



## DIGITAL MATURITY REPORT

by Ultimedia

**2022/23 DIGITAL MATURITY REPORT**

# Legal Sector

How are the world's top 100 firms  
performing digitally?





# About this report

The Covid-19 pandemic accelerated digital transformation for law firms. New processes, ways of working, marketing activity and culture were essential to meet the needs of clients for two years. As a result, the legal sector is in the midst of one of the biggest shifts in history. Law firms that ignore the need for digital transformation will cease to be relevant in a digital first world. This report highlights how the world's top 100 law firms are embracing this challenge.

Despite the opportunity, the American Bar Association uncovered that 65% of law firms aren't implementing even some of the most basic aspects of digital to keep data secure. Many law firms have been slow to adapt their marketing strategy to 'digital first'. 'Offline' working practices are still the norm for many legal professionals.

Embracing digital transformation has huge benefits. Agile law firms have been able to generate new business, build trust and loyalty with their clients and transition from being 'lawyer-centric' to 'client-focussed'. In contrast, other law firms have failed to embrace quick and easy tactics to generate more leads.

We completed extensive research and analysis into the digital effectiveness of the world's top 100 law firms during the first half of 2022. Our findings reveal each firm's performance across ten core digital aspects of digital transformation. We've used this to rank the top 100 law firms in terms of their overall digital maturity.

We have created this report to share our findings with professionals in the legal sector, experts in digital marketing and anyone with an interest in digital transformation. Throughout the report we have included guidance to firms on how they can overcome their challenges and improve their digital maturity.

## Who should read this report?

The results and recommendations in this report are primarily for ambitious legal professionals that are keen to embrace change. Decision makers for marketing, communications, digital innovation or IT within the legal sector can leverage the findings to help inform their digital strategy, benchmark their law firm against competitors.

The research utilizes data from a wealth of tools and sources including Google. The tests in this report were carried out in July and August 2022 and are representative of that period. The full scoring methodology is available [here](#).

All data and information in this report remains the copyright of Ultimedia Limited and its partners. No reproduction in whole or part, including photocopying, is permitted without the written consent and license of Ultimedia Limited. While every effort has been made to ensure the quality of the information provided, Ultimedia Limited and its partners will not be held responsible for any errors or omissions. No warranty (expressed or implied) is given as to the accuracy or completeness of the document.

# Contents

Introduction	04
Digital Maturity Explained	06
Digital Maturity Results	08
Audience Level	10
Website Effectiveness	12
Search Marketing (Organic)	16
Search Marketing (Paid)	20
Content Marketing	22
Personalization	24
Remarketing	26
Email Marketing	28
Social Media	30
Mobile Apps	32
Website Platform Impact	34
The Next Steps	36
About Ultimedia	37



# 01 Introduction

Our research into the top 100 law firms worldwide highlights key areas for improvements, alongside common challenges and guidance on best practices for optimum digital effectiveness.

We discovered that 86% of the world's leading law firms have weak website effectiveness, despite investing millions in enterprise platforms with extensive functionality and agencies with impressive credentials. We witnessed security flaws, ineffective messaging, slow load times, abysmal mobile experiences and poorly executed digital marketing.

A modern digital experience provides personalized content for different audiences, in different territories, with different needs. Personalization makes it easy for users, increases engagement and generates more opportunities for new business as a result. Only 3 of the 100 top global law firms are offering their website visitors a personalized website experience.

Law firms tend to neglect the opportunity provided by Google to grow brand awareness, reach new audiences, generate new business opportunities and be seen as the leader in different elements of law. Google processes 8.5 billion searches every day it is estimated that 80% of potential law firm clients conduct their research via this channel.

**“80% of potential clients research a law firm via Google”**

The research highlighted basic Search Engine Optimisation (SEO) errors and we saw limited best practice in terms of Google Ads or retargeting to audiences. We found a clear relationship between the overall digital maturity of law firms and organic search marketing performance, with 82% of highest performers for search marketing achieving rankings in the top 25 for digital maturity.

The inability of the world's top 100 legal firms to deploy complex digital experience platforms (DXP) to create engaging digital experience was disappointing. To demonstrate this lackluster performance we created a digital publishing hub for ambitious law firms. This demonstrates website best practice and shows how mobile apps should be deployed by law firms. This is the model for any digital or marketing professional looking to embrace digital transformation, and shows what is possible for an agile, progressive, forward thinking law firm.

**“86% of the world's leading law firms have ineffective websites”**

Social media is a highly effective way to communicate with existing audiences, amplify marketing messaging and build the profile of lawyers and create new networks. With 4.62 billion social media users worldwide and an annual growth rate of 10.1% from 2021, this is an exciting opportunity for the savvy legal marketer. We are disappointed to reveal that only 37% of the firms we tested are present across all core social media platforms and posting frequently.

**“We demonstrate how any law firm, with limited budget and a small in-house team, can be more effective than the top 100 within 6 months”**

This report highlights the digital maturity of the world's top 100 law firms and summarizes industry trends. We've identified strengths, highlighted weaknesses, and compared performance without calling out specific issues. It is the first of three steps for ambitious legal marketers

To accompany this report we've produced a “law firm specific slide-deck” for each of the top 100 law firms. This contains specific issues and is very direct. Whilst we wouldn't want to make this public, we're happy to share this with each firm [here](#).

To highlight best practice and demonstrate the ‘art of the possible’ we've created a demonstration that is relevant for any ambitious law firm. This shows how an agile organization, with limited budget and a small in-house digital / marketing team can be more effective than the top 100 law firms within the next 6 months. [Get in touch](#) to see the future for the legal sector.



# 02 Digital Maturity Explained

Digital maturity measures how effective and innovative a law firm is based on their adoption and implementation of digital marketing and technology. Law firms that embrace digital transformation and strive for a high digital maturity score are able to maintain a high level of service to their clients and a competitive advantage in the sector.

Digital maturity embraces multiple disciplines. IT, digital technology, marketing, communications and thought leadership are key to success in digital maturity. A highly mature digital business model influences recruitment, working process and company culture.

## What does this report measure?

For each of the top 100 law firms, we've tested and analyzed their digital performance and presence across:



Audience Size



Website Effectiveness



Search Marketing (Organic)



Search Marketing (Paid)



Content Marketing



Personalization



Remarketing



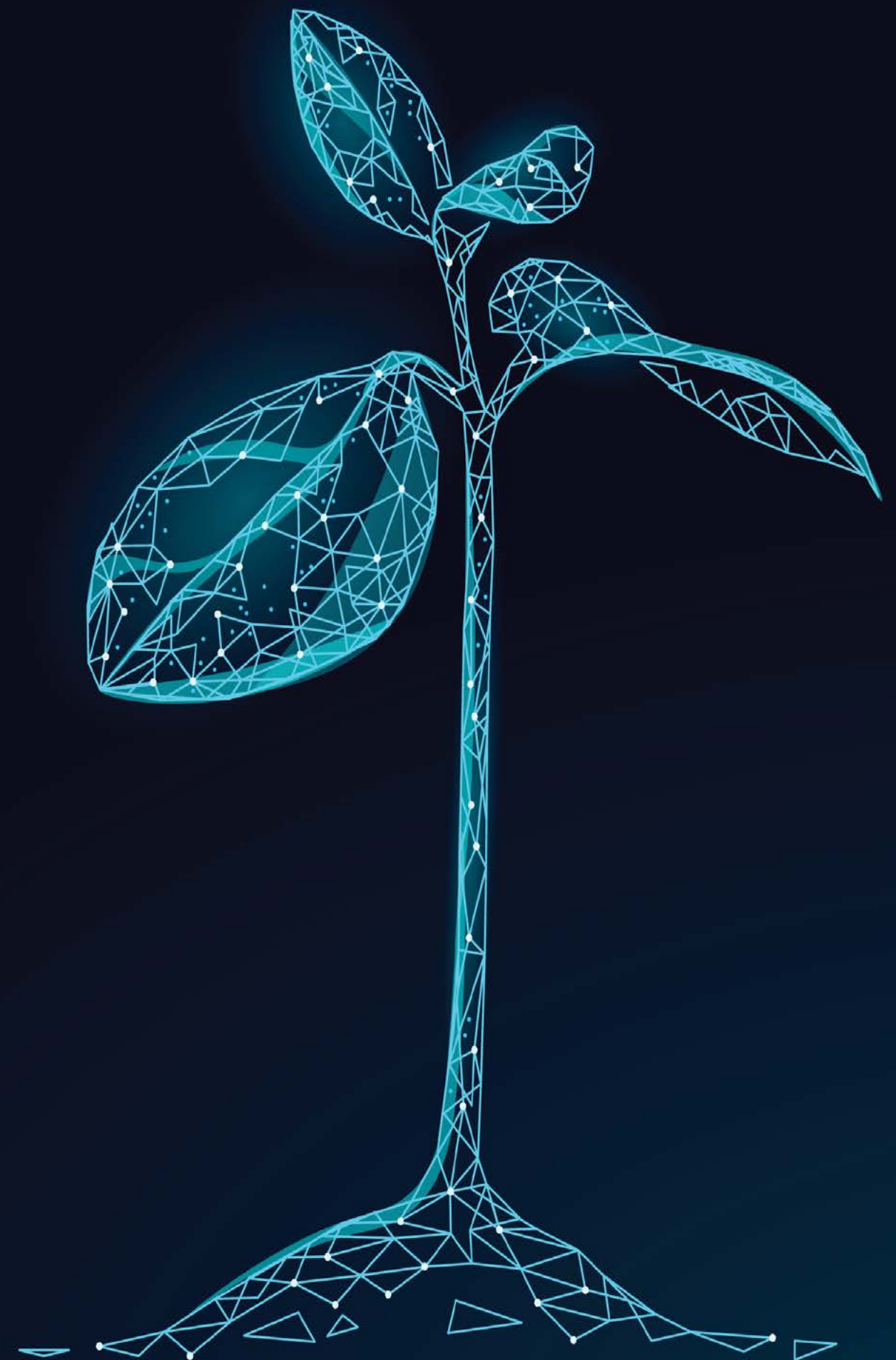
Email Marketing



Social Media



Mobile App



# 03 Digital Maturity Results

Pos	Firm Name	Score (%)
1	DLA Piper	66.0
1	Baker McKenzie	66.0
2	White & Case	60.1
3	Allen & Overy	59.6
4	Pinsent Masons	59.0
5	Fragomen	58.0
6	McDermott Will & Emery	56.4
7	Linklaters	55.9
8	Hogan Lovells	54.8
9	Gowling WLG	54.3
10	K&L Gates	52.7
11	Dentons	52.1
11	Proskauer	52.1
12	Norton Rose Fullbright	51.6
13	Gibson Dunn	51.1
13	Ogletree Deakins	51.1
14	Latham & Watkins	50.5
14	Sidley	50.5
15	Morrison Foerster	50.0
16	CMS Law	48.9
16	Little	48.9
17	Holland & Knight	48.4
17	Foley & Lardner	48.4
18	King & Wood Mallesons	47.9
19	Skadden	47.3

Pos	Firm Name	Score (%)
19	Eversheds Sutherland	47.3
19	Faegre Drinker	47.3
20	Morgan Lewis	46.8
21	Ropes & Gray	46.3
21	Covington	46.3
22	Goodwin Law	45.7
22	WilmerHale	45.7
23	McGuireWoods	45.2
23	Fenwick	45.2
24	Winston & Strawn	44.7
24	Jackson Lewis	44.7
25	Reed Smith	44.2
25	Seyfarth Shaw	44.2
26	Kirkland & Ellis	43.6
26	Clifford Chance	43.6
26	Vinson & Elkins	43.6
27	Greenberg Traurig	42.6
27	Mayor Brown	42.6
28	Jones Day	42.0
28	Ashurst	42.0
28	Venable	42.0
29	Dechert	41.5
29	Arnold & Porter	41.5
30	Akin Gump	41.0
30	Simmons & Simmons	41.0

Pos	Firm Name	Score (%)
31	Freshfields	40.4
32	Shearman & Sterling	39.4
33	Quinn Emanuel	38.8
33	Orrick	38.8
33	Squire Patton Boggs	38.8
33	Crowell & Moring	38.8
34	Troutman Pepper	37.8
35	Weil	37.2
35	Sullivan & Cromwell	37.2
35	Paul Hastings	37.2
35	Sheppard Mullin	37.2
36	Paul Weiss	36.2
36	Baker Hostetler	36.2
36	Fox Rothschild	36.2
36	Bird & Bird	36.2
37	Clyde & Co	35.1
38	Nelson Mullins	34.6
39	Cooley	34.0
39	Herbert Smith Freehills	34.0
40	Davis Polk	33.5
41	Polsinelli	31.9
42	King & Spalding	30.9
42	Perkins Coie	30.9
42	Pillsbury	30.9
43	Blakes	30.3

Pos	Firm Name	Score (%)
44	Alston Bird	29.8
44	Osler Hoskins	29.8
44	Cozen O'Connor	29.8
44	Duane Morris	29.8
45	Cleary Gottlieb	28.7
45	Wilson Sonsini	28.7
46	Slaughter and May	28.2
47	O'Melveny	27.7
48	Debevoise & Plimpton	27.1
48	Bryan Cave Leighton Paisner	27.1
49	Hunton Andrews Kurth	25.5
50	Katten	24.5
50	McCarthy Tetrault	24.5
51	Lewis Brisbois	23.4
52	Baker Botts	22.9
53	Simpson Thacher	21.3
54	Milbank	20.7
55	Willkie	19.7
56	Fried Frank	19.2
57	Kim & Chang	18.6
57	Yingke	18.6
58	Zhong Lun Law Firm	15.4
59	Cravath	14.4
60	Wachtell Lipton Rosen Katz	13.8
61	AllBright Law Offices	13.3



# 04 Audience Levels

The thirst for legal knowledge through digital channels is huge. There are over half a million law related searches globally every day, according to Google. In addition, the top 20 law firms have a combined social media reach in excess of 3 million individuals. That's a massive potential audience for any ambitious law firm.

We were keen to see how much of this demand reaches the websites of the top 100 legal firms. Using industry tools we were able to build accurate audience figures for each website that includes traffic from organic and paid media.

The law firms with the largest audiences were Holland & Knight, CMS Law, Littler, White & Case and Dentons.

Our testing revealed that only 4 of the top 100 law firms over-performed in terms of audience size. CMS Law, DLA Piper, Allen & Overy and Gowling WLG use multiple tactics to exploit demand for digital information.

22 of the firms in the survey achieved a reasonable audience for a law firm of their size. In most cases these firms are large well-known firms with high brand awareness that could gain prominent Google rankings with ease, should they tackle the organic search opportunity effectively.

74% of firms underperformed in terms of audience size. This includes 'top 10' law firms such as Morgan Lewis and Sidley. These firms attract audiences primarily through 'brand' searches. This means their websites are servicing a known audience rather than reaching new potential clients or recruits.



Good (75 - 100%)	Average (50 - 74%)	Poor (0 - 49%)			
CMS Law	Kirkland & Ellis	Sidley	King & Wood Mallesons	Milbank	Pillsbury
DLA Piper	Latham & Watkins	Morgan Lewis	Squire Patton Boggs	Debevoise & Plimpton	Baker Botts
Allen & Overy	Dentons	Ropes & Gray	K&L Gates	Cleary Gottlieb	Osler Hoskins
Gowling WLG	Baker McKenzie	Linklaters	Perkins Coie	Wilson Sonsini	Lewis Brisbois
	Skadden	Freshfields	Arnold & Porter	Dechert	Slaughter and May
	White & Case	Simpson Thacher	Faegre Drinker	Wachtell Lipton	Katten
	Clifford Chance	Sullivan & Cromwell	Foley & Lardner	Rosen Katz	AllBright Law Offices
	Hogan Lovells	Cooley	Sheppard Mullin	Proskauer	Polsinelli
	Jones Day	Paul Weiss	McGuireWoods	Kim & Chang	Blakes
	Gibson Dunn	King & Spalding	Clyde & Co	Willkie	Zhong Lun Law Firm
	Norton Rose Fullbright	Mayor Brown	Seyfarth Shaw	Yingke	Nelson Mullins
	Greenberg Traurig	Goodwin Law	Venable	Troutman Pepper	Fenwick
	Covington	McDermott Will & Emery	Fox Rothschild	Shearman & Sterling	Cozen OConnor
	Paul Hastings	Herbert Smith Freehills	Simmons & Simmons	Bryan Cave Leighton Paisner	Duane Morris
	Holland & Knight	Reed Smith	McCarthy Tetrault	Alston Bird	Crowell & Moring
	Winston & Strawn	Eversheds Sutherland	Bird & Bird	O'Melveny	
	Ashurst	WilmerHale	Jackson Lewis	Cravath	
	Baker Hostetler	Akin Gump	Davis Polk	Vinson & Elkins	
	Fragomen	Morrison Foerster	Weil	Fried Frank	
	Pinsent Masons	Orrick	Quinn Emanuel	Hunton Andrews Kurth	
	Littler				
	Ogletree Deakins				

# 05 Website Effectiveness

Having a website that is accessible 24/7 and across all devices is a necessity for law firms. Website visitors have high expectations, low tolerance and short attention spans. 80% of the global population (around 6.6 billion) owns a smartphone. Therefore mobile accessibility is a must. Law firms with ineffective websites are at risk of losing out to competitors.

We looked at how the top 100 law firms performed across four areas that underpin website effectiveness:

- **Website page speed**
- **Mobile friendliness**
- **Accessibility**
- **Multilingual options**

**“86% of the firms’ websites that we tested failed to achieve a good score overall for website effectiveness”**

The website is an essential channel for new business as 70% of law firms across the whole sector have reported to have landed cases via their website. This means that an effective website is a must for doing business in 2023. Despite this, 86 of the 100 law firms in our survey were ineffective.

## Loading Speed

Website loading times play a key part in wide digital performance. Fast websites keep audiences happy, make a positive impression on clients and can directly influence SEO activity.

Mobile is the preferred way audiences browse the internet and search for information, however it's also where users are less patient with slow loading websites. 85% of mobile users expect pages to load as fast or faster than on desktop.

**“95% of the top 100 law firms failed basic load speed tests”**

Best practice for web page load speed is under three seconds, according to Google. 47% of people expect a website to load in under two seconds. **A one second delay can triple abandonment rates to 90%.** Only 5% of the world's top law firm websites we tested achieved this.

Our research found that the majority of the top law firms struggle to achieve an acceptable loading speed, with 18 firms taking over 10 seconds to load. The longest load time we measured was for McDermott Will & Emery. One of their web pages loaded after 26 seconds, longer than the duration of an average TikTok video.

Website speed is an area of weakness for the top 100 law firms. We found evidence of bloated websites, on slow aging platforms with unnecessary imagery and videos. We gathered evidence of poor design and development and identified a long list of actionable insights for every law firm that can be handed directly to a development partner to make a difference very quickly.

**“67% of the top 100 firms’ websites fail accessibility testing”**

## Mobile Friendly

Firms that neglect mobile devices will disappoint audiences and lose out to competitors. Only 7 firms failed this aspect of our research. It is no surprise that most of these websites had poor performance overall.

The common failings in mobile effectiveness terms included a lack of clickable elements, optimized content or scalable text that's suited to the screen size of a device. Firms that neglect to give their clients or future employees a positive user experience via mobile are risking their reputation, missing out on valuable website traffic and are potentially losing revenue to their competitors that have optimized their website for mobile.

## Multilingual

As the top 100 law firms operate in multiple territories and 75% of internet users' first language isn't English, it's reasonable to expect that global law firm websites should include multiple language options. By including multilingual versions of a website, firms are able to extend organic reach by ranking for non-English keywords.

**“58% of the top 100 firms’ websites do not offer a translation facility”**

Only 42 of the top 100 firms' websites provide a translation facility to their website visitors. This potentially alienates audiences, risks creating a poor online experience and can give competitors a huge advantage.

## Accessibility

71% of web users who have a form of disability leave websites if they are not fully accessible. Ensuring that a website is accessible and inclusive to all users has obvious benefits, such as a firm's reputation, client satisfaction and revenue opportunities.

67 of the law firms in our survey fail accessibility tests. By failing to make their websites inclusive websites are making it difficult for this audience segment. As a law firm website is a shop window for new talent this could have significant implications for recruitment.

22 law firms take accessibility seriously and were awarded the full points in this category of website effectiveness.

# Website Effectiveness

(Continued)

54

14

Good 66.1 - 100%

Average 33.1 - 66%

Poor 0 - 33%

Pos	Firm Name	Score %
1	Littler	87.5
1	Greenberg Traurig	87.5
1	Alston Bird	87.5
1	Osler Hoskins	87.5
1	McCarthy Tetrault	87.5
2	DLA Piper	75
2	Dentons	75
2	Norton Rose Fullbright	75
2	WilmerHale	75
2	Seyfarth Shaw	75
2	Mayor Brown	75
2	Paul Hastings	75
2	Duane Morris	75
2	Kim & Chang	75
3	Allen & Overy	62.5
3	Pinsent Masons	62.5
3	Gowling WLG	62.5
3	K&L Gates	62.5
3	CMS Law	62.5
3	Skadden	62.5
3	Morgan Lewis	62.5
3	Reed Smith	62.5
3	Jones Day	62.5
3	Shearman & Sterling	62.5
3	Sheppard Mullin	62.5

Pos	Firm Name	Score %
3	Clyde & Co	62.5
3	Davis Polk	62.5
4	White & Case	50
4	McDermott Will & Emery	50
4	Linklaters	50
4	Ogletree Deakins	50
4	Latham & Watkins	50
4	Sidley	50
4	Faegre Drinker	50
4	Goodwin Law	50
4	Fenwick	50
4	Dechert	50
4	Arnold & Porter	50
4	Freshfields	50
4	Squire Patton Boggs	50
4	Fox Rothschild	50
4	Bird & Bird	50
4	Nelson Mullins	50
4	Polsinelli	50
4	Perkins Coie	50
4	Pillsbury	50
4	Blakes	50
4	Cozen OConnor	50
4	Debevoise & Plimpton	50
4	Milbank	50

Pos	Firm Name	Score %
4	Zhong Lun Law Firm	50
4	Wachtell Lipton Rosen Katz	50
4	AllBright Law Offices	50
5	Baker McKenzie	37.5
5	Eversheds Sutherland	37.5
5	Jackson Lewis	37.5
5	Kirkland & Ellis	37.5
5	Vinson & Elkins	37.5
5	Ashurst	37.5
5	Crowell & Moring	37.5
5	Paul Weiss	37.5
5	King & Spalidng	37.5
5	Cleary Gottlieb	37.5
5	Slaughter and May	37.5
5	O'Melveny	37.5
5	Katten	37.5
5	Baker Botts	37.5
5	Simpson Thacher	37.5
6	Fragomen	25
6	Hogan Lovells	25
6	Proskauer	25
6	Gibson Dunn	25
6	Morrison Foerster	25
6	Holland & Knight	25
6	Foley & Lardner	25

Pos	Firm Name	Score %
6	King & Wood Mallesons	25
6	Ropes & Gray	25
6	Covington	25
6	McGuireWoods	25
6	Winston & Strawn	25
6	Venable	25
6	Akin Gump	25
6	Simmons & Simmons	25
6	Quinn Emanuel	25
6	Orrick	25
6	Troutman Pepper	25
6	Weil	25
6	Sullivan & Cromwell	25
6	Baker Hostetler	25
6	Cooley	25
6	Herbert Smith Freehills	25
6	Wilson Sonsini	25
6	Bryan Cave Leighton Paisner	25
6	Hunton Andrews Kurth	25
6	Lewis Brisbois	25
6	Fried Frank	25
6	Yingke	25
6	Cravath	25
7	Clifford Chance	0
7	Willkie	0



# 06 Search Marketing (Organic)

There are over 8.5 billion searches daily via Google. Organic search generates up to 66% of call conversions in the legal sector specifically, making search marketing a profitable discipline for ambitious law firms that are keen to grow market share by investing in their digital strategy.

80% of potential clients look for law firms online. When it comes to the search marketing space, Google boasts just over a 92% share. Which is why, when it comes to SEO strategy, any smart digital marketer will adhere to Google's guidelines on how to achieve the best results.

With mobile being the dominant driver of online search, it's logical that local searches for phrases like 'law firms near me' receive over 27,000 monthly searches. Implementing local SEO and office listings for Google Maps and business listings is a great way to maximize local traffic and opportunities ahead of competitors.

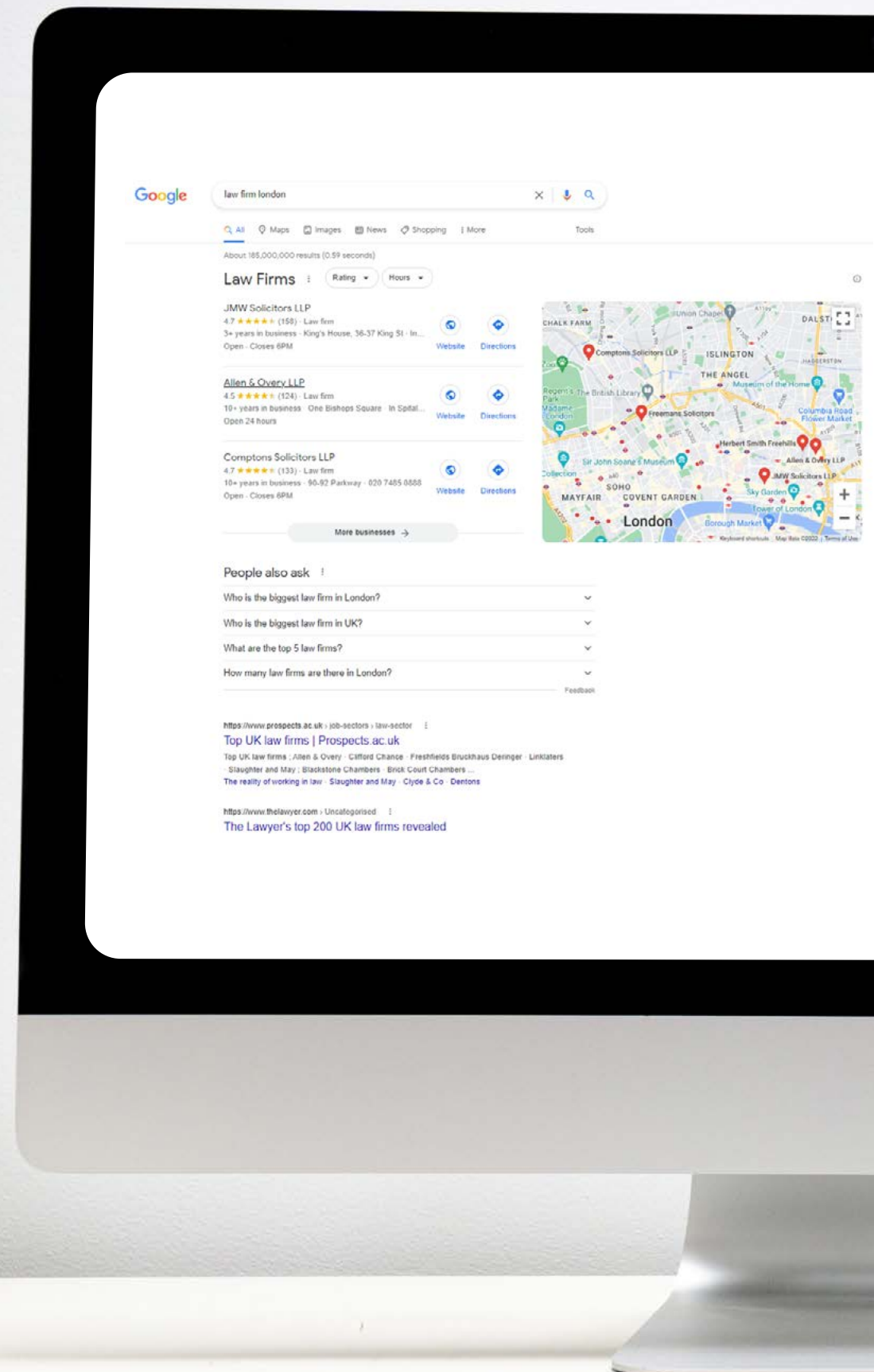
Our research highlighted a relationship between search marketing and overall digital maturity. Baker McKenzie and DLA Piper achieved the top positions for digital maturity across the top 100 law firms and notably these scores correlate with their top scores for organic search marketing.

17% of the firms achieved full marks for their organic search marketing performance, including Kirkland & Ellis, DLA Piper and Mayor Brown. Firms that are making considerable efforts to be visible globally in Google for a high volume of relevant keywords, stand to see the benefits at both a local and international level.

Search Engine Optimisation (SEO) is heavily influenced by digital trends, so it's no surprise that as voice assistants like Amazon's Echo (Alexa), Siri and Google Home have become embedded into our everyday lives that voice search would also accelerate in popularity. **20% of mobile search queries are carried out by voice search and 58% of people use voice search** to find information about a local business.

For law firms, this means keeping up to date with what their target audience is searching for, adapting content marketing activity to take advantage of this demand and benchmarking success against competitors. Effective SEO activity aligns with PR to build digital authority with back links from digital sources. The strategy should align with social media so that great website content gets engagement from core audience groups. Adding 'local' signals is crucial as 69% of digital traffic is made up of local and organic traffic.

**“Only 17% of the top 100 firms’ websites are following SEO best practice.”**



# Search Marketing (Organic)

(Continued)

43

29

28

Good 76 - 100%    Average 26 - 75%    Poor 0 - 25%

Pos	Firm Name	Score %
1	DLA Piper	100.0
1	Baker McKenzie	100.0
1	White & Case	100.0
1	Fragomen	100.0
1	McDermott Will & Emery	100.0
1	K&L Gates	100.0
1	Dentons	100.0
1	Gibson Dunn	100.0
1	Latham & Watkins	100.0
1	Sidley	100.0
1	Skadden	100.0
1	Morgan Lewis	100.0
1	Ropes & Gray	100.0
1	Reed Smith	100.0
1	Kirkland & Ellis	100.0
1	Mayor Brown	100.0
1	Jones Day	100.0
2	Hogan Lovells	83.3
2	Norton Rose Fullbright	83.3
2	Ogletree Deakins	83.3
2	Little	83.3
2	Holland & Knight	83.3
2	Foley & Lardner	83.3
2	Faegre Drinker	83.3
2	Seyfarth Shaw	83.3

Pos	Firm Name	Score %
2	Clifford Chance	83.3
2	Greenberg Traurig	83.3
2	Akin Gump	83.3
2	Sullivan & Cromwell	83.3
3	Allen & Overy	66.7
3	Pinsent Masons	66.7
3	McGuireWoods	66.7
3	Winston & Strawn	66.7
3	Jackson Lewis	66.7
3	Ashurst	66.7
3	Paul Weiss	66.7
3	Bryan Cave Leighton Paisner	66.7
4	Linklaters	50.0
4	Gowling WLG	50.0
4	Proskauer	50.0
4	Morrison Foerster	50.0
4	Eversheds Sutherland	50.0
4	Covington	50.0
4	Goodwin Law	50.0
4	WilmerHale	50.0
4	Vinson & Elkins	50.0
4	Venable	50.0
4	Arnold & Porter	50.0
4	Simmons & Simmons	50.0
4	Orrick	50.0

Pos	Firm Name	Score %
4	Squire Patton Boggs	50.0
4	Crowell & Moring	50.0
4	Weil	50.0
4	Fox Rothschild	50.0
4	Bird & Bird	50.0
4	Cooley	50.0
4	Herbert Smith Freehills	50.0
4	Davis Polk	50.0
4	King & Spalidng	50.0
4	Cleary Gottlieb	50.0
4	Wilson Sonsini	50.0
5	CMS Law	33.3
5	Dechert	33.3
5	Troutman Pepper	33.3
5	Paul Hastings	33.3
5	Baker Hostetler	33.3
5	Clyde & Co	33.3
5	Perkins Coie	33.3
5	Pillsbury	33.3
5	Alston Bird	33.3
5	Slaughter and May	33.3
5	Willkie	33.3
6	Freshfields	16.7
6	Shearman & Sterling	16.7
6	Sheppard Mullin	16.7

Pos	Firm Name	Score %
6	Nelson Mullins	16.7
6	Polsinelli	16.7
6	Osler Hoskins	16.7
6	Cozen OConnor	16.7
6	Duane Morris	16.7
6	O'Melveny	16.7
6	Debevoise & Plimpton	16.7
6	Hunton Andrews Kurth	16.7
6	McCarthy Tetrault	16.7
6	Lewis Brisbois	16.7
6	Milbank	16.7
7	King & Wood Mallesons	0.0
7	Fenwick	0.0
7	Quinn Emanuel	0.0
7	Blakes	0.0
7	Katten	0.0
7	Baker Botts	0.0
7	Simpson Thacher	0.0
7	Fried Frank	0.0
7	Kim & Chang	0.0
7	Yingke	0.0
7	Zhong Lun Law Firm	0.0
7	Cravath	0.0
7	Wachtell Lipton Rosen Katz	0.0
7	AllBright Law Offices	0.0



# 07 Search Marketing (Paid)

Much of the demand via Google is absorbed via paid search ads. It's increasingly difficult to differentiate between 'organic' and 'paid' results, so it's no surprise that 65% of people click on paid search ads. Paid campaigns offer great value. In the legal sector the potential ROI can reach 200%. Whereas organic listings can take years to earn, paid campaigns can be live in hours.

Adding paid search advertising into a law firm's digital marketing strategy can strengthen brand visibility quickly, as users assume the leaders in a legal field are the ones listed near the top of search results. The advanced targeting options enable firms to tailor their ads to specific audiences, locations and other demographics.

The two firms that stood out in our research were Allen & Overy and Foley & Lardner, who both had the highest number of keywords that they target globally and across the most territories. Giving them the benefit of reaching a bigger, relevant audience worldwide.

Despite 58% of web visitors looking for legal services originating from paid search, 87% of the world's top 100 firms are performing poorly in this category. We identified that 87% of the leading 100 law firms have no paid search activity whatsoever. This means competitors are appearing for their brand terms and they are relying solely on organic performance.



## Good (76 - 100%)

Gowling WLG  
Foley & Lardner

## Average (26 - 75%)

Baker McKenzie  
Linklaters  
Gowling WLG  
CMS Law  
Quinn Emanuel  
Blakes  
DLA Piper  
Pinsent Masons  
Norton Rose  
Fullbright  
King & Wood  
Mallesons  
Paul Hastings

## Poor (0 - 25%)

White & Case	McGuireWoods	Boggs	Cleary Gottlieb
Fragomen	Fenwick	Crowell & Moring	Wilson Sonsini
McDermott Will & Emery	Winston & Strawn	Troutman Pepper	Slaughter and May
Hogan Lovells	Jackson Lewis	Weil	O'Melveny
K&L Gates	Reed Smith	Sullivan & Cromwell	Debevoise & Plimpton
Dentons	Seyfarth Shaw	Sheppard Mullin	Bryan Cave
Proskauer	Kirkland & Ellis	Paul Weiss	Leighton Paisner
Gibson Dunn	Clifford Chance	Baker Hostetler	Hunton Andrews Kurth
Ogletree Deakins	Vinson & Elkins	Fox Rothschild	Katten
Latham & Watkins	Greenberg Traurig	Bird & Bird	McCarthy Tetrault
Sidley	Mayor Brown	Clyde & Co	Lewis Brisbois
Morrison Foerster	Jones Day	Nelson Mullins	Baker Botts
Little	Ashurst	Cooley	Simpson Thacher
Holland & Knight	Venable	Herbert Smith Freehills	Milbank
Skadden	Dechert	Davis Polk	Willkie
Eversheds	Arnold & Porter	Polsinelli	Fried Frank
Sutherland	Akin Gump	King & Spalding	Kim & Chang
Faegre Drinker	Simmons & Simmons	Perkins Coie	Yingke
Morgan Lewis	Freshfields	Pillsbury	Zhong Lun Law Firm
Ropes & Gray	Shearman & Sterling	Alston Bird	Cravath
Covington	Orrick	Osler Hoskins	Wachtell Lipton Rosen Katz
Goodwin Law	Squire Patton	Cozen O'Connor	AllBright Law Offices
WilmerHale		Duane Morris	

# 08 Content Marketing

Content marketing costs 62% less than traditional marketing. Returns can be up to three times higher than other marketing tactics. 90% of marketers already investing in content marketing intend to continue in the following year. Content marketing cuts across both SEO and social media activity. It is a key factor that pulls all digital strands together when executed effectively.

For this report, we focussed our attention on how content was being used from an inbound perspective. We explored how content was being leveraged by the top law firms to attract, engage and convert their website visitors. Marketing professionals in legal firms list the four most important content formats as:

- Video
- Blogs
- Images
- Infographics

The top law firms all performed exceptionally well in terms of image content, with all firms achieving full marks for that aspect. However, nearly half of the firms are missing the opportunity to capitalize on video content on their websites.

82% of people report a preference for brands with a content presence and 70% prefer to be educated about a service or organization from articles over advertisements. For law firms, this is a great opportunity for them to

control the messaging about their firm and to create content that helps build client trust and loyalty. All of the top 100 law firms have a blog or news section on their website.

54% of people want to see more video content from the organizations that they engage with, and video content is responsible for 82% of Internet bandwidth. The Covid-19 pandemic forced all sectors, including law, to embrace remote working so traditional face-to-face meetings were replaced by ZOOM and other video sources. This has made it easier than ever to produce live video events and produce unique content that can be edited into powerful content marketing material for YouTube, LinkedIn and other channels.

Despite this highly valuable opportunity, 48% of the world's top 100 law firms aren't leveraging the potential of video on their websites and are missing out on the chance to drive ROI.



## Good (100%)

Baker McKenzie	Goodwin Law	Herbert Smith Freehills
White & Case	WilmerHale	Pillsbury
Allen & Overy	McGuireWoods	Osler Hoskins
Fragomen	Winston & Strawn	Duane Morris
McDermott Will & Emery	Jackson Lewis	O'Melveny
Linklaters	Seyfarth Shaw	Debevoise & Plimpton
Hogan Lovells	Clifford Chance	Simpson Thacher
Gowling WLG	Greenberg Traurig	
K&L Gates	Jones Day	
Dentons	Ashurst	
Norton Rose Fullbright	Dechert	
Gibson Dunn	Freshfields	
Sidley	Shearman & Sterling	
Morrison Foerster	Quinn Emanuel	
CMS Law	Orrick	
Littler	Weil	
Skadden	Sullivan & Cromwell	
Eversheds Sutherland	Sheppard Mullin	
Morgan Lewis	Paul Weiss	
Ropes & Gray	Baker Hostetler	
Covington	Bird & Bird	
	Nelson Mullins	

## Average (51 - 99%)

DLA Piper	Crowell & Moring	Lewis Brisbois
Pinsent Masons	Troutman Pepper	Milbank
Proskauer	Paul Hastings	Willkie
Ogletree Deakins	Fox Rothschild	Fried Frank
Latham & Watkins	Clyde & Co	Kim & Chang
Holland & Knight	Cooley	Yingke
Foley & Lardner	Davis Polk	Zhong Lun Law Firm
King & Wood Mallesons	Polsinelli	Cravath
Faegre Drinker	King & Spalding	AllBright Law Offices
Fenwick	Perkins Coie	
Reed Smith	Blakes	
Kirkland & Ellis	Alston Bird	
Vinson & Elkins	Cozen O'Connor	
Mayor Brown	Cleary Gottlieb	
Venable	Wilson Sonsini	
Arnold & Porter	Slaughter and May	
Akin Gump	Bryan Cave Leighton Paisner	
Simmons & Simmons	Hunton Andrews Kurth	
Squire Patton Boggs	Katten	
	McCarthy Tetrault	

## Poor (0 - 50%)

Baker Botts
Wachtell Lipton Rosen Katz



# Personalization

Law firms that implement personalization can lower acquisition costs by up to 50%, boost revenues by 15% and elevate marketing spend efficiency by up to 30%, according to McKinsey. Users expect a personalized experience when using digital services. Part of the appeal of Amazon, Netflix, Spotify and YouTube is the extent to which every experience is personalized.

Our research discovered that only 3% of the top 100 law firm websites show signs of personalization. The sector is missing out on a long list of benefits for their firm.

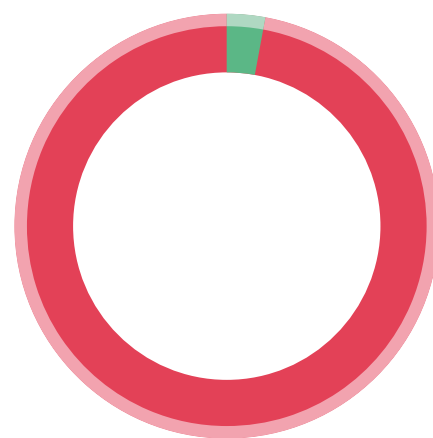
Typically, only 2% of website visitors will convert on their first website visit. The remaining 98% return to a website at least twice before triggering a goal. Therefore personalizing content to repeat visitors, based on the browsing activity from their first session, is a simple way to make it for website visitors. 80% of prospect clients are more likely to do business with an organization that offers them a tailored experience and 90% report personalization as being desirable.

Advanced personalization gives digital marketers the opportunity to create segments and personas to show unique content to different visitor groups. This will enhance engagement, increase client satisfaction and raise conversion rates.

Many of the top 100 law firms have expensive digital experience platforms (DXP) that claim to enable personalization, such as Sitecore. However, 95% of law firms with a Sitecore powered website, did not have personalized content. This is possibly due to complexities with implementation and time required to set-up campaigns that were highlighted by Gartner. This is a classic case of a 'Ferrari to go to the shops'.

In contrast, other law firms have platforms that don't include personalization features, such as WordPress. The ability to quickly and effectively implement AI driven personalization should be high on their list of requirements when investing in a DXP platform for the future.

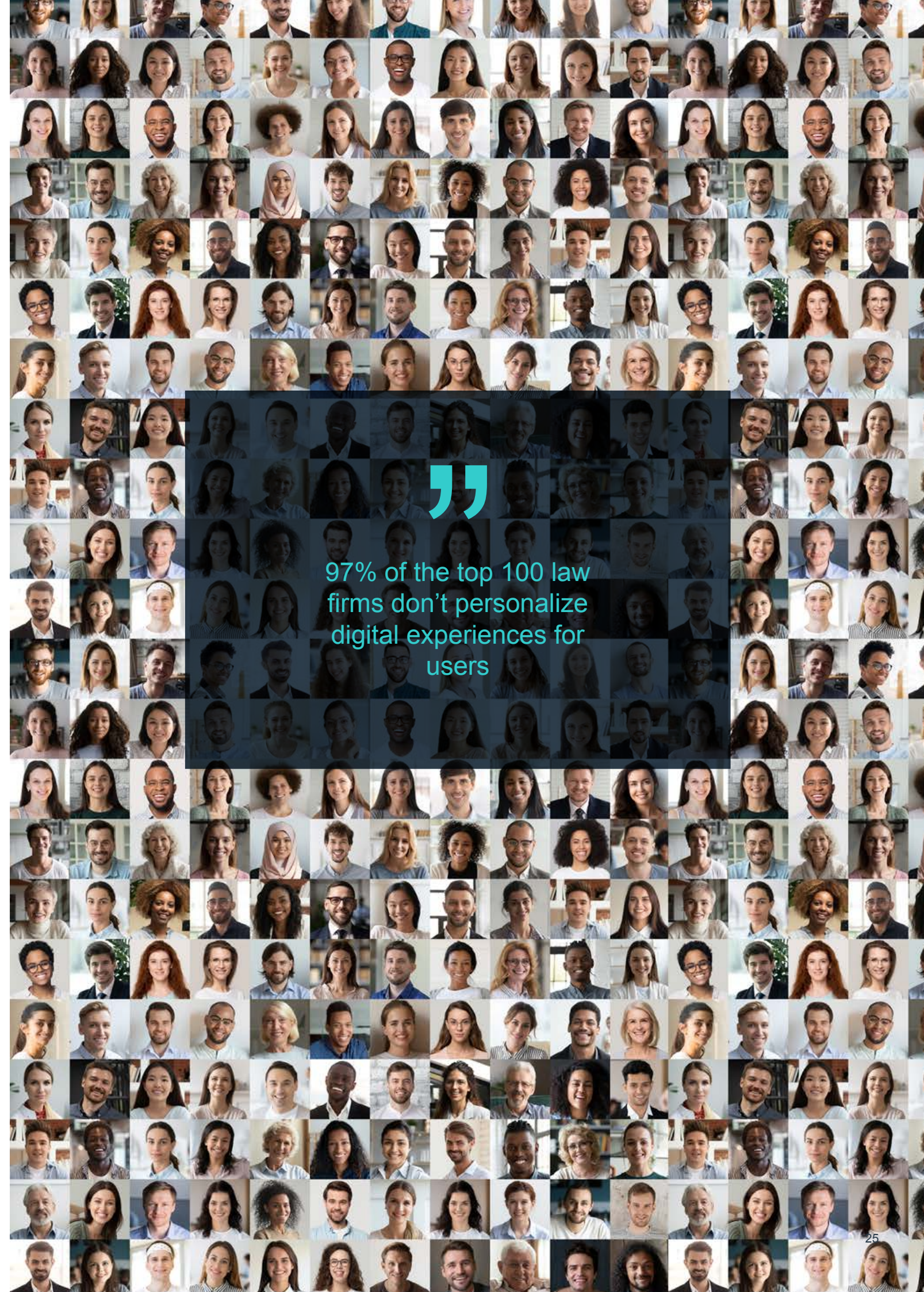
The ability to harness personalization is 'a must have' for any ambitious law firm. The relatively low budget required, speed of deployment and results from the activity make this functionality a key opportunity to gain an advantage over competitors. To demonstrate this we produced a concept to demonstrate the benefits of personalization to law firms. Learn how law firms can quickly and easily personalize their websites to different audience segments to improve user experience, increase engagement and trigger more goals.



## Firms with personalisation

Pinsent Masons  
Jackson Lewis  
Simmons & Simmons

**BOOK A DEMO**





# 10 Remarketing

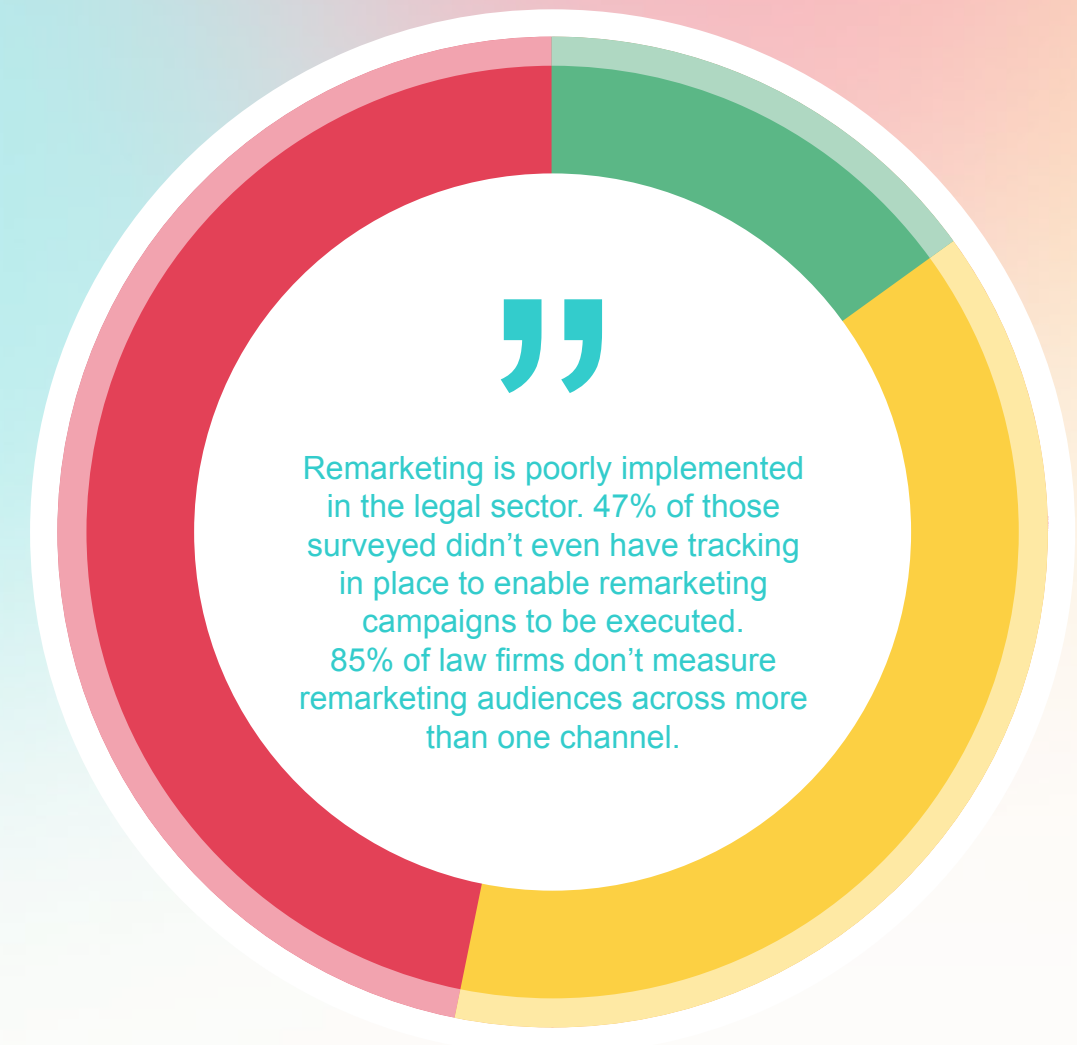
Visitors that have been remarketed to are 43% more likely to convert into new clients or cases. On average a new client takes eight touchpoints before they will convert. Remarketing is a powerful digital marketing tactic that will drive website visitors back to a law firm's website for relatively little investment. As audiences are familiar with your brand, remarketing achieves a click-through-rate (CTR) 10 times higher than standard display ads, making it a valuable part of an effective digital strategy.

98% of website visitors to a law firm website will leave without converting. Law firms can use remarketing ads to re-engage previous website visitors with their services through ads that retarget visitors via key digital channels such as Google, LinkedIn, Facebook and other channels. Our research tested each website for evidence of remarketing across these channels. We found that 47% of the top global law firms haven't included remarketing into their marketing activity. They are missing out on the revenue opportunities from implementing remarketing.

Modern audiences enjoy content that is tailored to them, with products or services of interest and at relevant times, in places they hang out digitally. This is particularly relevant for ads. 30% of people have a positive or very positive reaction to retargeted ads, while only 11% feel negatively about them. Remarketing tactics give firms the opportunity to:

- Use customized audience lists for highly targeted ads
- Increase their firm's brand recall and keep at the forefront of a client's mind
- Boost conversions and generate revenue
- Gain valuable insights into their audience's preferences and behavior

Of the three tags we tracked, our research found that Google tags were the most used by the top law firms, with 37% capitalizing on this channel. We found that 85% of the top 100 law firms are missing out on the benefits of remarketing across more than just one channel.



## Good (66.7 - 100%)

Proskauer  
Fenwick  
DLA Piper  
Baker McKenzie  
White & Case  
Pinsent Masons  
McDermott Will & Emery  
Hogan Lovells  
Morrison Foerster  
King & Wood Mallesons  
Goodwin Law  
Vinson & Elkins  
Venable  
Freshfields  
Quinn Emanuel

## Average (33.3 - 66.6%)

Allen & Overy  
Fragomen  
Linklaters  
K&L Gates  
Gibson Dunn  
Ogletree Deakins  
Holland & Knight  
Eversheds Sutherland  
Faegre Drinker  
Ropes & Gray  
Covington  
WilmerHale  
McGuireWoods  
Kirkland & Ellis  
Dechert  
Arnold & Porter  
Akin Gump  
Shearman & Sterling  
Orrick  
Squire Patton Boggs  
Troutman Pepper  
Weil  
Sullivan & Cromwell  
Sheppard Mullin  
Paul Weiss  
Nelson Mullins  
Cooley  
Herbert Smith Freehills  
Davis Polk  
Polsinelli  
Blakes  
Cozen O'Connor  
Duane Morris  
Debevoise & Plimpton  
Katten  
Kim & Chang  
Yingke  
Wachtell Lipton Rosen Katz

## Poor (0 - 33.2%)

Gowling WLG  
Dentons  
Norton Rose Fullbright  
Latham & Watkins  
Sidley  
CMS Law  
Littler  
Foley & Lardner  
Skadden  
Morgan Lewis  
Winston & Strawn  
Jackson Lewis  
Reed Smith  
Seyfarth Shaw  
Clifford Chance  
Greenberg Traurig  
Mayor Brown  
Jones Day  
Ashurst  
Simmons & Simmons  
Crowell & Moring  
Paul Hastings  
Baker Hostetler  
Fox Rothschild  
Bird & Bird  
Clyde & Co  
King & Spalding  
Perkins Coie  
Pillsbury  
Alston Bird  
Osler Hoskins  
Cleary Gottlieb  
Wilson Sonsini  
Slaughter and May  
O'Melveny  
Bryan Cave  
Leighton Paisner  
Hunton Andrews Kurth  
McCarthy Tetrault  
Lewis Brisbois  
Baker Botts  
Simpson Thacher  
Milbank  
Willkie  
Fried Frank  
Zhong Lun Law Firm  
Cravath  
AllBright Law Offices



# 11 Email Marketing

Email marketing remains the most effective form of digital marketing. At the end of 2020 there were 4 billion recorded global email users, a figure that is expected to rise to 4.6 billion by 2025. Audiences want to hear from the organizations that they interact with and the 2021 data from Campaign Monitor supports this, with an average email open rate of 21.5% across sectors.

Across generations, email is regarded as the most personal channel to receive communications from a brand organization. Email marketing gives law firms the opportunity to build stronger, more meaningful relationships with clients and key stakeholders by creating content that is authentic, informative and relevant to their interactions.

The pandemic put emphasis on digital communication for all. E-mail became critical for operations both internally and externally for all law firms. Any long-term digital strategy requires keeping audiences engaged, this can easily be achieved through:

- Audience segmentation
- Personalization of email content
- Automation of email delivery

Email newsletters are a great way for marketers to maintain regular dialogue with target segments. In the legal sector, email is the leading channel for conversions which on average

achieves a conversion rate of 4.5%. This is better than organic search, paid search and social media. We signed up for email alerts from the top 100 law firms. We were keen to see how often we received alerts and looked for personalisation and audience segmentation.

Only 3% of the top law firms achieved a good score for their email marketing performance. Despite this being the most lucrative channel for law firms for conversions, 48% of the top 100 firms don't offer website visitors the option to subscribe to a newsletter.

Email marketing gives law firms the vehicle to increase visibility, nurture client relationships, retain valuable employees and boost revenue. It's concerning that some of the most successful firms are overlooking this channel and are risking missing out on the benefits of email marketing that top scorers, Fenwick, King & Wood Mallesons and Crowell & Moring are exploiting.



#### Good (76 - 100%)

King & Wood  
Mallesons  
Fenwick  
Crowell & Moring

#### Average (25 - 75%)

Linklaters	Osler Hoskins	Cozen OConnor
K&L Gates	Baker Botts	Cleary Gottlieb
Ogletree Deakins	Pinsent Masons	O'Melveny
Littler	Fragomen	Katten
Holland & Knight	McDermott Will & Emery	Lewis Brisbois
Winston & Strawn	Gowling WLG	Simpson Thacher
Jackson Lewis	Dentons	
Seyfarth Shaw	Proskauer	
Mayor Brown	Latham & Watkins	
Venable	Sidley	
Dechert	Eversheds Sutherland	
Arnold & Porter	Faegre Drinker	
Simmons & Simmons	Ropes & Gray	
Shearman & Sterling	Covington	
Troutman Pepper	Goodwin Law	
Baker Hostetler	WilmerHale	
Fox Rothschild	Clyde & Co	
Bird & Bird	Davis Polk	
Pillsbury	Polsinelli	
Alston Bird	Perkins Coie	

#### Poor (0 - 24%)

Hogan Lovells	Ashurst	Plimpton
Morrison Foerster	Akin Gump	Bryan Cave Leighton Paisner
AllBright Law Offices	Freshfields	Hunton Andrews Kurth
DLA Piper	Quinn Emanuel	McCarthy Tetrault
Baker McKenzie	Orrick	Milbank
White & Case	Squire Patton Boggs	Willkie
Allen & Overy	Weil	Fried Frank
Norton Rose Fullbright	Sullivan & Cromwell	Kim & Chang
Gibson Dunn	Paul Hastings	Yingke
CMS Law	Sheppard Mullin	Zhong Lun Law Firm
Foley & Lardner	Paul Weiss	Cravath
Skadden	Nelson Mullins	Wachtell Lipton Rosen Katz
Morgan Lewis	Cooley	
McGuireWoods	Herbert Smith Freehills	
Reed Smith	King & Spalding	
Kirkland & Ellis	Blakes	
Clifford Chance	Duane Morris	
Vinson & Elkins	Wilson Sonsini	
Greenberg Traurig	Slaughter and May	
Jones Day	Debevoise &	

# 12 Social Media

As of January 2022 there were 4.62 billion social media users globally, up 10.1% over one year. That's around 57% of the world's population, so social media is an obvious space for law firms to add value. We reviewed how the top 100 law firms are using the most widely used social media platforms and which firms are missing out.

The average person navigates between seven different social media platforms each month, spending on average 2 hours 27 minutes daily on social media. Law firms cannot afford to ignore its value and relevance of where their audience could be looking for their firm.

Social media, mobile and visual content are intertwined. 99% of all social media users access their favorite platforms via a mobile device and the best engagement comes from video or image based posts. LinkedIn alone sees posts with video gaining five times more engagement than posts with just text. YouTube is the second most visited search engine, after Google, with a

reported 2 billion+ unique users every month. Online users are hungry for video content and accounts that don't post regularly will quickly be forgotten.

All of the top 100 firms have LinkedIn company pages and 88% have YouTube channels, but they're not using their platforms effectively. Even those law firms that have a presence on the key social media channels failed to achieve high marks. Many firms had a presence that wasn't updated frequently. Social media is a great way to engage in relevant discussions, attract new potential employees and amplify content marketing activity with regular posts.

The legal sector has not embraced social media with 15% of firms ignoring social media as a marketing channel altogether. None of the top law firms are consistently active across the five social platforms we included in our test. 15 of the world's leading law firms scored poorly for their social media performance and we found only 38% of firms to be using social media to a good standard.

**“Only 38% of firms are using social media to a good standard.”**

Pos	Firm Name	Score %
1	White & Case	95
1	Foley & Lardner	95
1	Fragomen	95
1	Vinson & Elkins	95
1	Gowling WLG	95
2	Latham & Watkins	90
2	DLA Piper	90
2	Sidley	90
2	Morgan Lewis	90
2	Greenberg Traurig	90
2	Weil	90
2	Reed Smith	90
2	Eversheds Sutherland	90
2	Morrison Foerster	90
2	Proskauer	90
2	McGuireWoods	90
2	Baker Botts	90
2	Polsinelli	90
2	Littler	90
2	Simmons & Simmons	90
3	Clifford Chance	85
3	CMS Law	85
3	Cooley	85
3	Wilson Sonsini	85
3	Holland & Knight	85

Pos	Firm Name	Score %
3	K&L Gates	85
3	Arnold & Porter	85
3	Troutman Pepper	85
3	Fox Rothschild	85
4	Baker McKenzie	80
4	Norton Rose Fullbright	80
4	Quinn Emanuel	80
4	Orrick	80
4	Perkins Coie	80
4	Ashurst	80
4	O'Melveny	80
4	Hunton Andrews Kurth	80
4	Nelson Mullins	80
5	Milbank	75
5	Winston & Strawn	75
5	Sheppard Mullin	75
5	Seyfarth Shaw	75
5	Slaughter and May	75
5	Fenwick	75
5	Duane Morris	75
6	Kirkland & Ellis	70
6	Dentons	70
6	Skadden	70
6	Jones Day	70
6	Gibson Dunn	70

Pos	Firm Name	Score %
6	Linklaters	70
6	Goodwin Law	70
6	McDermott Will & Emery	70
6	Paul Hastings	70
6	Squire Patton Boggs	70
6	Bryan Cave Leighton Paisner	70
6	Baker Hostetler	70
6	Fried Frank	70
6	Lewis Brisbois	70
6	McCarthy Tetrault	70
6	Cozen OConnor	70
6	Jackson Lewis	70
6	Crowell & Moring	70
7	Cleary Gottlieb	65
7	Clyde & Co	65
7	Pinsent Masons	65
7	Blakes	65
8	Hogan Lovells	60
8	Allen & Overy	60
8	Ropes & Gray	60
8	Freshfields	60
8	Mayor Brown	60
8	Herbert Smith Freehills	60
8	Covington	60
8	WilmerHale	60

Pos	Firm Name	Score %
8	Debevoise & Plimpton	60
8	King & Wood Mallesons	60
8	Dechert	60
8	Willkie	60
8	Faegre Drinker	60
8	Shearman & Sterling	60
8	Alston Bird	60
8	Pillsbury	60
8	Osler Hoskins	60
8	Bird & Bird	60
9	Davis Polk	50
9	Paul Weiss	50
9	King & Spalding	50
9	Akin Gump	50
9	Cravath	50
9	Venable	50
9	Katten	50
9	Zhong Lun Law Firm	50
9	Ogletree Deakins	50
10	Sullivan & Cromwell	40
10	Yingke	40
11	Simpson Thacher	20
11	Kim & Chang	20
12	Wachtell Lipton Rosen Katz	10
12	AllBright Law Offices	10



# 13 Mobile Apps

Mobile phone users spend 90% of their time on apps and by 2023 apps are expected to generate over \$935 billion in revenue. This presents a great opportunity for law firms to capitalize on. In addition to revenue, apps for law firms can be leveraged to better manage events, invoices, legal documents or track time and other resources with clients and employees.

In 2020 alone there were 218 billion app downloads across both free and paid applications. Around 184 billion apps will have been downloaded by 2024 across Google Play Store and Apple App Store. For law firms with digital ambitions for their growth, productivity and corporate social responsibility (CSR) strategies, investing in mobile apps can be transformational.

Convenience is a core driver for modern audiences and this is key to mobile app usage with 66% of people stating that they will use an app frequently if it offers a way to simplify their life. Law firm audiences have a thirst for knowledge and want to be able to be able to access and manage information themselves. Apps can empower employees and staff to connect with a firm at their fingertips and offer convenience whilst providing meaningful data to marketers. 46% of Americans use mobile apps to search for further information about products of services, a valuable touchpoint for firms to leverage.

Creating client-driven experiences using apps can be pivotal in building and maintaining client relationships, advocacy and access to a wealth of data. Yet our research found that 49% of the top 100 law firms do not have apps available and are missing out on engagement and potential revenue. Apps have a great ROI and a conversion rate that's three times higher than mobile websites (which are still higher than desktop). We found a trend between revenue and mobile app performance, with four of the world's top five law firms by revenue all achieving the highest scores in this category.

“49% of the top 100 law firms do not have apps available”



39 Apple App Store + Google Play

4 Google Play

8 Apple App Store

49 No App

Pos	Firm Name	Score %
1	White & Case	95
1	Foley & Lardner	95
1	Fragomen	95
1	Vinson & Elkins	95
1	Gowling WLG	95
2	Latham & Watkins	90
2	DLA Piper	90
2	Sidley	90
2	Morgan Lewis	90
2	Greenberg Traurig	90
2	Weil	90
2	Reed Smith	90
2	Eversheds Sutherland	90
2	Morrison Foerster	90
2	Proskauer	90
2	McGuireWoods	90
2	Baker Botts	90
2	Polsinelli	90
2	Littler	90
2	Simmons & Simmons	90
3	Clifford Chance	85
3	CMS Law	85
3	Cooley	85
3	Wilson Sonsini	85
3	Holland & Knight	85
3	K&L Gates	85
3	Arnold & Porter	85
3	Troutman Pepper	85
3	Fox Rothschild	85
4	Baker McKenzie	80
4	Norton Rose Fullbright	80
4	Quinn Emanuel	80
4	Orrick	80

Pos	Firm Name	Score %
4	Perkins Coie	80
4	Ashurst	80
4	O'Melveny	80
4	Hunton Andrews Kurth	80
4	Nelson Mullins	80
5	Milbank	75
5	Winston & Strawn	75
5	Sheppard Mullin	75
5	Seyfarth Shaw	75
5	Slaughter and May	75
5	Fenwick	75
5	Duane Morris	75
6	Kirkland & Ellis	70
6	Dentons	70
6	Skadden	70
6	Jones Day	70
6	Gibson Dunn	70
6	Linklaters	70
6	Goodwin Law	70
6	McDermott Will Emery	70
6	Paul Hastings	70
6	Squire Patton Boggs	70
6	Bryan Cave Leighton Paisner	70
6	Baker Hostetler	70
6	Fried Frank	70
6	Lewis Brisbois	70
6	McCarthy Tetrault	70
6	Cozen O'Connor	70
6	Jackson Lewis	70
6	Crowell & Moring	70
7	Cleary Gottlieb	65
7	Clyde & Co	65
7	Pinsent Masons	65

Pos	Firm Name	Score %
7	Blakes	65
8	Hogan Lovells	60
8	Allen & Overy	60
8	Ropes & Gray	60
8	Freshfields	60
8	Mayor Brown	60
8	Herbert Smith Freehills	60
8	Covington	60
8	WilmerHale	60
8	Debevoise & Plimpton	60
8	King & Wood Mallesons	60
8	Dechert LLP	60
8	Willkie	60
8	Faegre Drinker	60
8	Shearman & Sterling	60
8	Alston Bird	60
8	Pillsbury	60
8	Osler Hoskins	60
8	Bird & Bird	60
9	Davis Polk	50
9	Paul Weiss	50
9	King & Spalding	50
9	Akin Gump	50
9	Cravath	50
9	Venable	50
9	Katten	50
9	Zhong Lun Law Firm	50
9	Ogletree Deakins	50
10	Sullivan & Cromwell	40
10	Yingke	40
11	Simpson Thacher	20
11	Kim & Chang	20
12	Wachtell Lipton Rosen Katz	10
12	AllBright Law Offices	10



# Website Platform Insights

Investing in a leading website platform technology doesn't necessarily equate to great digital performance. Poor implementations can negatively impact website effectiveness. For example, websites that aren't quick to load or have not been built in line with Google's guidelines will disappoint audiences and under perform in organic search. In addition, systems that are complicated to use or slow to load impact the effectiveness of law firm marketers. We reviewed the website platforms used by the global top 100 law firms and analyzed trends across digital effectiveness.

The .NET based Digital Experience Platform (DXP), Sitecore was the most used technology by the top 100 firms. This didn't necessarily result in great performance in our research. In the last three years, the success of the platform has been on a downward trajectory based on assessment by Gartner which showed its position falling and being overtaken by Optimizely (formerly known as Episerver).

Our research highlighted that despite the majority of the top 100 firms' websites being on Sitecore, only six ranked in the top 10 places for digital maturity and 97% of the websites using Sitecore have a slow loading speed that falls below Google's recommendation. In terms of personalization, only two Sitecore websites showed signs of implementation.

The second most popular platform we were able to detect across the top 100 law firms was RubyLaw. Marketed as a platform specifically for the legal sector, expectations were high for these websites' performance. The most alarming insight we uncovered related to websites using this platform was that 92% of the websites take a long time to load, being slower to load on mobile than the recommended speed from Google. This contributed to RubyLaw websites scoring poorly in Website Effectiveness, where 61% of firms using this platform were in the lowest performing segment. Only one RubyLaw website featured in the top 20 most digitally mature firms.



Source: Gartner Magic Quadrant 2022

In terms of digital maturity scoring, the performance across the top 100 law firms was low, with no firm scoring above 66%. With this in mind, although there are obvious benefits to firms investing in website platforms that align to their needs and ambitions - failing to get the implementation right or maximize its potential can affect digital effectiveness.

To demonstrate how quick and easy it can be for law firms we collated the highest performing features from our study and implemented best practice to produce a law firm website that can score highly across all elements of digital effectiveness. We used the challenger platform, Optimizely, as this is regarded as a leader by Gartner. This demonstrates 'best practice' for law firm websites, with features such as:

- Enhanced SEO features
- Exceptional mobile features
- AI driven personalisation
- Lightning quick for content marketing across all digital channels
- In built testing for campaign assets
- Competitive price tag
- Bulletproof security

This proof of concept is a 'must see' for any ambitious legal firm. [Contact us to arrange your demo.](#)

## Sitecore (38)

## Adobe Experience (3)

## Salesforce (4)

## Wordpress (4)

## Optimizely (1)

## RubyLaw (13)

## Drupal (2)

## Siteimprove (7)

## Umbraco (2)

## Other (26)



# The Next Steps in Digital Maturity

Our findings have revealed that whilst the top law firms have made some big steps digitally to improve their digital maturity, there are still a lot of areas for improvement if the sector is going to keep up with the rapidly advancing digital landscape.

Being slow or resistant to change is only going to jeopardize the future of firms and leave gaps for those who aren't afraid to innovate to accelerate and gain competitive advantage.

Digital transformation is centered around human experience and adding value to clients and firms. The aspects we've reviewed in this report drive client trust, loyalty and advocacy whilst underpinning revenue and recruitment opportunities for firms.

Digital maturity offers legal marketers the chance to be agile in their approach, to efficiently and effectively communicate with their clients and deliver premium experiences at scale. Creating intelligent, personalized, end-to-end client journeys across every touchpoint can become an overwhelming task if you don't have the expertise, support or tools in place to achieve your goals.

The digital revolution isn't slowing down which means law firms simply cannot afford to.

## About the author:

### Ultimedia

Ultimedia is a global digital leader with over 25 years of experience unlocking digital potential for ambitious global organizations such as law firms.

We have been helping organizations worldwide to achieve their digital ambitions since 1995 with strategy, website development, user experience and digital marketing. Our accreditations from Google, Microsoft and Optimizely mean that our customers benefit from extensive premium services and expertise to help support and drive their organization forward.

**Ultimedia**  
Experience Matters

### Chief Executive Officer, Craig Johnson

Craig is one of the UK's leading digital experts, with over a quarter of a century of experience helping some of the biggest global brands to elevate their digital performance. Craig has a wealth of experience in the legal sector and has produced multiple reports into best practice in the legal sector.

To discuss the findings of the research, learn more about the performance of a particular law firm or unlock more insights from the research please contact Craig:

LinkedIn: <https://www.linkedin.com/in/craigjohnsonuk/>  
Email: [craig.johnson@ultimedia.agency](mailto:craig.johnson@ultimedia.agency)

