

[Will Avvo Help You Land More Clients? Here's How to Tell](#)

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Since it's Friday, I'll go ahead and put the punch line right up front: Avvo is probably the best *advertising* vehicle for attorneys out there. But you'll never know if it works for your practice unless you try it!

While I am not a big fan of traditional advertising, I am a fan of targeted, localized advertising, especially on a site like Avvo that does a great job of SEO, driving over 2 million consumers to its site every month. And every one of those consumers is a potential client for some attorney!

There are two ways attorneys can use Avvo: as part of their overall online law firm marketing program, and as a targeted local advertising vehicle. I have [blogged previously](#) on how to do the first; savvy attorneys will at least try the second and there are a couple of ways to do that:

Avvo Pro – For \$50 a month, you are not only able to “supercharge” your Avvo profile by spotlighting your peer endorsements and other profile staples, you can also add your blog posts and your live Twitter feed, and get detailed analytics that show you how many people have visited your profile, clicked through to your website and saw your listing in search results. You can also get information on the percentage of Avvo users who searched for an attorney by your practice area and location, and how many of those saw your profile page.

Avvo Ads – Avvo offers two advertising options: sponsored listings that show up at the top of search results, and display ads that appear on Avvo's most highly trafficked pages. Your ad is targeted by practice area and location – so if a consumer is searching for a DUI attorney in Seattle and you are one, your ad will pop up. Avvo doesn't make you commit to any long-term contracts (it's month-to-month), and there are no set-up costs or annual fees for their ads or sponsored listings. You will receive a detailed report on how many potential clients have seen and clicked on your ads. You also have the option of buying out a practice and location category to block competitive ads.

Before you start an Avvo advertising program, I highly recommend polishing your profile so you can earn the highest possible rating. Visit my previous blog on [How to Use Avvo.com to Market Your Law Practice](#) for tips on how to do this.

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Stop Wasting Precious Time and Money

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on “autopilot” – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan.**

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm. [Click here](#) to download them now for free, and start using these proven strategies today!

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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