

# FindLaw Reviews Explained: Why Our Clients Left and Never Looked Back

If your law firm is looking for a digital marketing service provider, you've likely come across FindLaw.

Although FindLaw remains one of the largest providers of digital marketing services for law firms, countless lawyers have voiced their discontentment with them online. What's with all the negativity surrounding the company's marketing services?

Many of our clients worked with FindLaw before coming to us. This has given us a unique perspective on the pain points behind these negative reviews.

Let's review three key areas where FindLaw falls short and how we're different.

## Problem #1: SEO Services That Miss the Mark

When you begin working with FindLaw, they may entice you with their high traffic statistics. With millions of monthly visitors and a near-monopoly on the first page of Google in most legal markets, securing a spot in FindLaw's directory may seem like a no-brainer, but there is more than meets the eye here.

Although FindLaw has a sizable stream of visitors, *the vast majority are not going to any single law firm.*

By selling "premium" directory listings, FindLaw gets to determine who gets the leads and sell them as a commodity, bidding attorneys against each other.

In addition to forcing its clients to compete with each other, FindLaw itself is actively competing against its clients. With so much of the company's revenue tied up in the search positions they occupy, *there is no financial incentive for them to replace themselves with you.*

## Our Solution: Bringing Clients Directly to You

Unlike FindLaw, we at \_\_\_\_\_ have no interest in establishing our own rankings in your market.

Instead, **it's all about positioning our clients.** If we were to begin competing in your market, it would come at your expense, which simply wouldn't work with our client-focused business model.

When you invest in your own website marketing that helps you rank at the top of Google alongside these big-name legal companies, far more prospective clients will be brought **directly to you**.

## Problem #2: A One-Size-Fits-All Outlook

One of the largest sources of FindLaw's traffic is its consumer-facing legal content.

By creating high volumes of generic content providing consumers with legal information across a broad range of practice areas, FindLaw has consistently dominated the online market for legal resources, which they use to bring consumers to the lawyers on their directory.

This type of marketing strategy works, but there is no guarantee that FindLaw's content will bring consumers to *you* rather than one of your competitors.

## Our Solution: An Individualized Approach

Instead of using generic content as an anchor to a large database of law firms that are competing with you, we create custom consumer-focused content that serves only to promote you and your website directly to prospective clients.

This philosophy extends far beyond just content. The way you market your firm is individual to your practice, and although they offer many different directory options, *FindLaw still uses an outdated one-size-fits-all approach to web marketing*.

At \_\_\_\_\_, we develop a detailed digital marketing strategy **completely tailored to your unique practice**. Our individualized approach allows you to take your online presence into your own hands.

## Problem #3: No Interest in Actually Ranking Clients

Another common selling point of FindLaw is its focus on solo and small law firms. While it's important for smaller law firms to choose a marketing provider that knows how to cater to the unique needs of small or solo firms, FindLaw's directory marketing model is not sustainable for the average law firm.

Because FindLaw claims to have more than 17,000 small law firm clients, *they're almost certainly pitting you against your direct competitors*.

While FindLaw also provides SEO services in addition to their directory listings, they have no interest in actually ranking their clients for the best terms because it would come at the expense of their business model.

FindLaw's overwhelming online presence means that actual lawyers in the market can occupy only a small fraction of the search results in their market. This is their foot in the door to upsell you on other digital marketing services such as a new website, SEO, chat tools, video, and social media.

## Our Solution: Exclusivity

We provide all of that and more, but the fundamental difference is that we provide exclusivity to our clients. Our clients appreciate the personal attention we give to their business goals and our dedication to **exclusively elevating them in their market**.

With a business model that's *designed* to create competition between clients, FindLaw serves to keep your business just stagnant enough so you have no choice but to keep paying them for a growing list of unsuccessful services.

## Key Takeaway: Invest in Yourself

*FindLaw works to entice you with short-term marketing solutions*, but at \_\_\_\_\_, we look at **the big picture** and the **long-term success** of your firm.

**You're better off in the long run by investing in yourself.** By doing so, you're building your own tap, diversifying your opportunities, and proofing yourself from having your exposure limited by a directory. As your independent website grows, its value will be compounded and eventually dwarf what would be possible by just purchasing directory space.

If you're ready to begin seeing real results, we invite you to book a free strategy call with us today.