



AMERICAN
BANKRUPTCY
INSTITUTE

2021 Consumer Practice Extravaganza

Google and Your Practice: Google Reviews, SEO and Google My Business (GMB)

McKay Allen
Kenect; Salt Lake City

James Bilello
US Marketing, Inc.; Lake Forest, Ill.



About the Presenter

McKay Allen, VP at Kenect

Grew up on a cattle ranch in Utah.

Was a TV reporter in Salt Lake and Spokane for 4 years.

Got into marketing and worked for a company that helped law firms, accountants, and other professional services businesses.

Came to Kenect when I could see how the company was helping law firms

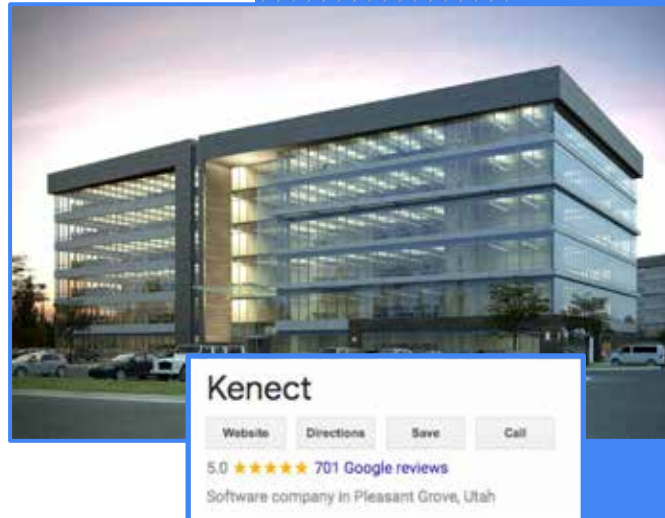
Live in suburbs of Salt Lake City with wife and two boys.



WHO IS KENECT?

Based in the Silicon Slopes of Utah we are a **Text Messaging Platform** built for **Law Firms** throughout North America. We help you:

1. **Communicate More Efficiently**
2. **Generate New Leads**
3. **Conduct Video Consultations**
4. **Drive Online Reviews**



KENECT

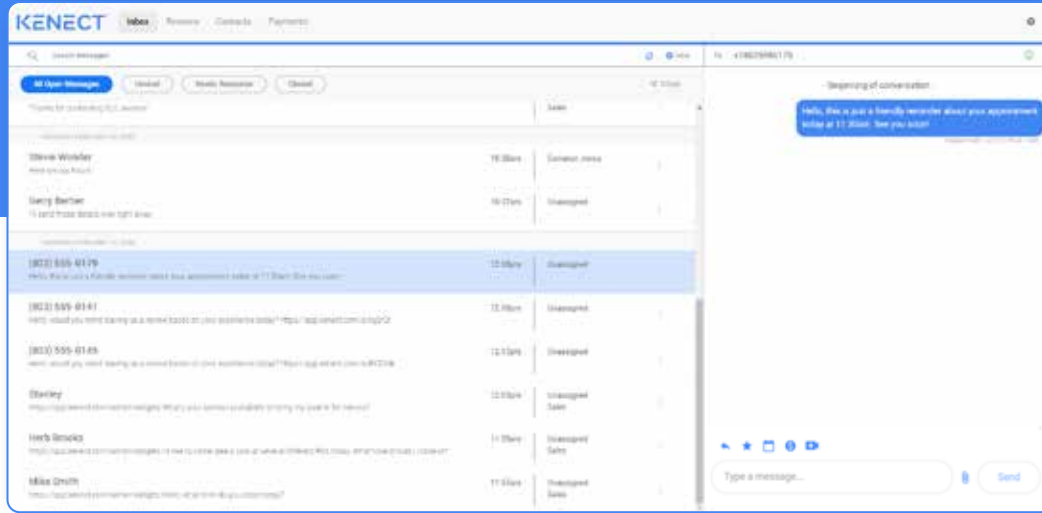
**Inc.
5000**

America's Fastest Growing
Private Companies

#216 on the Inc. 5000 list

KENECT

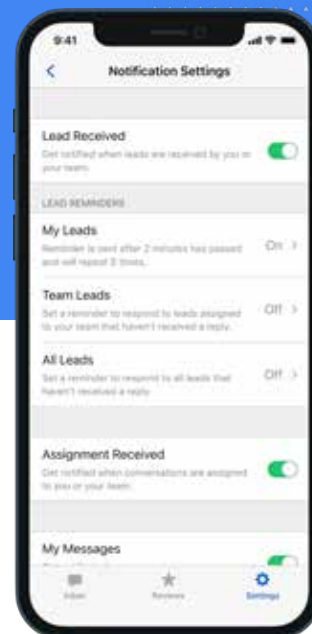
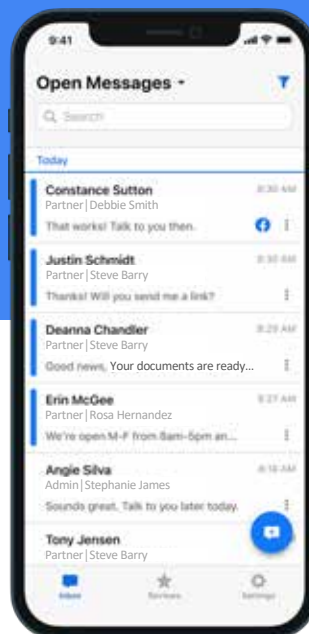
TEAM INBOX



KENECT

MOBILE APP

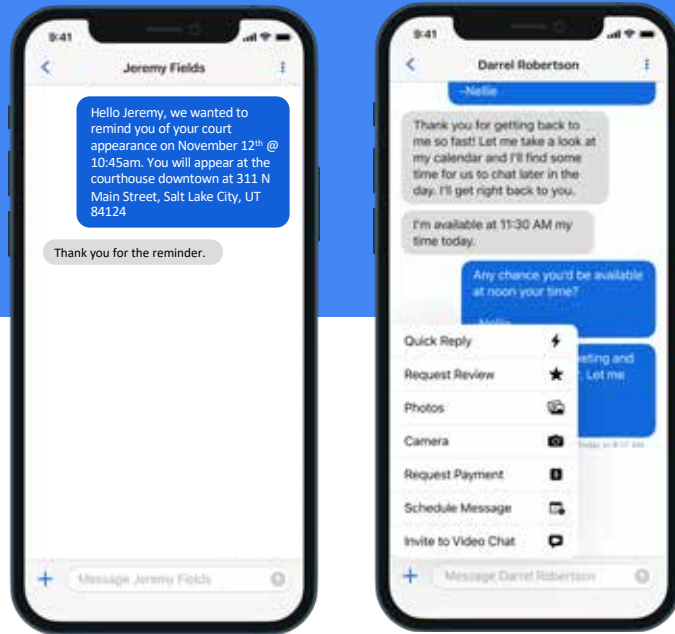
Inbox & Notifications



KENECT

MOBILE APP

Quick Replies & Photos



KENECT

Google Reviews 101

KENECT

About Google My Business

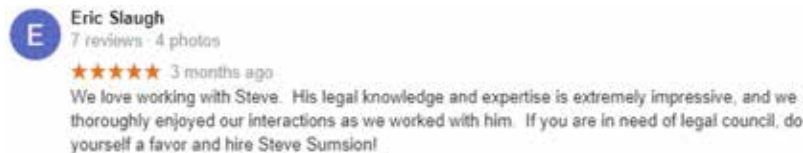
- Google My Business (GMB) allows you to put basic and verified information about your business on the internet. It is used by Google as the central location for verified information about your law firm. And can be used for engaging with clients and attracting new clients
- **Your GMB page typically received 5x+ more views than your actual website.**
- It is the location where reviews are left and housed.
- Allows your business to show up in Google results and on Google Maps
- According to Google, businesses with a verified GMB listing are 2x more likely to be seen as reputable.



KENECT

Foundational Information

- Primary method for clients to share feedback about businesses
- Clients (really anyone using Google) can review your business and leave a star rating
- These reviews can be just star ratings – they can be long or short
- Google does not verify to ensure they are your actual client



KENECT

...because they matter to clients.

93%

of clients

use reviews as the first step in choosing a law firm.

91%

of clients

trust online reviews as much as personal recommendations. Online reviews are the new "word of mouth."

87%

of clients

won't consider a law firm with low online ratings.

KENECT

Clients care...

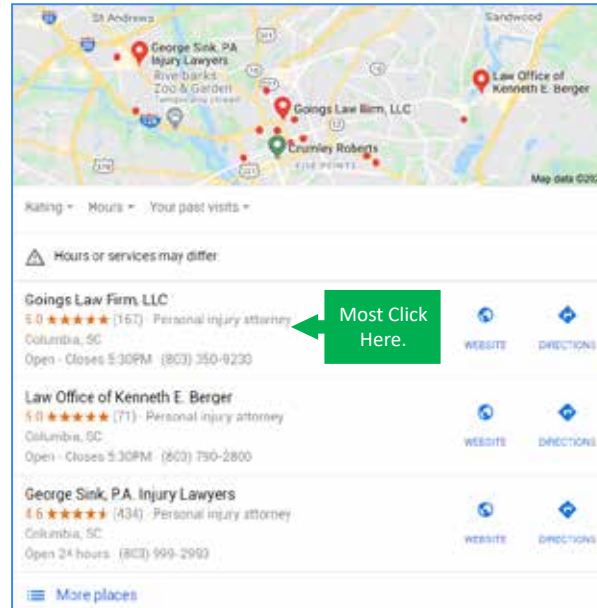
- Most people will not take action until they read reviews. They need validation for their decision.
- If a law firm does not have reviews, they are seen as not reliable.
- Clients want to be heard. This is their chance.



KENECT

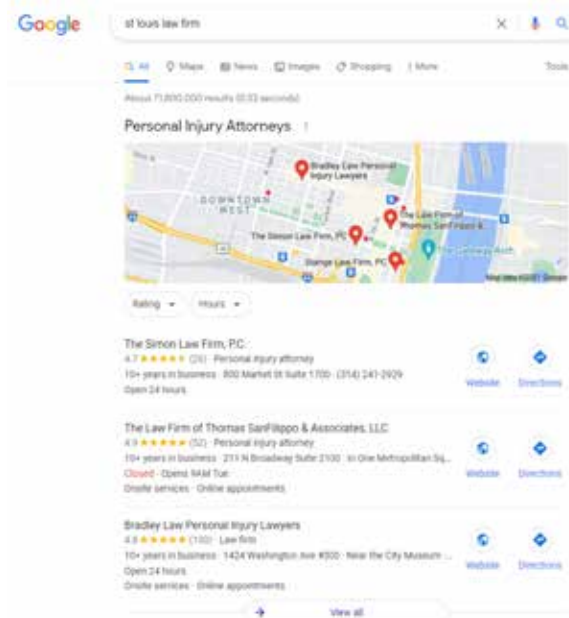
...because they matter to Google.

- 97% of people go to Google when they want to find a law firm.
- Google determines the order in which firms are listed by ratings and reviews.
- If you aren't in the top 3 you won't get clicked (98% of the clicks are in the top 3)



KENECT

- Map first
- Organic listings after based on number of ratings and reviews. Sometimes order will change within the top several law firms dependent on replies to reviews.

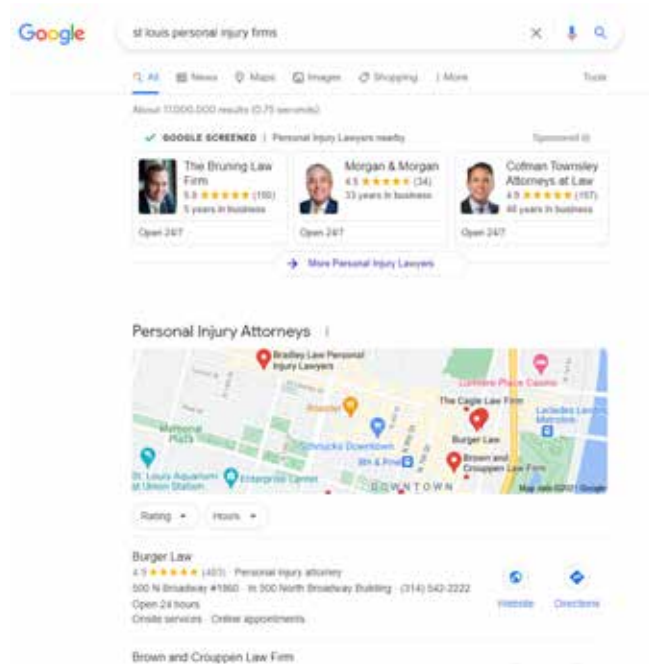


KENECT

2021 CONSUMER PRACTICE EXTRAVAGANZA



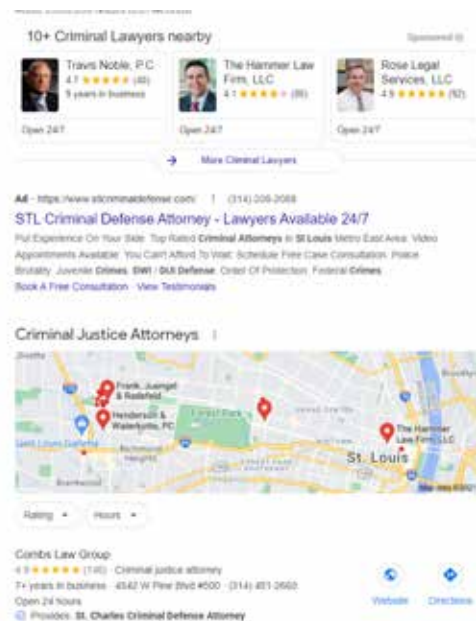
- Paid listings first.
- Map
- Organic listings after.



KENECT



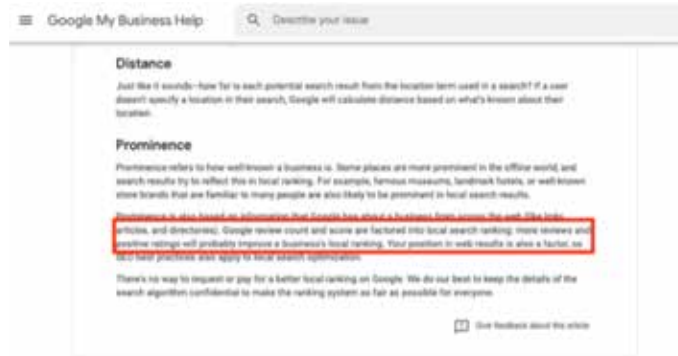
- Paid listings first
- Paid ads second
- Map
- Organic listings after



KENECT

Why does Google care about reviews?

- They have one job: to produce the result the searcher WANTS to see.



KENECT

How to Get More Positive Reviews

KENECT

WHAT POTENTIAL CLIENTS WANT TO SEE IN YOUR REVIEWS

According to Bright Local, the **Top 4 things Clients** look for are:



Quality

Star rating is the most important factor, and **5-star** reviews are preferred.



Recency

73% of clients disregard reviews older than 90 days. **Most don't read old reviews.**



Quantity

A minimum of 50 reviews is necessary. **150+ is ideal.** Quantity drives conversion rate.



Owner Response

Google says that after review ratings, Owner Responses are **the first thing clients read.**

KENECT

How to Get More Positive Reviews

1. Build a **process** to ask for reviews
 - a) Who do you ask? Everyone or just those that like you?
 - b) How do you ask? (Texting, email, in-person, phone)
 - c) When do you ask? (after the case, during the case)
 - d) Who's in charge of asking?
2. Determine an owner for the process – comp the owner
3. Ask in the right way

KENECT

STEP 1.
Send the Text



KENECT

STEP 2.
**Select the
Review Site**



KENECT

STEP 3. Post the Review



KENECT

STEPS TO SUCCESS WITH ONLINE REVIEWS

01

Take Control. Don't let the angry clients determine your online reputation. Get your great clients to leave reviews.

02

Build a Repeatable Process. Find a point in your process where you can easily ask happy clients for reviews.

03

Use Kenect Text Messaging Not Email. Kenect is 35x more effective than email at collecting reviews.

04

Respond and Start Marketing. Always respond to every review and use your 5-star reviews on your website, in your ads and at your office.

KENECT

The Keys to Deal With Bad Reviews

- How common are bad reviews?
- Tips for avoiding bad reviews
- What NOT to do when you get a bad review
- What TO DO when you get a bad review
- The key is to bury bad reviews with good ones

KENECT

Will Google Take Them Down?

If you have solid evidence that a review is fake, you can flag it to Google. This will alert Google to the review and get them to consider removing it. In order for a review to be flagged, it should meet Google's guidelines.

Google considers the following review characteristics to be 'inappropriate':

- **Contains offensive language or profanity.**
- **Is written by someone with a conflict of interest, such as a current or previous employer, friend or competitor.**
- **Is written by someone who has never experienced the service or product provided.**

KENECT



For a copy of the slidestext your
name and law firm name to **(385)**
474-8180

(Use 'ABI' in the text).



Faculty

McKay Allen is the vice president of Marketing at Kenect, a texting platform used by more than 5,000 businesses across North America, and is located in Salt Lake City. He markets Kenect to law firms as a way for them to communicate effectively with their clients via texting, generate online reviews with texting, collect payments with texting, and even streamline intake and capture more leads. Mr. Allen is a CLE-approved presenter in multiple states and has spoken at ABA events, ALA events, and more than 400 legal webinars and seminars during his career. He received his B.A. in communications and political science from Brigham Young University and his M.B.A. with a concentration in marketing from Arizona State University.

James Bilello is a marketing executive and president of US Marketing, Inc. in Lake Forest, Ill. He has direct experience in optimizing Google ad campaigns and reaching specific demographics to bring new products and services to market, increase awareness, and organize high-profile national efforts toward common goals. Mr. Bilello is a Google premier business partner and former technology chair for the American Marketing Association's board of directors. He has integrated promotion and Google platform expertise across young adult marketing, Hispanic/Latinx engagement, cost-reduction, ecommerce, digital insights, profitable business models, demographic advertisements, A.I., client relations, online dashboards, goal-setting and staff training. Mr. Bilello has provided high-value consultations for multi-level businesses through digital solutions complementing ad copy, needs analysis for digital and location-based campaigns, and personalized in-person/digital communication. He received his M.S. in marketing from Southern Illinois University - Carbondale and an executive certification in new product development from Northwestern University Kellogg School of Management.

