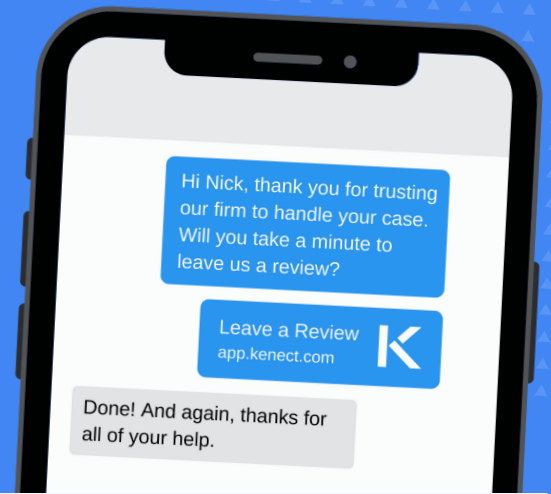


4 STEP CHECKLIST to Get More GOOGLE REVIEWS

(with Texting)



1 DEFINE YOUR PROCESS

Write down a simple process to get Google reviews at your law firm. Most law firms don't have this. And if they do, no one internally knows about it. This process does not need to be complex.

2 DETERMINE AN OWNER

Put someone in charge of the process. The best process in the world doesn't matter if someone isn't in charge of it. This can be a marketing person, an office manager/receptionist, a partner, attorneys, it doesn't matter. Just put someone in charge of it. Give them some sort of a bonus if they hit your monthly goal for reviews.

3 USING TEXTING AND NOT EMAIL

Most firms send an email asking for a review. That's largely a waste of time. Around 1% of email review requests work. 99% of the time the client will not leave a review if you ask via email. However, if you ask via text, you'll get responses between 35% and 45% of the time.

4 BE AGGRESSIVE

Firms that sit back and wait to get good reviews, won't get them. Hope is not a strategy. Aggressively seeking new, positive reviews is the only way you'll succeed on Google.

Double Google Reviews at Your Law Firm

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