

Facts to Support the Statement:

## *“More Good Reviews, More Good Clients”*

The Not So Secret Formula for Success in SERP (Search Engine Results Page)

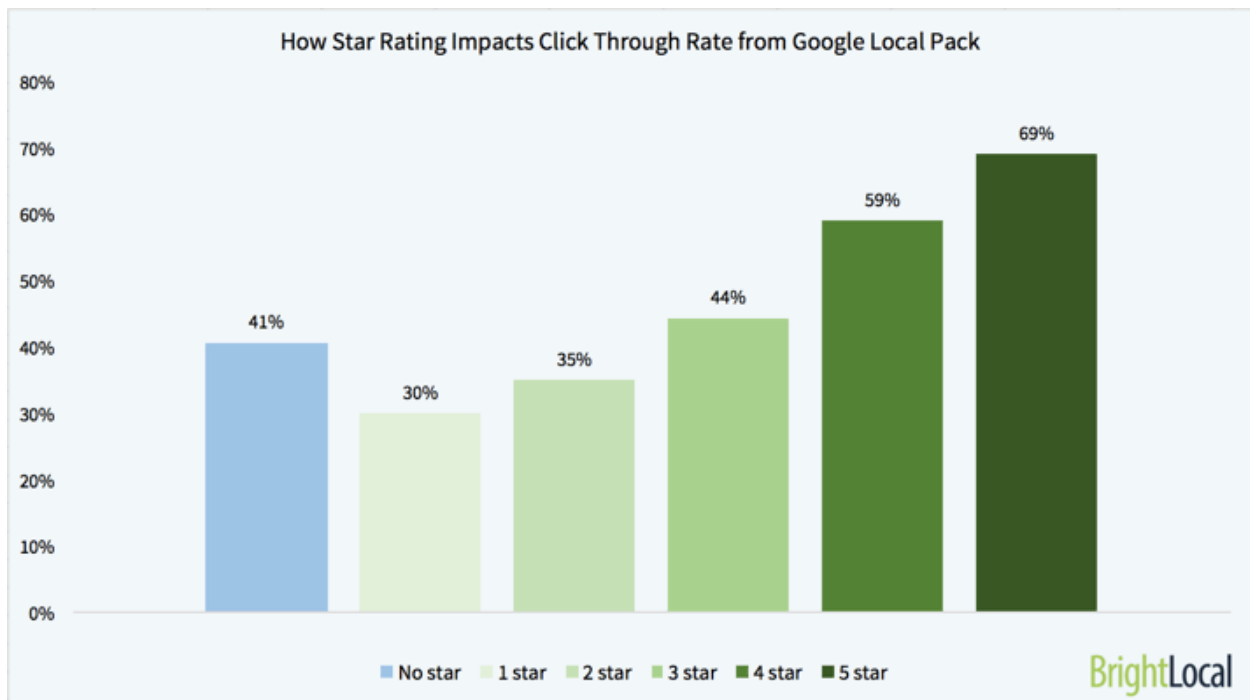
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Tom Caffrey

*“We searched, you came up, you had great reviews, so we called you!”*

I hear this often from marketing specialists at estate and elder law firms about how their clients find their way to their firm. The following link provides facts to back this up, based on responses from over 6,283 participants. <https://www.brightlocal.com/learn/review-search-click-through-study/>

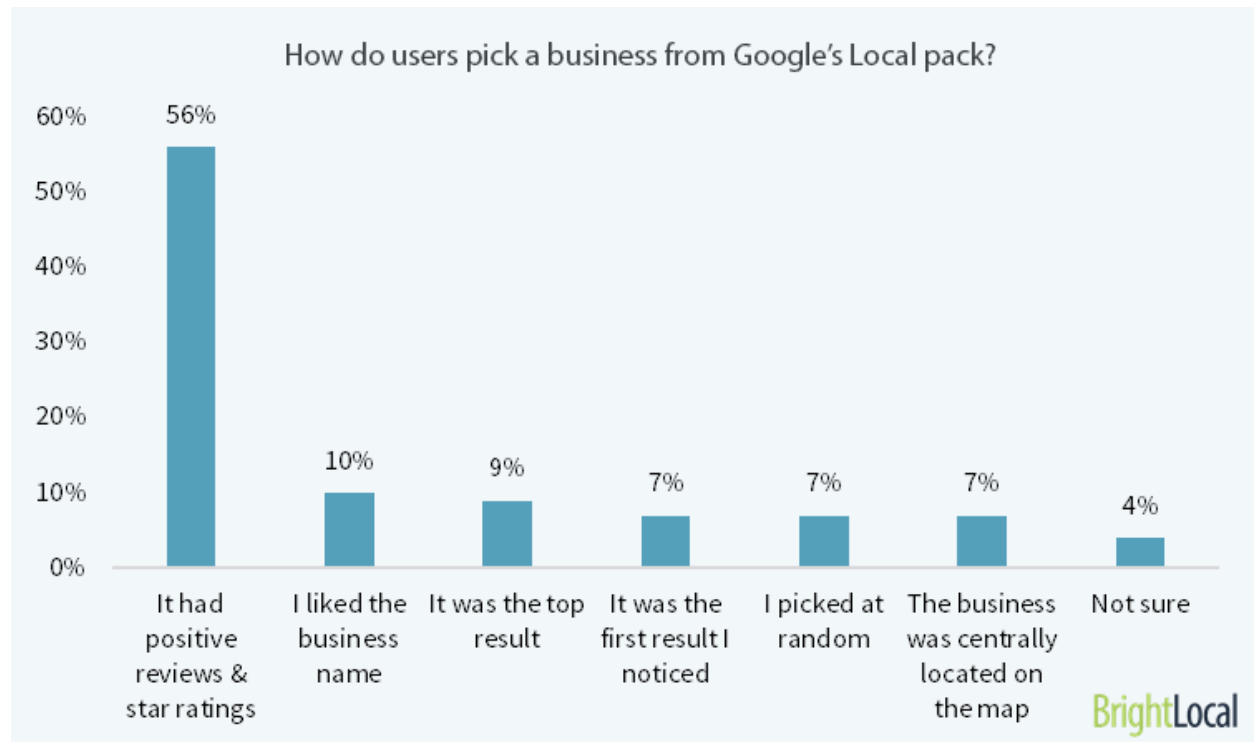
Reviews and Star Ratings are dominate factors affecting click through rates as well. In other words, you can generate far more calls from the same level of traffic if you have a top star rating and 5 star reviews.



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Your client may search on any of 300 or so search terms (see below) or they may simply search for an “elder law attorney in city, state”. Either way, you need to appear on page 1, preferably in Google’s center of page ‘3-pac’ position, the location where people are conditioned to expect the best search results. We now have proof that a 5-star rating, and many 5-star reviews will help motivate the caller.



A passive approach means you may have zero or only 1 review, and that possibly may be a bad review. Our research shows the best elder law attorneys are passive. Almost 90 % of all certified elder law attorneys have zero Google reviews (80%) and another 10% have only 1 Google review, half of which are negative. Proactive means your best clients have reviewed your services and explain in their unique voices how you have helped. This modern word-of-mouth is the best motivation for compelling new clients to make the initial call. Just ask our elder law attorney clients in Tacoma, Tampa, Tuscon and Tennessee to name just a few.

Want help in jumping into a pro-active status or simply would like to learn more, please contact Premier Software [support@premiersoftware.com](mailto:support@premiersoftware.com) (856) 429-3010. Read reviews on how we are helping firms like yours: <http://premiersoftware.com/premier-reviews/>



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**Popular Estate and Elder Search Categories**

<b><i>Categories</i></b>	• 401(k)	• 529 Plan
• ABLE Act	• Adoption	• Advanced Medical Directive
• Age Discrimination	• Alternative Minimum Tax	• Alzheimer's
• Annual Gift Tax	• Annuity	• Appraisal
• Arbitration Clause	• Art	• Asset Preservation
• Asset Protection	• Baby Boomers	• Bankruptcy
• Basis	• Beneficiary	• Beneficiary Designations
• Blended Family	• Brokerage Accounts	• Budget
• Business	• Business Exit Strategy	• Business Sale
• Business Succession	• Business Transition	• Buy Sell Agreements
• Capital Gains	• Capital Gains Tax	• Caregiver
• Celebrity Estates	• Charitable Annuity Trust	• Charitable Bequest
• Charitable Donations	• Charitable Giving	• Charitable Remainder Trust
• Charitable Trust	• Children	• Co-signing Loans
• Cohabiting Couples	• College	• College Students
• College Tuition	• Conflict of Interest	• Contest
• Credit	• Credit Shelter Trust	• Creditors
• Death	• Death Tax	• Debt
• Deductions	• Deeds	• Dementia



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• Descendants	• Digital Access	• Digital Accounts
• Digital Assets	• Digital Estate	• Digital Privacy
• Disability	• Disabled	• Disclaimer
• Disclaiming	• Disinherit	• Dispute
• Divorce	• DNR	• Do Not Resuscitate
• Dynasty Planning	• Elder Abuse	• Elder Care
• Elder Law	• Employment	• End of Life Planning
• Entrepreneur	• Estate	• Estate Administration
• Estate Claims	• Estate Law	• Estate Litigation
• Estate Management	• Estate Plan	• Estate Planning
• Estate Planning Attorney	• Estate Sale	• Estate Tax
• Estate Tax Planning	• Estate Valuation	• Ethical Will
• Ex-Spouse	• Executor	• Expatriation
• Facebook	• Family Business	• Family Feuds
• Family Limited Partnerships	• Family Trust	• Family Wealth
• Farm Operations	• Farmland	• Farms
• Federal estate tax	• Fertility Treatments	• Fiduciary
• Film	• Finances	• Financial Abuse
• Financial Aid	• Financial Planning	• Foreign Retirement
• Forfeiture Clause	• Fraud	• Funeral Arrangements
• Funeral Expenses	• Funeral Plan	• Gift Tax
• Gifting	• Gifts	• Giving Pledge
• GRAT	• Guardians	• Guardianship
• Health Care	• Health Care Agent	• Health Care Proxy



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• Heir	• Heirlooms	• Hereditary Titles
• Home Care	• Home Sharing	• Hospice
• House	• Identity Theft	• Incidents of Ownership
• Income Tax	• Inheritance	• Inheritance Tax
• Inherited Debt	• Inherited IRA	• Insurance
• Insurance Appeal	• Intestacy	• Intestate
• Investing	• Investment Planning	• IRA
• Irrevocable Life Insurance Trust	• Irrevocable Trust	• IRS fines & fees
• Land	• Legacy	• Legacy Planning
• Life Insurance	• Litigation	• Living Trust
• Living Will	• Loans	• Long Term Care
• Long Term Care Facility	• Long Term Care Insurance	• Long Term Care Planning
• Lookback	• Lost Property	• Loyalty Programs
• Marriage	• Mediation	• Medicaid
• Medicaid Asset Protection	• Medicaid Planning	• Medicaid Trust Planning
• Medical Directives	• Medicare	• Medicare Advantage
• Medicare Appeal	• Mental Capacity	• Mental Illness
• Millennials	• Minor	• Missing Person
• Misuse of funds	• Mortgage	• New Parents
• Newlyweds	• No Contest Clause	• Non-Probate planning
• Nursing Home	• Obituary	• Online Will
• Organ Donation	• Original Document storage	• Partner
• Partnerships	• Payable-On-Death	• Payroll Deduction
• Pension	• Personal Property	• Pet Care
• Pet Planning	• Pet Trust	• Pets



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• Philanthropy	• Physical Therapy	• Physician Assisted Suicide
• Pocket Deed	• Ponzi Scheme	• Portability
• Post-nuptial agreements	• Posthumous Heirs	• Power of Attorney
• Pre-nuptial agreements	• Prescription Drugs	• Presumption of Death
• Private Foundation	• Probate	• Probate Litigation
• Prudent Investor	• Publicity Rights	• QPRT
• QTIP Trust	• Qualified Appraisal	• Qualified Domestic Trust
• Real Estate	• Real Property	• Remarriage
• Retirement	• Retirement Planning	• Retirement Plans
• Reverse Mortgage	• Revocable Living Trust	• Right to Die
• RMDs	• Roth IRA	• Safe
• Safe Deposit box	• Same Sex Couples	• Same-Sex Unions
• Saving	• Scams	• Second Marriage
• Selling a Business	• SEP IRA	• Separation
• Settlement	• Settlement Money	• Skilled Nursing
• Small Business	• SNT	• Social Media
• Social Security	• Social Security Act	• Space Travel
• Special Needs	• Special Needs Fairness Act	• Special Needs Planning
• Special Needs Trust	• Spendthrift Trust	• Spousal Elective Share
• Spousal Share	• Spouse	• State estate tax
• State law	• Student Loan	• Succession Planning
• Successor Trustee	• Supplemental Needs Trust	• Supplemental Security Income



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• Supreme Court	• Survivorship Insurance	• Tax Planning
• Taxes	• Transfer on Death (TOD)	• Trust Fund
• Trust Protector	• Trustee	• Trusteed IRA
• Trusts	• Trusts & Estates	• Undue Influence
• Unequal Inheritance	• Uniform Fiduciary Access to Digital Assets Act	• Unmarried
• Unmarried Couple	• Vacation Home	• Valuation
• Veterans	• Veterans' Benefits	• Wall Street
• Will	• Will Changes	• Will Contest