

rethinklawfirmconsulting.com



- [Home](#)
- [About Us](#)
 - [What We Do](#)
 - [Benefits of Our Approach](#)
- [Events and Seminars](#)
- [Articles and Resources](#)
- [Testimonials & Case Studies](#)
- [Blog](#)
- [Contact Us](#)
- [Client Login](#)

Should Attorneys Respond to Online Client Yelp Reviews??!

July 5, 2011 By [laceystenson](#) [Leave a Comment](#)

Most law firms are hesitant to engage with clients who post Yelp reviews. **Don't make the mistake in being one of them.**

Yelp can be a powerful tool to show your local community how much you value your clients. Rest in knowing that consumers are looking at the bigger picture. They will be more concerned with your overall star rating versus the details of one negative review. Clients want client service and Yelp offers you the forum to deliver just that, even when a negative review posts.

83% of Yelp reviews are positive (3 Stars or more), that means that the majority of consumers are using the site to brag about incredible local companies with remarkable client service. **Law firms should be no exception.** If you are following the suggestions offered by [reThink Law Firm Consulting](#), then you and your team are already providing unmatched client service. In representing thousands of clients, it is likely one client will slip through with a less than ideal experience. So, what do you do when *that* client posts a negative review?

First, do not freak out about negative reviews. With these tips you'll turn negative online reviews into opportunities for new clients, which means more revenue.

Yelp 101: If you are new to Yelp, here are the basic facts:

- Yelp takes several steps to ensure that both consumers and business owners remain protected from mock posts, aggressive users, and fake accounts.
- Yelp utilizes 3 guidelines when monitoring and filtering reviews:
 1. Reviewers can't represent a conflict of interest (i.e. b2b competitive reviews)
 2. 1st hand experience with business required. (can't be the experience of a friend, relative, spouse, etc.)
 3. A secret (yes, secret only to Yelp) algorithm filters posts that seem dis-in genuine, forced, solicited or fake.

When you see a negative review, you have several options.

- (1) You can either message the customer privately or
- (2) address their concern publically.

Both options are beneficial and have proven to be successful. Attempt to reconcile the issue by offering a discount on services next time, or thank them for their feedback and mention the changes you have made.

Show your confidence in the solution by welcoming them back to your business. Remember, you don't have to address *every* point of concern vocalized and you don't *always* have to give away free stuff. Instead, concentrate on the positive changes, stay professional, and extend an apology. Yelp reviewers have the ability to remove a posted comment. Though this shouldn't be your main objective every time- it can be a resolution worth striving for.

Other Yelp Tips:

- Yelp has a blog specific for business owners. Take 5 minutes and read one post: <http://biz.yelp.com/blog>
- Yelp has a flicker account. Use one of their icons in your company email signature and/or website inviting your clients to check you out on yelp. <http://www.flickr.com/photos/yelp/sets/72157623054478330/detail/>

For more tips and suggestions on how best to combat negative reviews, contact our office by phone or email.

Office: (858) 430-6016 or Email: ContactUs@reThinkLawFirmConsulting.com.

Filed Under: [Business Development](#), [Case Management](#), [Marketing and Advertising](#) Tagged With: [business development](#), [client reviews](#), [client testimonials](#), [increase revenue](#), [Social Media](#), [yelp reviews](#)

Speak Your Mind

Name *

Email *

Website

Notify me of followup comments via e-mail

Sign up for our e-mail newsletter

First Name:

Last Name:

Email:

Signup

Our Latest Tweets

- What should our next blog be about? You tell us, tweet your thoughts to [@rethinklawfirm](#). [#lawyers](#), [#attorneys](#), [#lawstudents](#) [about 9 hours ago](#)
- Find us on Facebook at: www.facebook.com/reThinkConsulting [about 12 hours ago](#)
- yes! great question, we ARE on facebook. You can find us here: facebook.com/ReThinkConsulting [about 1 day ago](#)

Copyright © 2011 reTHINK Law Firm Consulting

[Return to top of page](#)

Site designed by [Petersen Media Group, LLC](#)

To find out how reThink Law Firm Consulting can grow your business [CONTACT US](#)