

Customer reviews and comparison websites

Updated 30 September 2024

Proactively publishing information on key indicators of service quality, for example customer reviews, not only helps the public when they are looking for a legal services provider but should also help your firm win more business.

Our research regularly shows that while price is an important factor people consider when they are looking for legal support, a bigger consideration is the potential quality of the service they will receive.

However, finding reliable information on quality can be challenging, especially independent information which enables direct comparisons to be made between potential providers. That includes information published directly by law firms themselves, or information hosted by third parties such as comparison websites.

Proactively managing online reviews and engaging with comparison websites can be extremely helpful in making sure your firm stands out, and that you are showcasing the quality of your services and the people in your firm.

Engaging with online reviews

We have [produced information for law firms](https://www.sra.org.uk/solicitors/resources/fees/engaging-online-reviews/) [\[https://www.sra.org.uk/solicitors/resources/fees/engaging-online-reviews/\]](https://www.sra.org.uk/solicitors/resources/fees/engaging-online-reviews/) on how to most effectively engage with online reviews. This also explains how engaging with and publishing online reviews can directly help your business, and the practical steps you can take to proactively manage them.

Comparison websites

There are a number of websites which already publish customer reviews, ratings and other information about regulated legal service providers. Some of them are general sites that cover many markets, while others operate exclusively in the legal services sector.

In some cases your firm's name may already be published by some of these sites. [This is public-domain information](https://www.sra.org.uk/sra/how-we-work/privacy-data-information/data-sharing/) [\[https://www.sra.org.uk/sra/how-we-work/privacy-data-information/data-sharing/\]](https://www.sra.org.uk/sra/how-we-work/privacy-data-information/data-sharing/), some of which is available to websites, and accessed by them, through [our information sharing service](https://www.sra.org.uk/sra/how-we-work/privacy-data-information/data-sharing/) [\[https://www.sra.org.uk/sra/how-we-work/privacy-data-information/data-sharing/\]](https://www.sra.org.uk/sra/how-we-work/privacy-data-information/data-sharing/).

Together with other legal service regulators we operate a [voluntary code](https://www.sra.org.uk/solicitors/resources/fees/voluntary-code-conduct/) [\[https://www.sra.org.uk/solicitors/resources/fees/voluntary-code-conduct/\]](https://www.sra.org.uk/solicitors/resources/fees/voluntary-code-conduct/) for digital comparison tool providers - which includes price comparison websites and online review platforms. The voluntary code sets out the standards we expect of these sites to ensure that they are independent, transparent and fair to both consumers and legal services providers. Website operators that agree to work in-line the Code's standards can apply to be part of the voluntary code.



Digital Comparison Tool operator directory

The digital comparison tool providers that participate in our voluntary code are listed below in our directory, along with information about their platform

Websites taking part in the pilot:

- [Trustpilot \[https://uk.trustpilot.com/\]](https://uk.trustpilot.com/)
- [The Law Superstore \[https://www.thelawsuperstore.co.uk/\]](https://www.thelawsuperstore.co.uk/)
- [ReviewSolicitors \[https://www.reviewsolicitors.co.uk/\]](https://www.reviewsolicitors.co.uk/)
- [reallymoving.\[https://www.reallymoving.com/\]](https://www.reallymoving.com/)

Online customer reviews webinar



Introduction to participating sites

Please note the content of the below videos is supplied directly by the providers themselves.

Trustpilot



The Law Superstore



ReviewSolicitors



reallymoving

