

# 10 easy profile tips to increase client conversion

## 1. Headshot

Make sure you have a clear, current, professional headshot of yourself on your profile. More than anything, people seeking an attorney want someone that they like and trust. Show your personality, dress to impress, and always smile. Read more proven headshot tips [here](#).

## 2. Client reviews

When your profile contains just 3 client reviews, you're 12 times more likely to be contacted by a potential client. We recommend getting in the habit of requesting a client review from the link on your profile after you close with a happy client.

## 3. Avvo Rating

Below is a summary of each section of your profile that could help improve your rating. Add as much detail as possible, including years for each.

## 4. Peer endorsements

90% of those who've hired an attorney in the last two years say peer endorsements influenced their decision. They also positively affect your Avvo Rating up to a certain point. You can request endorsements easily from a link on your profile.

## 5. License and work experience

Make sure that all of your current or past licenses and work experience is up to date and includes years for each. Your work experience should include positions held, such as private practitioner, general counsel for a company, public defender, government attorney, or positions you've held for cities, states or counties.

## **6. Education**

This section is exactly what it sounds like – schools attended and degrees received. This includes all schooling and degrees accomplished, including a graduate and undergraduate degrees. Also important to include dates here.

## **7. Awards**

This section is an area to add any awards, honors or recognition you've received while in the legal industry. This includes recognition from both industry organizations (bar associations, legal groups, law schools, etc) and consumer-based organizations (Super Lawyers, Martindale Hubbell, local lifestyle magazines, etc.)

## **8. Associations:**

Add any industry-oriented organizations you are or have been involved with. Bar Associations, pro-bono legal groups, and others. Make sure to include leadership positions you might have held within these types of groups.

## **9. Publications:**

If you've ever contributed to a legal journal, a legal book, or written for a law review – enter those contributions in this section.

## **10. Speaking engagements:**

Have you ever talked in front of an industry-oriented organization? Add that information here. Bar Association Meetings, invited lectures at law schools, CLE events, legal seminars – all are examples of the speaking engagements you could enter.