



For Immediate Release

## When Searching Online for a New Attorney, Consumers Want Credentials, Referrals and Information About Legal Procedures, According to New Survey from WebVisible

***Across the Board, People Want a Wide Variety of Information Online  
to Help Them Choose a New Lawyer***

LOS ANGELES (April 6, 2011) – When looking online for an attorney or legal services, consumers want information about credentials and experience above everything else. Personal referrals and information to educate themselves about legal procedures and answers to common legal questions are also high on the list.

Those are the key findings of a new nationwide survey conducted in Q1 2011 by online marketing specialist WebVisible ([www.webvisible.com](http://www.webvisible.com)). In conjunction with Chicago market researcher Synovate eNation, WebVisible asked 1,000 Americans: “If you were to use the Internet to look for an attorney or legal services, what would help you make a decision?”

Choices included details about credentials, special offers and discounts, a video of the service provider, a video customer testimonial, a non-video customer testimonial, personal referrals and recommendations, information about legal procedures, and expecting the service provider to show up in a variety of online directory listings. Respondents were asked to select all that apply.

Here’s a summary of the top findings:

Details about credentials and experience	68 percent
Personal referrals or recommendations from network	58
Information about legal procedures and answers to common questions	52
Expect him/her to show up in variety of directory listings	30
A special offer – a discount, or added service for free	20

A video profile of the attorney or legal practice	16
A video testimonial from an actual client	9
A non-video testimonial from a client	9

“Getting found online is just the first step,” said Ron Burr, WebVisible CEO.

“Local advertisers have to make sure the information they provide online will help close the deal with a potential new customer. Just as important, they need to give people a way to take action in that moment – with a phone call, email, SMS text message, form fill or printed driving directions. It’s the combination of giving people the right information to make a decision and the option to act now that will help advertisers convert more online traffic into new business.”

Additional survey highlights:

- Almost a quarter (24 percent) of all retired people take into consideration a video profile when choosing an attorney or legal service.
- Nearly one in three – 30 percent – of both men and women want the attorney/legal service to show up in a variety of directory listings.
- More than half (55 percent) of women value information on legal procedures and answers to common questions when choosing an attorney/legal service.
- Younger respondents are particularly keen on discounts, with those in the 18-24, 25-34 and 35-44 groups choosing discounts at higher rates than the overall average.

The WebVisible/Synovate surveys have a margin of error of +/- 3 percentage points. For full copies of the four sets of survey results and a graphic presentation of top-line data, email [info@edgecommunicationsinc.com](mailto:info@edgecommunicationsinc.com).

#### **About WebVisible, Inc.**

WebVisible has been the leading provider of local online marketing software and services since 2001. WebVisible was among the first to pioneer the use of search as a reliable, measurable avenue to connect directly with a buyer’s needs, providing solutions through some of the world’s largest Interactive Yellow Page companies, directories and other media vendors. The company has served more than 100,000 customers from 4,000 industries in 14 countries. The company also delivers solutions directly to small businesses throughout the United States.

WebVisible is based in Los Angeles, Calif., with an office in Mumbai. For more information, visit [www.webvisible.com](http://www.webvisible.com) or call (800) 700-0530.

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