

## What You Need to Know and Do About Your

# Google My Business Listing

## Your Online Firm Profile Needs Your Attention

New clients will search for and learn about you online. Google handles 70+% of search. Google My Business profiles your business information including online reviews, which is perhaps the most significant component.

### **What To Do - Give Google What It Wants:**

- Claim Your Business and Link Your Website
- Add Hours, Add Photos, direct your clients to Write a Review
- Respond to reviews as the business owner

### **Why Great Online Reviews**

Great reviews elevate your ranking on search engine result pages

Reviews are displayed throughout search results and on Google Maps

Reviews are treated differently and are more beneficial than web site testimonials

GREAT REVIEWS have compelling client narrative that is the most effective method to build confidence and motivation to move forward

### **How We Help**

- We coach law firms on best practice techniques for obtaining GREAT REVIEWS - on Google, AVVO, Facebook, Lawyers.com, Yelp and more
- We enable a web service that alerts you to new reviews
- We provide a service to aggregate your best reviews to your web site and social media
- **View** <http://premiersoftware.com/client-review-pages/>  
**You probably know some of these leading law firms using this service**

Here's how one firm reviews our support services:

#### **5★ on Google, Apr 27, 2017 Elder Law of East Tennessee**

Tom has helped us manage our online reputation by consolidating all our reviews from different sources in one easy-to-use resource. This allows us to track reviews, attract reviews from different websites, boost our Google ratings, get valuable feedback from our clients, and respond promptly to reviews. With Tom's help, we have switched from a reactive to a proactive approach. Rather than feeling worried about what we can't control, we now feel confident about our online reputation. Tom checks in regularly to share new ideas and is always available when we have questions. We've had an all-around great experience. Thanks, Tom! [← lesst](#)



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