



Avvo.com

Advertising Guide

When it comes to online advertising, Avvo is the place where lawyers set themselves apart from the crowd.

Avvo is the only website that gives lawyers a free profile to help them connect with qualified clients. Avvo's attorney profiles include ratings, practice areas, client reviews, peer endorsements, and much more. By offering free access to these profiles, as well as legal guides and a Q&A forum (Avvo Answers), Avvo lets consumers do the research they need before they pick up a phone. When an Avvo user contacts a lawyer, it's the *right* lawyer.



"In February [2008] alone, approximately one-third of our new consumer client inquiries originated on Avvo."

- Shelly Crocker, Bankruptcy Attorney

Over one million users per month

Avvo's traffic is growing rapidly. Hundreds of thousands of lawyers are viewed every month by over one million unique users.

Consumers trust Avvo

By helping consumers get over the fear and uncertainty that legal problems create, Avvo makes them more comfortable and willing to seek out professional legal help. Thousands of people use Avvo on a daily basis to contact lawyers — by clicking on profiles and sending e-mail, picking up the phone, and now through attorney-sponsored ads. Avvo is easy to use, enabling consumers to find the right lawyers, and for lawyers to get in front of the right clients.

Over 10,000 client reviews of Avvo lawyers

Referrals from former clients are a great tool for attracting new ones. Avvo users have posted over ten thousand client reviews so far, and hundreds more are submitted every week. Lawyers can even send requests for reviews to selected clients for inclusion in their profiles.

85% of US lawyers are represented on Avvo

Avvo's coverage continues to expand, and currently includes: Arizona, Arkansas, California, Colorado, Connecticut, District of Columbia, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Nevada, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Washington, Wisconsin and Wyoming

User demographics

Avvo's users are typically college-educated US residents in the 18-49 age bracket. Over 60% report making at least \$60K per year.

(Quantcast.com survey, Feb. 2009)

The following two profile types make up the majority of Avvo's traffic:

Emergency legal action required

- » Customer needs a lawyer NOW!
- » Likely never been in trouble before (first offense)
- » Embarrassed/unwilling to ask friends for a referral
- » Doesn't have a lot of experience with lawyers
- » Wants a lawyer who inspires trust/confidence and will take control

Legal help needed in the near future

- » Customer has a legal matter that will require a lawyer
- » Has time to select a lawyer, up to a few weeks
- » Doesn't have first-hand experience with legal issue; will rely on a lawyer for guidance
- » Wants a lawyer who has successfully handled similar cases

"I had just moved to San Francisco and needed a real estate lawyer specializing in residential tenancy laws (don't ask why...). I tried Google and yellow pages and wasn't able to find anybody with that specialty. Avvo led me straight to a highly recommended lawyer that listed his specialties and within ten minutes I had hired the guy I needed."

- Mark S. (full name withheld)

Lawyer Testimonials



“I’m not yet convinced of what my LinkedIn profile can do. Twitter drives traffic to my blawg. Avvo generates business.”

Harold Goldner, Employment Lawyer, Bala Cynwyd, PA



“A client just sent in a retainer and he would not have found me but for Avvo.”

Jon Zimmerman, Solo



“With Avvo Answers, I receive 1-2 clients per month.”

Aaron Pelley, Solo



“I just scored two speaking engagements when an attorney found me on Avvo and asked me to speak.

Jonathan Stein, Solo



“Avvo is a great marketing resource for lawyers like me.”

Jessica Foley, Solo

Sponsored Listings



Lawyer Directory

Up to three ads are displayed at the top of the search results list.



Answers & Legal Guides

Up to three ads are displayed at the top of the right-hand column.

Components of a sponsored listing

Image: Head shot or other image, at least 88 x 66 pixels

Tag line: Up to eighty-five characters, can link to any URL



[Experienced Personal Injury Attorney. Have you suffered injury? I can help.](#)

Joshua M King
Seattle, WA, Avvo Rating: 9/10
Client reviews (3) ★★★★★

Lawyer Avvo Rating and Aggregated Client Rating (optional)

Guidelines

- » A sharp, relevant tag line will answer the prospective client's question "Are you the one I want?" before they ask it.
- » Clearly and accurately represent your service. Emphasize the unique benefits you offer.
- » Tell the reader what you want them to do. (e.g. *Call now for a free consultation about your family law matter. 206-555-1212*)
- » Use capitalization and punctuation judiciously. Talk to your audience, don't yell at them (e.g., "CALL ME TODAY!!!" is likely to be viewed as obnoxious, rather than compelling.)
- » Character limit: 85 characters. Use clear abbreviations if necessary.
- » Competitive claims: These are implicit or explicit statements that your service is better than a competitor's. If your ad text contains competitive language regarding other lawyers, specific support for this claim should be displayed on your website.
- » Inappropriate language: Your ad (including your display URL) cannot contain offensive or inappropriate language.



C-Column

300x250 as per IAB standard.

Guidelines

- » Flash 6 compatible
- » No audio
- » No video
- » No extending outside boundaries of ad placement (can't sweep across page or make bigger)
- » Animation length of 15 seconds, as per IAB standard
- » Flash needs:
 - Backup GIF
 - SWF file
 - Clickthrough URL

Use of Avvo Assets in Display Advertising

Prior approval from Avvo is required for all display ads that use the following assets within any media type:

- » Avvo logo
- » Avvo rating symbol
- » Avvo created buttons

Approval cycle is 24 hours.

Submission Process for use of Avvo Assets

- » Ad should be submitted to Avvo Sales Manager for review
- » Sales Manger will submit to Avvo Design for review and approval
- » If submission is approved the Avvo Sales Manager will upload the ad and inform the advertiser
- » Some ad submissions may require a second cycle to conform with use of the Avvo Assets

We do not accept advertising referencing, facilitating or prompting the following:

- » Gambling, including without limitation any online casino, sports books, bingo, or poker
- » Scams, illegal activity and/or illegal contests, pyramid schemes, or chain letters
- » Uncertified pharmaceutical products
- » Adult friend finders or dating sites with a sexual emphasis
- » Inflammatory religious or political content
- » Known associations with hate, criminal and/or terrorist activities

Lead Time

All ads must be submitted one week prior to the beginning of the month of advertisement.
For detailed advertising information and guidelines, e-mail ads@avvo.com.

Pricing

Avvo advertising rates vary based on geography and practice area. To get a quote for your advertising need send e-mail to ads@avvo.com.