

Nolo.com Pay-Per-Lead

Hello all,

I just spoke to a rep from Nolo.com, who wants me to pay per lead for family law and personal injury cases. I'm interested in getting new leads, but I'm wondering if anyone else is using it right now (or if you've recently canceled).

If you're using it, is it working? Or just another sinkhole for my marketing money?

Thanks

In my opinion, another sinkhole. I am getting ready to cancel. I have only a handful of leads become clients, and I've been trying this approach for longer than I care to admit. Most start out, "I need pro bono representation" or something similar. Others are clearly just posting a question and hoping for an answer on line, perhaps thinking it is a "law guru" equivalent. I am doing family law and small business law, so you may get different results in another practice area, or in another geographic area, for that matter.

Susan L. Beecher, Washington

Nolo is, at heart, a pro se resource. I have not heard much about their ability to drive qualified leads to personal injury lawyers, but would be surprised if it were the case.

Jay S. Fleischman, California

It's crap. 99% of the clients are looking for 30 minutes of free advice so they can understand Nolo Press Publications and do it on their own.

Robert M. Louque, Jr., Louisiana

That said, the Nolo listings are dofollow links. So if you're THAT hungry for a backlink to your site, you could go for the Nolo directory and get a *very, very minor* bump from a directory that's not be downgraded by Google.

Jay S. Fleischman

SoloSez Popular Threads, January 2013

On top of everything else that has been said, the leads are not exclusive. They sell leads to numerous other attorneys. In our area it was four. These others call within 60 seconds of the lead. Many said (literally) "I already got me a lawyer." I didn't like the race and dropped out.

Nick Ortiz, Florida

That's my big concern, too. Not sure it's worth wasting time on leads that are already being taken.

The other thing the rep told me is that they would put me as a listing on "literally hundreds" of other sites, and that calls from those listings would be free. Have any of you noticed an uptick in other calls from those sources?

Thanks

Russ Gray, Utah

I love this question but I would like to expand it a bit more.

Does ANYONE SUCCESSFULLY pay for leads?? I get calls from different sources all the time and I tell them to POUND SAND!

Anthony Reeves, Florida
