

LEGAL MARKET TRENDS

The web is crucial for those in search of legal service



FindLaw®

CONSUMER INSIGHT

72% 
of people contact potential attorneys
VIA PHONE

 **87%**
of those who contact an attorney go
on to **HIRE AN ATTORNEY** and 64%
of them only contact one attorney

78% 
think it is important to have a
LOCAL ATTORNEY (within 24 miles)

 **58%**
of consumers with a legal need
TAKE ACTION WITHIN ONE WEEK

Source: FindLaw US Consumer Legal Needs Survey 2015

FINDING AN ATTORNEY

35% 
of people use the
Internet to search
for an attorney

 **45%** reached out
to family, friends, or a
colleague for a referral

Time of day when people are most
likely to search for an attorney:

26%
8 a.m. – 12 p.m.

19%
12 p.m. – 4 p.m.

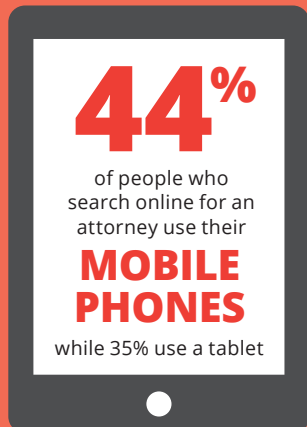
If you're open from 8am-4pm, you capture
almost 50% of people who are searching

Source: Google Consumer Surveys 2015

DEVICE TRENDS

 **55%**
of people
searching online
for an attorney
use their
**PERSONAL
COMPUTERS**

Source: Google Consumer Surveys 2015

 **44%**
of people who
search online for an
attorney use their
**MOBILE
PHONES**
while 35% use a tablet

Source: FindLaw US Consumer Legal Needs Survey 2015

CONVERSION BEST PRACTICES

 **CONTACTS.**
Provide multiple contact
options like phone, email
and chat.

 **FEES.** Include information
on fees to address what
is a primary concern for
consumers.

 **MOBILE.** Provide a
mobile-optimized
version of your website.

 **CHAT.** Make chat
available for an efficient,
non-business hour
contact option.

 **LIVE CONTACT.**
Employ a system that
allows consumers to
reach your firm promptly
on their first call.

Source: Google Consumer Surveys 2015

CHOOSING A LAW FIRM

Top 3 most important items
when choosing an attorney
or law firm to work with:

Source: Google Consumer Surveys 2015

 **34%**
Finding someone
they can trust

 **23%**
Someone with a
proven track record

 **20%**
Someone close to
home or work

**GOOGLE SOLUTIONS
DRIVE RESULTS**



Capture consumer demand



Tell your story



Across all screens



Simple and easy to use

Google

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