 ★
Yelp (0)	0.0 ★
Google (0)	0.0 ★
Citysearch (0)	0.0 ★
Yahoo! Local (0)	0.0 ★

IMPROVE YOUR RATING
Show how to improve

WEBSITE



WEBSITE NOT FOUND
Show how to fix

WHO BEATS YOU

Lawyers in Jersey City, NJ

Law Offices of Raymond Lo, LLC
5 ★★★★★
185 25th Floor, 9th St, Jersey City, NJ 07311, Unit...

Freeman Law Center, LLC
4.8 ★★★★★
.26 Journal Square Plaza #1205, Jersey City, NJ 0...

















10+ COMPETITORS ABOVE YOU
Show how to fix

Your firm's name, address and telephone need to be claimed for each listing and consistent, else the search site are confused about who you are and how each listing relates to your firm

Online Presence

	Business Name	Address	Phone	Rating	Reviews	Status	
	Google	Sample and Example	239-0300	0.0 ★	0	⚠	Fix low rating
	Yelp	Sample & Example	239-0300	0.0 ★	0	⚠	Fix multiple errors
	Citysearch	Sample and Example, P.C.	239-0300	0.0 ★	0	⚠	Fix multiple errors

Our free Business Scan will provide a report on your current online status

	Foursquare				0.0 ★	0		Fix multiple errors
	Kudzu	Not found	Not found	Not found	Not found	Not found		Create listing
	Facebook	Sample and Example	1230 Brace Road	444-555-6789	3.7 ★	3		Fix multiple errors
	Merchant Circle				0.0 ★	0		Fix multiple errors
	Mapquest				0.0 ★	0		Fix multiple errors
	Avvo	Not found	Not found	Not found	Not found	Not found		Create listing
	Martindale	Not found	Not found	Not found	Not found	Not found		Create listing
	Lawyers.com	Not found	Not found	Not found	Not found	Not found		Create listing



Common Sense Marketing

◆ Consider:

- ◆ Highly Satisfied Clients are the best source of New Clients
- ◆ Google is where you are most often found or validated
- ◆ Certified Client Reviews are highly trusted
- ◆ The presence of Reviews and Google YouTube Videos helps Google determine your status as the 'best local resource'
- ◆ More, Frequent and High Quality Reviews will have Google assign a star rating and let you stand apart from local firms



Steps to Convert More Clients From the Internet

- ◆ Fix Your Online Directory Listings
Claim and/or Clean-up for Consistency
- ◆ Maximize Your Google Page 1 Presence
Client Reviews on Google
Google Star Rating
Short Videos on YouTube
- ◆ Perfect Your Internal Process and System
Client Survey/Thank You with Links



Where is Your Firm?

Search for:
"Keyword" + "attorney in" + "City, State"

- ___ Inside the '3-Pack'?
- ___ How Many Reviews?
- ___ Star Rating?



City and Keywords in Meta Data
(View Page Source)

- ___ Title?
- ___ Description?
- ___ Keywords?
- ___ Videos?
- (check More/Videos)

elder lawattorney injersey x

Showing results for elder **law attorney in jersey city, nj**
Search instead for elder lawattorney injersey city, nj

NJ Elder Law Attorneys - NJElderCareLawyer.com
www.njeldercarelawyer.com/ *
Don't Carry the Burden Alone. Let a NJ Elder Law Attorney Help You.
Types: Qualifying for Medicaid, Help for the Elderly, Applying for Medicaid
Our Locations · Our Elder Care Blog · Contact us · About Us

Peluso & Weintraub, P.C - Experienced Elderlaw Attorneys
www.pelusolaw.com/ * (732) 854-8417
No fee for initial conference
Home Page · Contact Us · Practice Areas · Attorneys

Lerner, Piermont & Riverol, P.A.
No reviews · Personal Injury Attorney
26 Journal Square Plaza #1100 · (201) 653-0405
Open until 5:00 PM Website Directions

Frank Marciano Attorney at Law
4.8 ★★★★★ (5) · Family Law Attorney
86 Hudson St · (201) 856-1000
Open until 8:00 PM Website Directions

Rose & Zucker, LLC
No reviews · Attorney
613 Broadway · (201) 205-2465
Open until 8:00 PM Website Directions

More places


Jersey City elder law attorney, Sharon Rivenson Mark Esq., CELA ...
www.elderlawanswers.com/elder-law-attorneys/Sharon-Rivenson%20Mark/attId/.../15 *
Senior Attorney Sharon Rivenson Mark, Esq. specializes in Elder Law, including ... Past Chairperson of the New Jersey State Bar Association Elder Law Section.







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Model Google Page 1

Star Rating and Many (32) Good Current Reviews
Who Are You Going to Call?



Jacobs, Schwalbe, & Petruzzelli, P.C. No reviews - Attorney Ten Melrose Ave Suite 340 · (856) 429-5661 Open until 5:00 PM	 Website	 Directions
The Law Offices Of Adam M. Kotlar, LLC 4.9 ★★★★★ (32) - Personal Injury Attorney 1913 Greentree Rd · (856) 751-7676 Open until 6:00 PM	 Website	 Directions
Law Office of Alan Rosenberg No reviews - Legal Services 1040 N Kings Hwy Suite 202 · (856) 755-3636 Open until 5:00 PM	 Website	 Directions

 More places © Premier Software - NJ,Inc. 2016

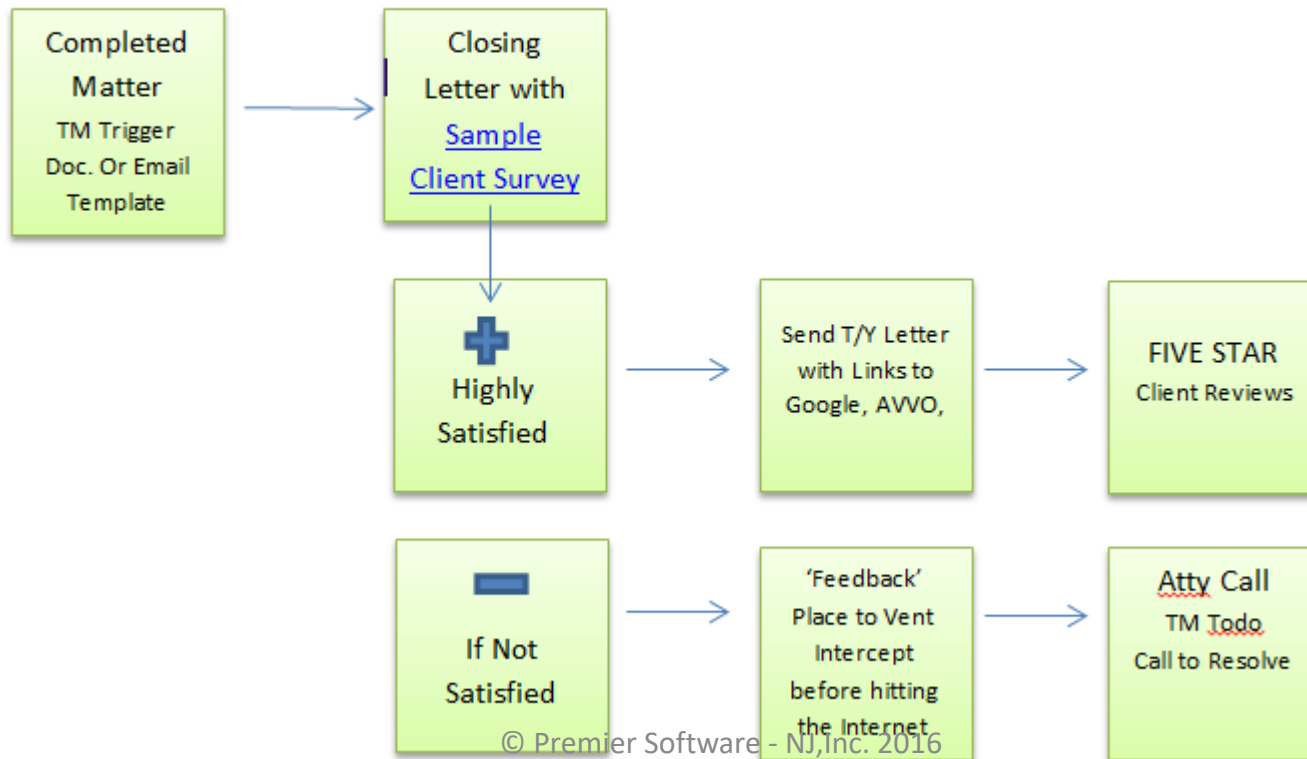


Success!



Perfecting Your Internal Process
Verify Level of Client Satisfaction
Ask for the Review

How Time Matters Can Help Manage Your Online Reputation:



Add this scrolling window to your firms web site.

Show your certified client reviews from across the internet Google, AVVO, Martindale, Yelp, etc.



A CONSUMER



Aug 15, 2012



Excellent communication from entire staff and Attorney



BOB



Aug 10, 2012



I live in Massachusetts and my parents lived in Florida. Rosenkranz Law was recommended to me by a prominent Boston Elder Law attorney. After my father passed away my mother would not move north and I needed to ensure her care in Tampa. In addition to arranging care from this distance I needed to find all my options for support, health care and eventually Medicaid.

I can't even begin to express my satisfaction and gratitude to Jack and his team. They informed me about support opportunities I was not even aware existed. They not only advised me how to set up my mother's records, but they walked me through the application process so I could apply for aid that was due to my mother. Whenever I had a question, they were always there with an answer and if necessary, recommendations.

When it came time for a nursing home Jack and his team were there. They helped me prepare the financials and they navigated through the labyrinth of social services on my mother's behalf. When there was a problem, Jack literally made a federal case out of it, and prevailed.

Jack's team is not only professional, but also compassionate. When it came time to do paperwork that required my mother's signature Jack went to the nursing home to meet my mother. She always remembered what a nice, friendly man the lawyer was that came to see her.

My mother bounced back and forth from assisted living to nursing home and this caused some interesting insurance issues. Jack's team was always on top of it. After my mother passed away there were some billing disputes, and that is not a time when you can concentrate or deal with those types of issues. It was such a comfort to have Jack settle those problems to my satisfaction.

Basically, they knew who to talk to - when I didn't. They knew what they were supposed to say, what forms needed to be filed and how; and as importantly, what NOT to do. I did not. I live in Massachusetts and together we got it done. I don't know what I would have gone through without them. I found a jewel.

One Click on 'Write Review' Makes It Easy To Obtain a Client Review

Would you recommend us?

Yes

No, Thanks

Positive Feedback
Directs client to your
preferred review sites



Review Us On Google



Review Us On Lawyers.Com



Review Us On Facebook

Please tell us about your experience

Negative Feedback
remains private to
you and your client –
doesn't hit the
Internet

Your name

Your email

Send



Client Reviews - Account Management



Reputation Summary - All Time



Recent Reviews



Tools to Manage Online Reviews

The screenshot shows a web dashboard for managing online reviews. On the left is a vertical navigation menu with icons and labels for 'DASHBOARD', 'REVIEWS' (highlighted in blue), 'REPORTS', 'CAMPAIGNS', and 'SETUP'. The main content area is titled 'Manage Your Reviews' with a play button icon and a document icon in the top right. Below the title, it displays 'Average Rating' as five blue stars, followed by '(5 Stars From 1 Reviews)'. To the right of this are filter options: 'Filters: Hide | Reset'. A filter bar contains several controls: a checkbox for 'All', a green checkmark icon, a red 'X' icon, a 'Review Source' dropdown menu set to 'All Selected', a 'Time Period' dropdown menu set to 'Last 30 days', a 'Ratings' dropdown menu set to 'All Selected', and a 'Status' dropdown menu set to 'Published, Parked'. Below the filter bar, a review card is shown for a review posted on April 22, 2016, from Google. The review text is 'What can you say really? If you're a local, you know that this is hands down the best law firm in AT LEAST the south jersey area.' The reviewer's name is 'Christopher Ebbecke' and there is a profile picture. At the bottom of the review card are social sharing buttons for Facebook, Google+, and Twitter, and two action buttons: 'Respond' and 'Park' (with a red 'X' icon).



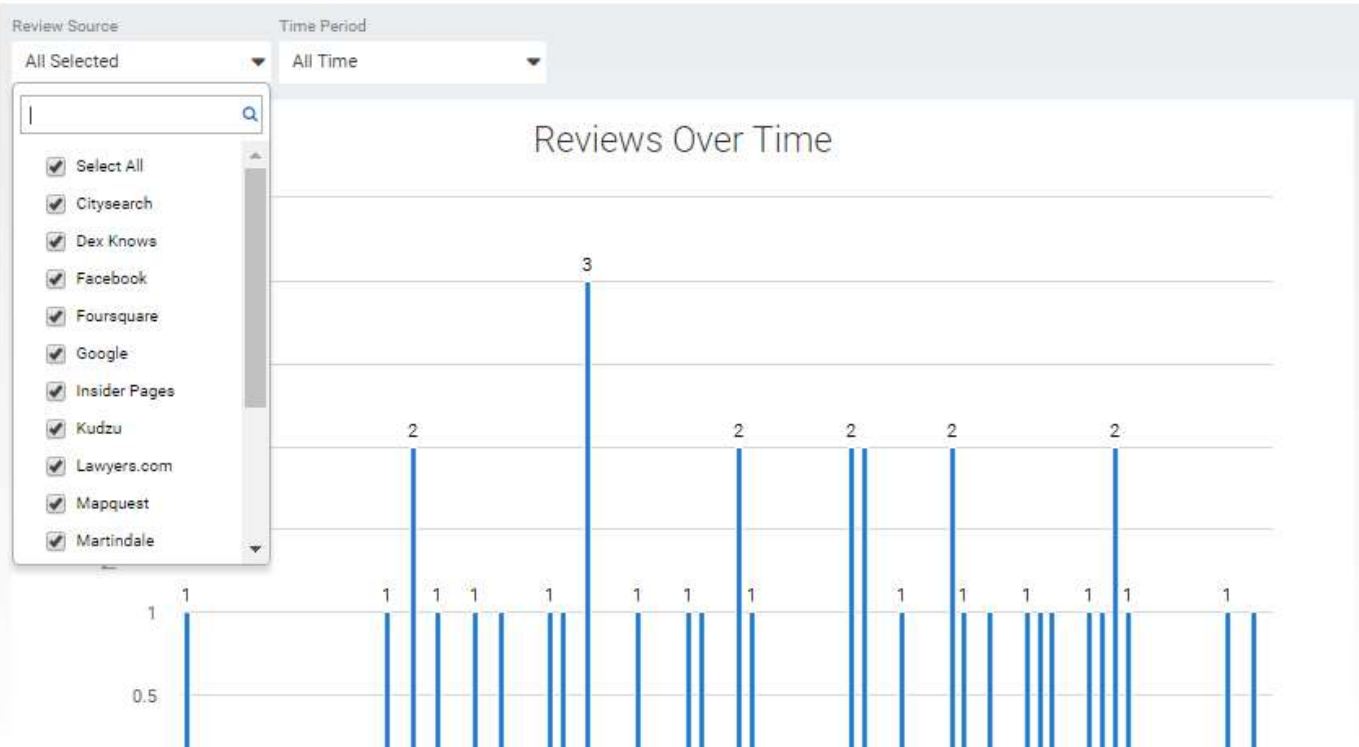
Reports On All or Selected

- DASHBOARD
- REVIEWS
- REPORTS**
- CAMPAIGNS
- SETUP
- ACCOUNT

- REVIEW REPORT**
- SENTIMENT REPORT
- TRAFFIC REPORT
- ROI REPORT



REVIEWS OVER TIME | REVIEWS & RATINGS BY SOURCE | AVERAGE RATING OVER TIME



Next: Two easy, done for you steps:

- Step 1. Let Premier provide your **free** report on your online status and a **free** demonstration account.
- Step 2. Activate your account whenever you like and start receiving the benefits of a well managed online reputation and an optimized internal process for closing files and maximizing Client Reviews.

Premier's Pricing We Made It EASY:

\$200. or less* per month

No Long Term Subscription

Presently NO Set-up Charge

Call for Special pricing (existing clients, early adopters)



Done for You

Our standard price is \$200. per month. We reduce that by 10%, to \$180/month for firms where we have an existing and current working relationship or certain other affiliations. We will extend that to 'friends of your firm' if they are referred by you.

For this we:

- Help identify your business listing status and help you clean-up your directory listing.
- Work with you on your custom review site and work with you on the meta data - location and practice area keyword combinations.
- Assist with adding to your web site a scrollable window displaying aggregated client reviews and the link to other review sites – to make it easy for client to give their reviews
- Provide sample document templates for use in your practice management system.
- Assist with customizing email templates that can be sent to ask for a review and then ask to share a review on other popular search sites
- Help you integrate with Facebook, Twitter and Google+ - to leverage publication of review to other venues – increases your level of social media activity
- We train and support of course
- We will also remind you to do your part which is to simply **ask for the review!**



The most successful firms are taking the above steps to get and to stay ahead. We hope we can assist you and hope to hear from you soon to schedule your next step.

All the Best,

**Tom Caffrey
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Thank you

