

2021

LEGAL SECTOR WEBSITE  
PERFORMANCE ANALYSIS



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# 2 Contents

Foreword		
Key Findings		
Introduction		
Executive Summary		
Methodology		
Website performance data analysed		
Top Performers – Website Traffic Value		
Top Performers – Value per Keyword		
Top Performers – Referring Domains		
Top Performers – Trust Flow		
Top Performers – Domain Rating		
Top Performers – Website Speed		
Core Web Vitals		
3	The Legmark API	28
4	How to Boost Your Website's Performance	29
5	Star Players: The Most Improved Law Firms in 2021	31
8	How Does Your Firm Measure Up?	37
11	Firms Ranked by Revenue & Legmark Index	38
13	Firms 1-25 Comparison	46
14	Firms 26-50 Comparison	47
16	Firms 51-75 Comparison	48
18	Firms 76-100 Comparison	49
20	Firms 101-125 Comparison	50
22	Firms 126-150 Comparison	51
24	Firms 151-175 Comparison	52
26	Firms 175-200 Comparison	53

# 3 Foreword

As lawyers and their law firms emerge from the COVID-19 global pandemic, some emaciated and bruised, others plump and triumphant, this report is a welcome salve for all. Well-timed is an understatement.

No matter the state of you and your law firm, one thing is for certain. We all hanker for “the next client”. Without them, our business is dead, or eventually will be. Simply serving existing clients isn’t enough to survive in this Digital Age and Covid Age with the inevitable uncertainty and churn that ensue. The only sure-fire way of continuing and progressing is to attract new clients.

However, there is a problem. It’s called “competition”. We are all curious about “the competition”, rightly or wrongly. Concerned that they may nick our existing clients and potential new ones, we stay alert to anything that might disadvantage us and turn to material and/or people that can give us a leg-up. As naturally curious creatures we’re also always interested in who is doing better because in our human DNA we are wired to evolve, which externalises in our constant strive to be more successful. Ergo, we like to snoop...

Even if you don’t suffer from FOMO (Fear of Missing Out) this is one report you should not ignore. Not only is it a comprehensive examination of digital performance of the Top 200 law firms in the UK in relation to which are excelling in terms of providing the best user experience and gaining visibility online, it is packed with golden nuggets that will appeal to you and your company’s bottom-line: ANY lawyer, entrepreneur, marketeer or businessperson, in any law firm or business, of any size, here in the UK and beyond.

Within this report I was delighted to read about ‘why’ and ‘how’ those that performed so well out-smarted their competition, coupled with an array of insights and tips on what to do and what not to do. Pure gold. I will certainly be putting into practice this treasured guidance. I’m confident that I won’t be the only one either. If you don’t, you can bet your competition will be!

So, settle in, read on. You have nothing to lose, but everything to gain...



*By Chrissie Lightfoot, Chief Tech Advisor and Writer to Modern Law (Chair of the ‘Technology in Law Land’ roundtable). Chrissie is an Independent Non-Executive Director and Advisor, a global multi-award-winning Legal Futurist, Consultant, Entrepreneur, Lawyer, AI LawTech Pioneer, Strategist, Marketeer, Brand builder, best-selling Author and Keynote Speaker. Founder and CEO of EntrepreneurLawyer Ltd.*

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## 4 2021 Legal Sector Website Performance Analysis: Key Findings

This is a hefty report and analysis with lots of useful and insightful takeaways throughout. If you're in a rush and just want to know the key points, or the thought of reading over 10,000 words gives you the shakes, we've summarised many of them for you below.

- Most law firms have **not yet prepared their website** for Google's major algorithm update that will penalise slow websites and could lead to a drop in revenue for firms that aren't compliant with the new Google guidelines.
- The top 5 places on the Revenue Adjusted Legmark Index are **dominated by smaller firms** showing a strong 'pound for pound' performance.
- The **biggest improvement of all firms** is for Gunnercooke who have invested in and focused on getting their website working very efficiently, recognising the importance this plays in a successful law firm.
- Some firms have launched new websites since last year that have seen **big drops** in their Google page speed scores. Highly optimised websites should be a key deliverable in the brief for any web design agency.
- Irwin Mitchell have the **best overall scores** and are among the top performers in all categories, clearly showing they understand how critical it is to create a strong online presence.
- **Almost all** the top 10 largest firms have improved their performance from last year's data.
- Changes such as **mergers** between firms or new site builds have affected some law firms' website performance - any migrations need to be handled very carefully.

# Introduction

Welcome to the third annual Legal Sector Website Performance Audit by Legmark – your go-to source for the most up-to-date and comprehensive insights into the legal sector’s digital performance.



# 6 Introduction

The data in this report is based on the top 200 UK law firms, but the insights and analysis we provide throughout are relevant to all law firm websites, regardless of size.

If this is your first time viewing the report, feel free to take a look back at our historical data on the Legmark website. We're always updating and refining the report to give you the statistics that really matter – and that can make a difference to your firm's bottom line.

To gather the data, we consulted the top 200 UK law firms, ranked by 2020 revenue as reported by The Lawyer. Using a selection of optimisation tools, we ran them through our checks to assess their website performance. The report looks at key digital metrics and search engine ranking factors, such as site speed, domain rating and traffic value.

Our aim is to determine which law firms are doing best in terms of providing the best user experience, and gaining visibility online. With better visibility, these firms can attract more customers and increase their revenue.

There are two main sets of results. The total score rank shows the firm with the best overall score across all the metrics we analyse. The Legmark Index is a unique weighted calculation that factors in the most important metrics and their contribution to a website's overall performance. We also then apply an adjustment for revenue to ascertain the best 'pound-for-pound' law firm website. Here's a snapshot of the top 10 based on our unique, revenue-adjusted weighting system. We'll cover the full 200 throughout the report.

Legmark Index (Revenue Adjusted)	Total Score Rank (Revenue Adjusted)	Revenue Rank 2020	Law Firm	Legmark Index Rank	Total Score Rank
1	5	148	Stephensons	8	17
2	11	153	Lindsays	9	40
3	1	25	Irwin Mitchell	1	1
4	10	155	Nelsons	22	35
5	13	115	Wright Hassall	15	26
6	6	184	Stowe Family Law	32	31
7	3	16	Pinsent Masons	2	3
8	66	31	HFW	5	21
9	40	74	JMW	13	28
10	4	37	Slater and Gordon	7	4

This shows Stephensions are the top 'pound for pound' firm based on our Legmark Index – demonstrating greater performance across the most important data we analysed. Meanwhile, Irwin Mitchell are number one for total score (even with the adjustment for revenue) and they are in top spot in the Legmark Index (non-revenue adjusted).

As we're now in our third year running this report, we have more comparative data to help us make better conclusions – including who's making changes, and who needs to catch up.

More importantly, this year sees the introduction of yet another update in Google's search engine algorithm. In addition to the report, we've created a live API to determine how law firms score based on these new ranking factors. These are updated once a week and you can request to have your firm featured if you are not already. You can check out the live data on the Legmark website: [legmark.com](http://legmark.com).

We've reached some eye-opening conclusions this year and expect to see some big changes as we navigate our way out of the pandemic. Not only should your firm be turning up its marketing to meet rising demand; you should also be focusing on Google compliance to get ahead.

With all this data bouncing around, it can be easy to forget about content. Google is in the business of delivering the right content to the right searcher to best answer their query. If you can produce the very best content on a particular subject, you'll have a good chance to get onto page one. If you optimise your website to within an inch of its life but don't have great content – you'll struggle to get to the top of Google search results.

## **Content is still king. Ceteris paribus, the best content still wins.**

With this in mind and as a thank you for purchasing this report, we've included a free gift – our tried and tested content writing guidelines for law firms. Follow the rules set out in that guide for content such as blogs, case studies, and latest news, and you'll be on the way to ranking in no time.

So, if you'd like to increase revenue from your website, feel free to get in touch with us. We offer a number of services including personalised diagnostics to benchmark you against your competitors and give you insights into your overall performance, as well as improving website speed, creating high-ranking optimised content, and you can even pick my brains on an ad-hoc basis through our troubleshooting and consultancy service.

We hope you enjoy this as much as we enjoyed making it.



*Sam Borrett  
Director, Legmark Ltd*

# Executive Summary

The third annual Legmark Legal Sector Website Performance Report comes with some new changes and a few surprises, as well as some more predictable trends.



# 9 Executive Summary

Overall, there continues to be a huge discrepancy among the top 200 UK law firms in terms of website performance. This does not necessarily correspond with revenue rank either: for example, of the top six firms in our unique ranking system, just one was a large firm. Irwin Mitchell tops the charts, but even the big guys can still miss out on opportunities.

The general trend appears to be that often just one or two particular facets of SEO can let down a site. Some firms fall short on link-building (off-site SEO), many have lots of low-quality content, while others are plagued by user experience issues.

The latter is particularly important this year. You'll notice some changes to the report – for 2021, we have included a section on Google's Page Experience update, released over the summer of 2021. This analyses firms based on their 'Core Web Vitals' scores and gives them a separate ranking out of 100.

At this stage, we have chosen to exclude these from the overall Legmark score while we wait for the changes to take effect.

We're also looking at 'star performers' this year, building on previous data to determine who has improved most significantly. Finally, we have added radar charts to illustrate this data, giving firms a clear visual of where they need to improve. If you'd like to see your personalised chart, or even benchmark your firm against your competitors, please get in touch.

You can book a one to one consultancy call with Legmark Director, Sam Borrett, to troubleshoot any aspect of your digital marketing. Or we can complete our initial diagnostics on your SEO and page speed performance to give you a head start on the competition.

Visit the website for more details: [legmark.com](https://legmark.com)

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## The general findings from this year's report were:

- There are **10 new entrants** this year, many of whom are already performing well.
- Some larger firms may be **relying on brand** searches rather than ranking for commercial keywords such as their core services.
- **We should take a holistic view with SEO**, as data from one source, such as Majestic, can show discrepancies when compared with another, such as SEMrush.
- Some firms are **losing out with link-building**, suffering from **quantity over quality** – suggesting a need for a radical review of the sites linking to them.
- Other firms are suffering from **technical issues** following mergers or new site builds (both in site functionality and SEO).
- Many firms have taken the opportunity to get ahead with **Google's Page Experience** update, having made significant improvements already.

Like 2020, we have continued to use Majestic's 'fresh' index, as well as SEMrush and Ahrefs to analyse off-site SEO and keyword value. This year, we have added a section on Google's Core Web Vitals drawing on data from our own API tool. While this does not impact the overall ranking, it does give us a better picture of what to expect, making this the most comprehensive report on the market to date.

Overall, it's great to see many of the UK's top 200 law firms taking SEO seriously, and even better to see those paying attention to Google changes. With the constant changes ahead of us, we recommend that your firm, whether you are in the top 200 or not, speaks to a legal digital marketing expert. This will ensure you have a long-term, holistic approach to SEO and content creation – refining links while also improving user experience.

**Contact us today on [hello@legmark.com](mailto:hello@legmark.com) or 0161 818 8448 to see how your firm measures up.**



# Methodology

# 12 Methodology

We have used a range of analysis and optimisation tools to gather our data, including:

- SEMrush for keyword values
- Ahrefs for keyword rankings and domain ratings
- Google Page Speed Insights (PSI) for mobile and desktop web speeds
- The Legmark API tool for Core Web Vitals data.

We also consulted The Lawyer to give us our bank of data based on the UK's top 200 law firms by revenue.

Some of the data is based on estimates in the software tools, for example, website traffic value is calculated based on the equivalent cost to generate the traffic via Google Ads.

We have also used our proprietary weighting system to determine the final Legmark Index Ranking, which factors in the most important and relevant of our digital metrics. It is then 'revenue adjusted' logarithmically to reflect upon the firm's performance against their revenue figures.

All data was collected between 21/03/2021 and 09/05/2021 at various times of day and days of the week. We also collected page speed and mobile scores twice at varying times to produce an average score.

We tested root domains only and focused on the homepage, running all tests in Chrome Version 89.0.4389.128 64-bit. Please note that some figures are estimated based on third-party software calculations, using the most recent data it has available.

PageSpeed Insights scores from Google are using the 'lab data' for sites that don't have sufficient traffic to generate field data. Lab data scores tend to be worse than field data (real world) as the lab data is simulated on a slower mobile connection. This is to better reflect a user accessing your website on a mobile phone while out and about.

We cannot take responsibility for the accuracy of these calculations, and would be happy to update them if your firm would like us to have access to your Google Analytics.

# 13 Website performance data analysed

The following metrics helped us to determine a final ranking for the UK's top 200 law firms:

**Traffic Value** – Based on SEMrush estimates, this is the monetary value of website traffic based on how much it would cost to generate that traffic from paid ads.

**Mobile Page Speed** – Using Google PSI figures, this awards mobile sites a score between 1 and 100. Anything 90+ is considered fast, and less than 50 is considered very slow.

**Desktop Page Speed** – This is just like mobile page speed, based on Google PSI scores.

**Domain Rating** – Using Ahrefs score of 1 to 100, this determines how popular your website is in terms of links compared to others around the world.

**Keywords** – Using Ahrefs data, this is the number of keywords your site ranks for in Google.

**Traffic** – This Ahrefs figure estimates how many website visitors you get based on the keywords you rank for and their relative search volumes.

**Backlinks** – Using data from Majestic, this shows how many links there are to your website – though many may be from the same domain.

**Referring Domains** – Also from Majestic, this is the number of different websites linking to your site. This is an important ranking factor, so we always use the last 90 days' data.

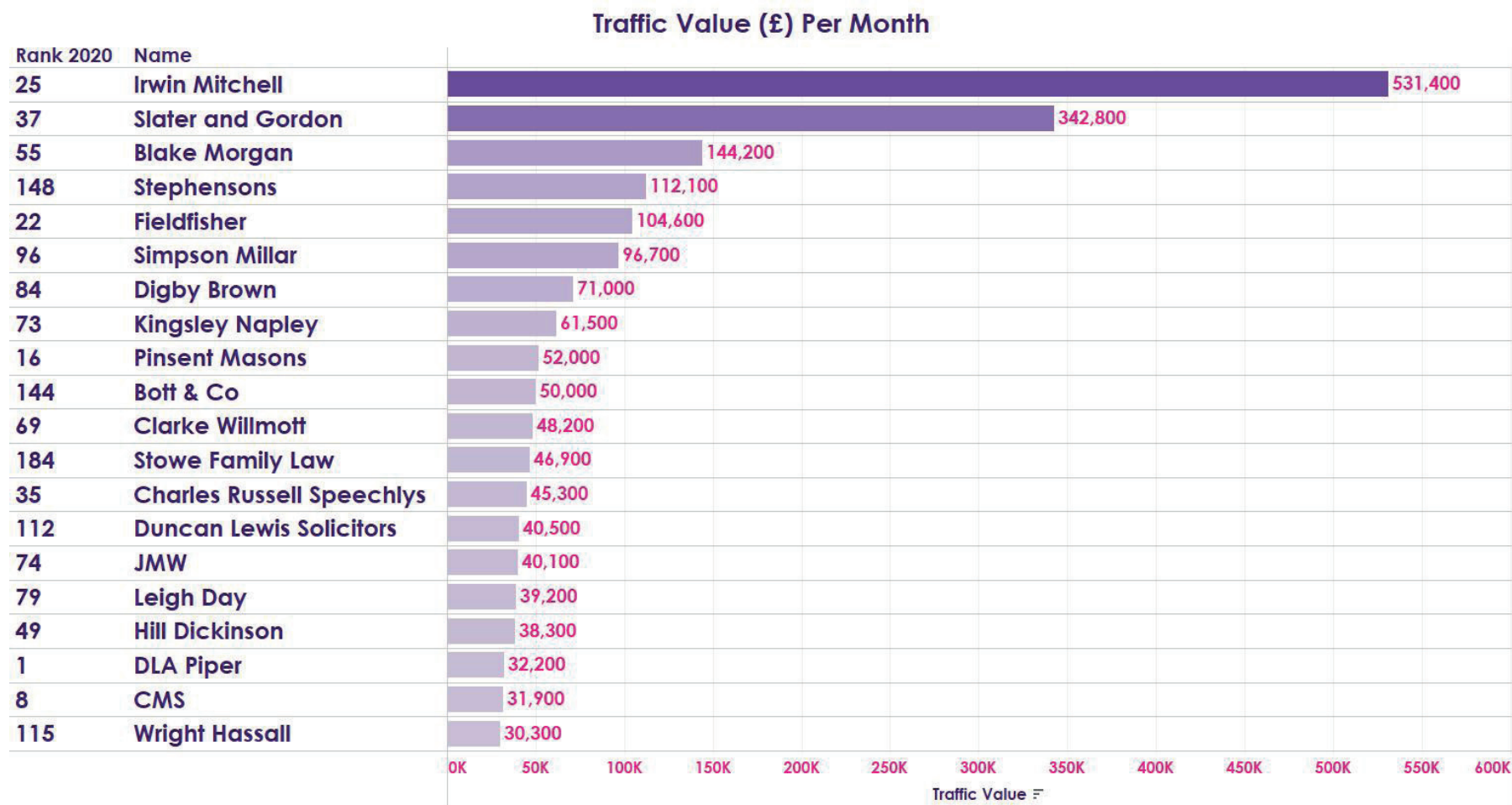
**Citation Flow** – This is a metric used by Majestic to assess how influential your site may be based on links.

**Trust Flow** – This second Majestic metric looks at the quality of backlinks, and awards higher scores to sites with more relevant, high-quality links.

**Core Web Vitals** – These refer to the latest Google guidelines, measuring Largest Contentful Paint, First Input Delay and Cumulative Layout Shift – measures of site speed and user experience (UX).

# Top Performers – Website Traffic Value

This metric is based on data from SEMrush software. It is calculated by analysing the cost of generating traffic to the website from paid search ads based on where the website ranks for each keyword. For example, if you were position 1 in Google for 'personal injury solicitor' with estimated traffic of 500 visits per month for that search term in that position, and the average cost per click on ads for that search term was £10, your traffic value would be £5,000. Combine all the keywords your website is ranking for, and the estimated traffic for each, and you've got your traffic value. Another way to look at it is how much you could save from your PPC budget per month if you were able to rank 'organically' for those search terms.



This data is particularly interesting for two reasons.

1. Generally, we can assume that those with a high traffic value have a large breadth of coverage for both high and low-cost (based on competition) keywords.

However, low traffic value might not always be a bad thing. For example, if the law firm offers very niche services, they may only be interested in ranking for one particular term, which may be less competitive.

2. This data proves that the larger firms don't always make the cut – giving the smaller firms a chance to compete. We've ranked the keyword value against the firm's overall revenue value. You can see that Irwin Mitchell and Slater and Gordon topped the charts for organic keywords, just as they did last year. The main reason for their high performance here is the high average cost per click for the types of search terms they rank for. In the personal injury sector, the competition is incredibly high, so the ad costs reflect that.

However, they are by no means the biggest in terms of revenue.

In fact, DLA Piper, who rank at #1 for revenue, have fallen down the ranks to 18th place, when last year they were in third place. This suggests that their competitors have done their homework in terms of enhancing their visibility online. Blake Morgan, for example, were not even in the top 20 last year. They have now climbed to third place, despite ranking only 55th in terms of revenue.

As a firm, you should be focusing on the keywords that are more likely to convert into enquiries – this may vary depending on your offering, so you may not always have to go after the highest-value search terms. A higher traffic value may reduce your need for paid spend, helping to increase your margins. Keep watching your competitors, looking for new search terms, and reviewing your landing pages for conversion opportunities and calls to action.

## Key Insights

- Top spots remain the same BUT traffic value has fallen for both, suggesting more competition for higher value terms
- Traffic value is consistently lower than last year across all 20 spots, suggesting more firms are improving and therefore more competitive.

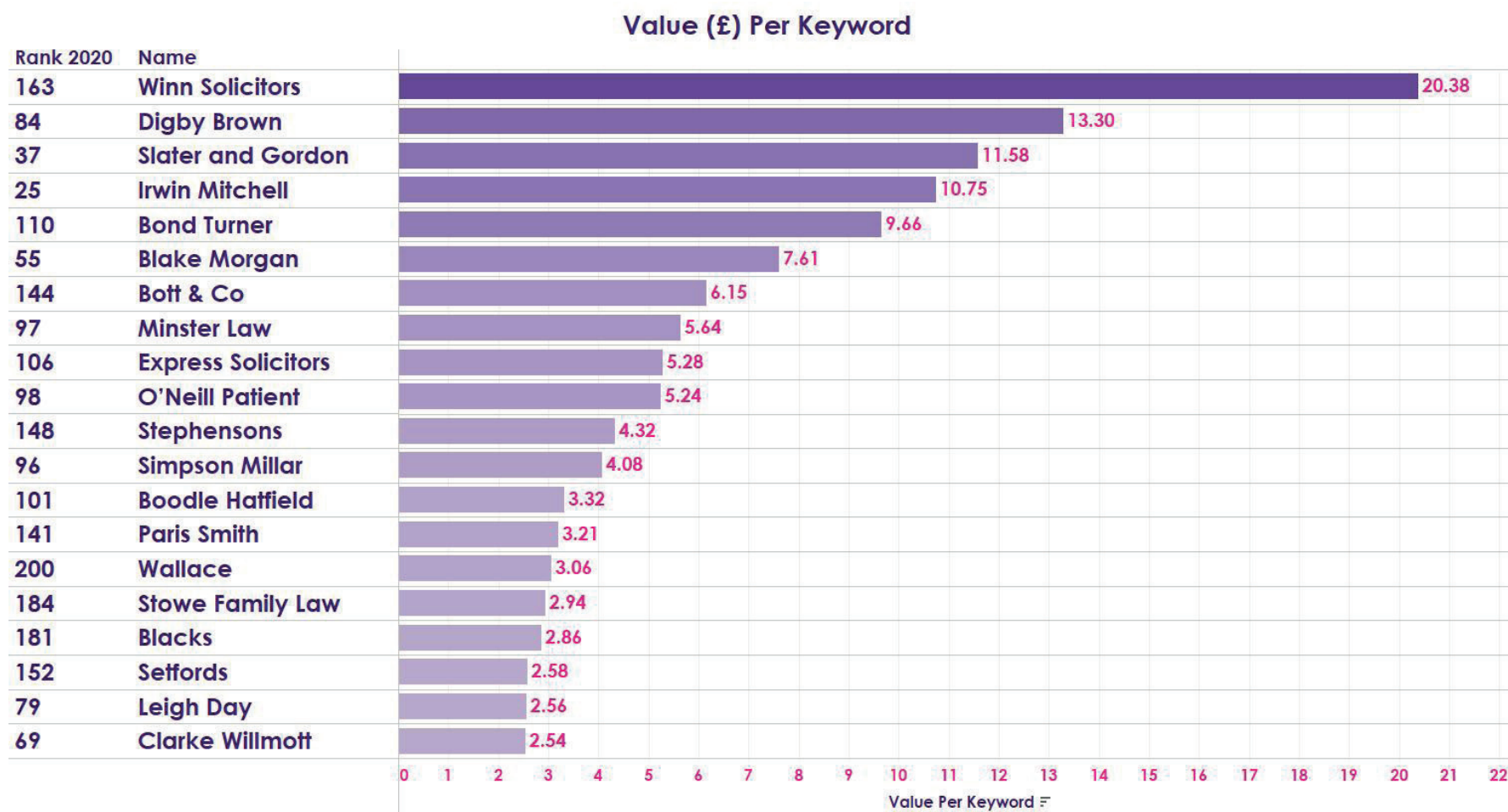
### Top Tip

*If you're a niche or commercial firm providing services that don't command high costs on PPC (pay per click) then you shouldn't worry about competing with the firms that focus on personal injury and other consumer services. For example – the average cost per click for 'personal injury solicitor' is 15 times more expensive than for 'contract lawyer'.*

# Top Performers – Value per Keyword

This is the second year in which we've analysed the value per keyword metric. It's a useful piece of data as it indicates the value of the SEO work these firms are carrying out to focus on the most competitive terms.

We calculate the figure by dividing the overall monthly traffic value above by the total number of keywords. This total number of keywords denotes those for which the site ranks, and we gather this data from SEMrush.





## Top Tip

*Focusing in on the most relevant search terms that are most likely to convert well will increase your scores in this area. Make sure your SEO agency is driving traffic with relevant search terms that show the right 'user intent' and not just working on pointless or 'vanity' keywords.*

Generally, the law firms offering the most competitive, and therefore highest value, services have the highest value per keyword – which means they would cost more to advertise. While these services are in demand and therefore hard to rank for, they also give firms the best return on investment, resulting in new leads and clients.

This year yielded some heartening results for smaller firms:

Note that the top result is Winn Solicitors, whose corresponding revenue rank is just 163. In second place is Digby Brown, who again, sit relatively low in the list at 84. The key difference with these two law firms is that they specialise in personal injury enquiries.

You'll also see that just two of the top 50 (Irwin Mitchell and Slater Gordon – the same as last year) are in this list. This suggests they have a wider breadth of lower value keywords, likely to include a lot of brand searches, and corresponds with their service offering. Winn Solicitors in particular rank well for car accident claim-related keywords, while Scotland-based Digby Brown score highly in local search, as well as clinical negligence claims.

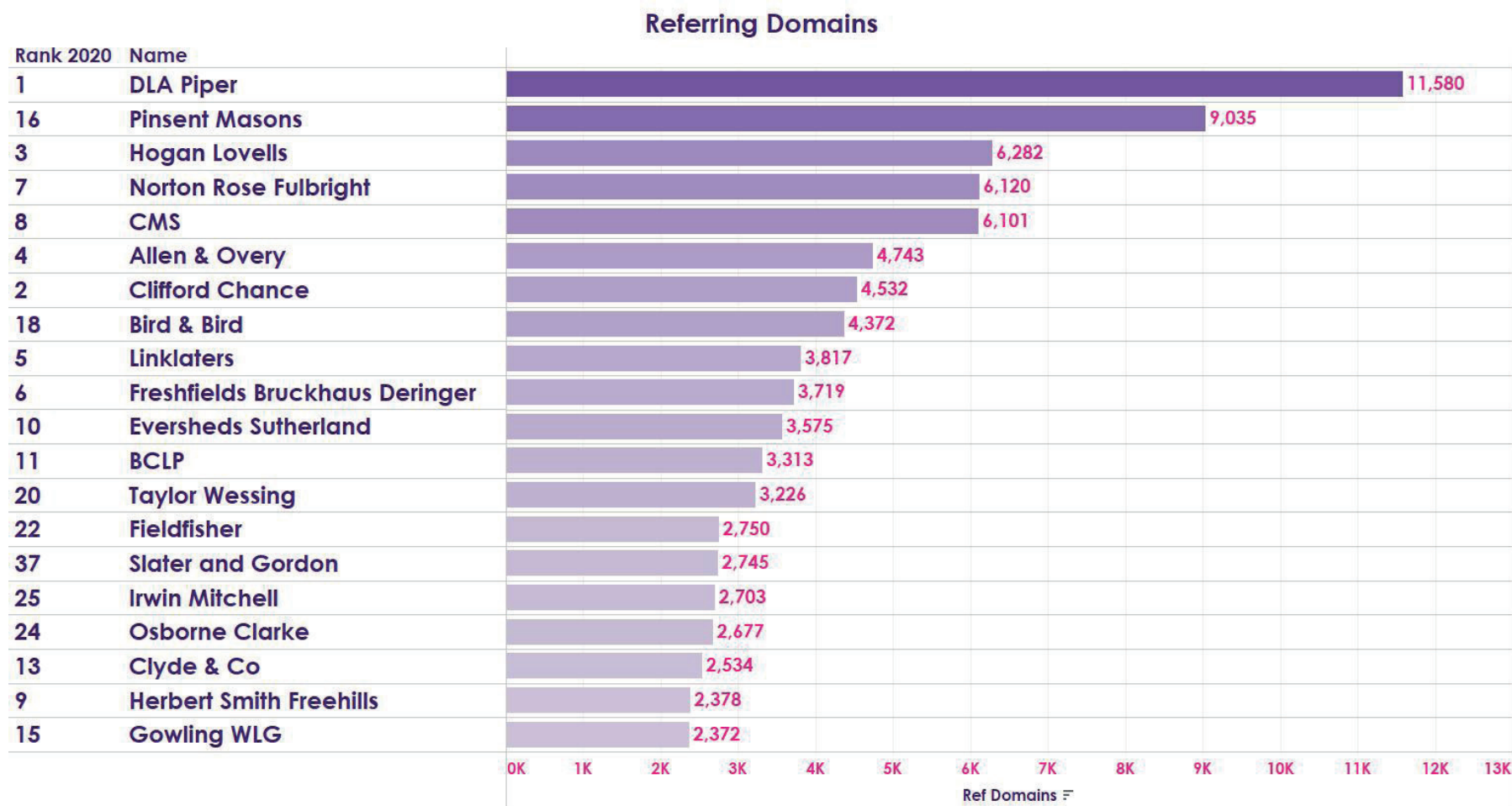
This suggests that smaller firms can compete against the larger all-rounders, and that strong SEO efforts can trump big names. It is more valuable for niche firms to focus on their strengths, suggesting they have invested in optimising their site to rank for these keywords.

A great method for better rankings is to invest in content marketing – for example, using the 'skyscraper' technique to search for your targeted keywords and producing better content to outrank your competitors. We offer a dedicated team of legal SEO writers who can produce this content, with demonstrable success helping smaller firms rank for competitive terms.

# Top Performers – Referring Domains

Backlinks are one metric, but referring domains are another. It is not enough simply to acquire hundreds of links from the same website. As law firms, we can show search engines how reputable we are by acquiring a broad range of relevant, high-quality links: from lots of other domains.

Number of referring domains is one of the most significant ranking factors (Ahrefs, 2021). Quite simply, the more people referring your site, the more trustworthy Google deems it to be – and therefore rewards it with higher rankings for your particular law firm services.



Having come on in leaps and bounds in 2020 (up nine places from 2019), Pinsent Masons maintain their position this year – as do DLA Piper, not surprisingly, as the highest revenue-earning UK law firm. In fact, positions remain largely unchanged from last year, but what's interesting to see is that many topflight firms continue to invest in link-building.

DLA Piper, for example, have grown from 8,987 referring domains to 11,580: an impressive 29% increase. SEMrush data tells us the sharp increase begins to happen in August 2020, which was the same for Pinsent Masons – whose referring domains grew by 17%.

Again, however, big firms don't always come out on top. Irwin Mitchell, for example, who generally top the charts across the board, sit at #16 in this list – suggesting they have invested more into their on-site SEO than building up their backlink profile. They may be relying on reputation alone, as there are almost 15,000 searches for their brand name per month, according to SEMrush.

This is why it is so important for smaller firms to take a holistic view towards online search visibility – not only by optimising their on-site content, but by building brand awareness. We can do this in a number of ways, for example creating linkable content that can be shared with journalists, trade bodies, and other relevant sites. Likewise, you can build links through digital PR, discussing your latest news, or sharing unique data that will interest readers.

Often, content marketing and digital PR go hand in hand. Great onsite content helps to boost keyword rankings, but if authoritative news sites can link to you, even better. Our team has a proven track record of building links with the BBC, The Guardian, Money Saving Expert, the Daily Mail and many others. It's not easy, but it works – and can be done with a helping hand.

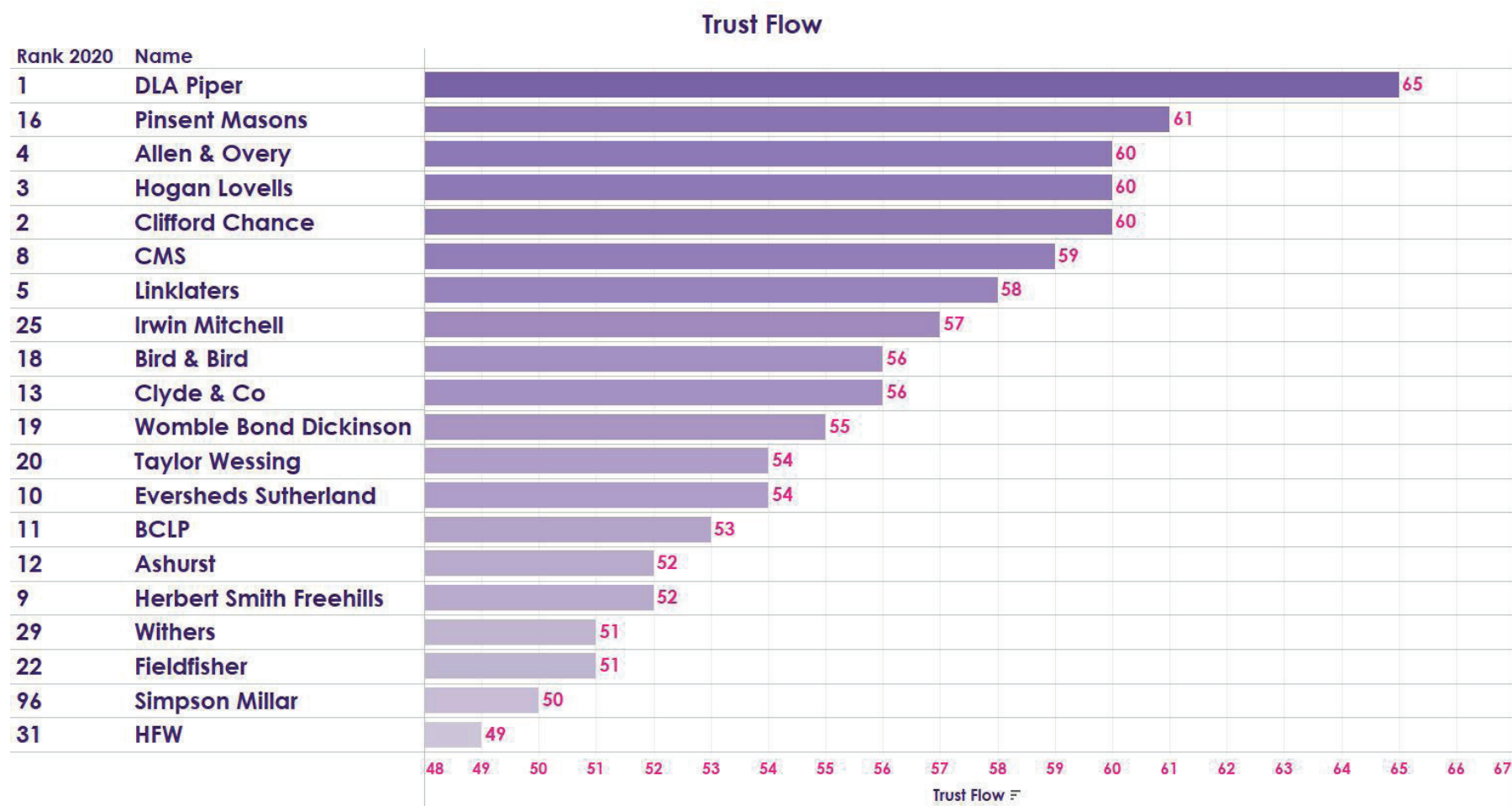
## Top Tip

*Visitors to your website from high-quality third-party websites will usually convert at a higher rate than other traffic sources (check it out on your Google Analytics data). This means digital PR has two benefits: improve your search rankings, and generate high-converting traffic. Both will improve your bottom line.*

# Top Performers – Trust Flow

Trust Flow is a measure used by Majestic to determine the quality of links – specifically, those that link to your website. The more high-quality links your site has, the better link 'equity' it will have, and therefore, better chance of ranking for those converting keywords.

It's also a great way of understanding the link between relevance and SEO rankings: with better, high-quality links, your firm will stand out against the rest. Naturally, we see a lot of correlation between the number of referring domains and the top performers for Trust Flow in 2021:



## Top Tip

*Be very wary of any agency promising lots of cheap links. It is the hardest (and typically most expensive) part of SEO and if an offer sounds too good to be true... Using content marketing campaigns and digital PR is often a better way to approach link-building. Try analysing some interesting data (like the website performance of the top 200 law firms) or building a useful website asset (like our Google Data API) and then promoting the results to attract links.*

Likewise, many of the results have stayed the same as 2020, with some entrants pushing their figures up nominally in line with an increase in the number of referring domains. As ever, there are some outliers. Osborne Clarke have dropped off the top 20 list this year. Last year, they were rated as 54, with a respectable 11th place.

This year, they have dropped to just 22, despite ranking highly in the number of referring domains, at 17th place. This might mean that many of the domains linking to their website are lower quality domains, or just that other law firms have managed to secure links from much higher domains than they have.

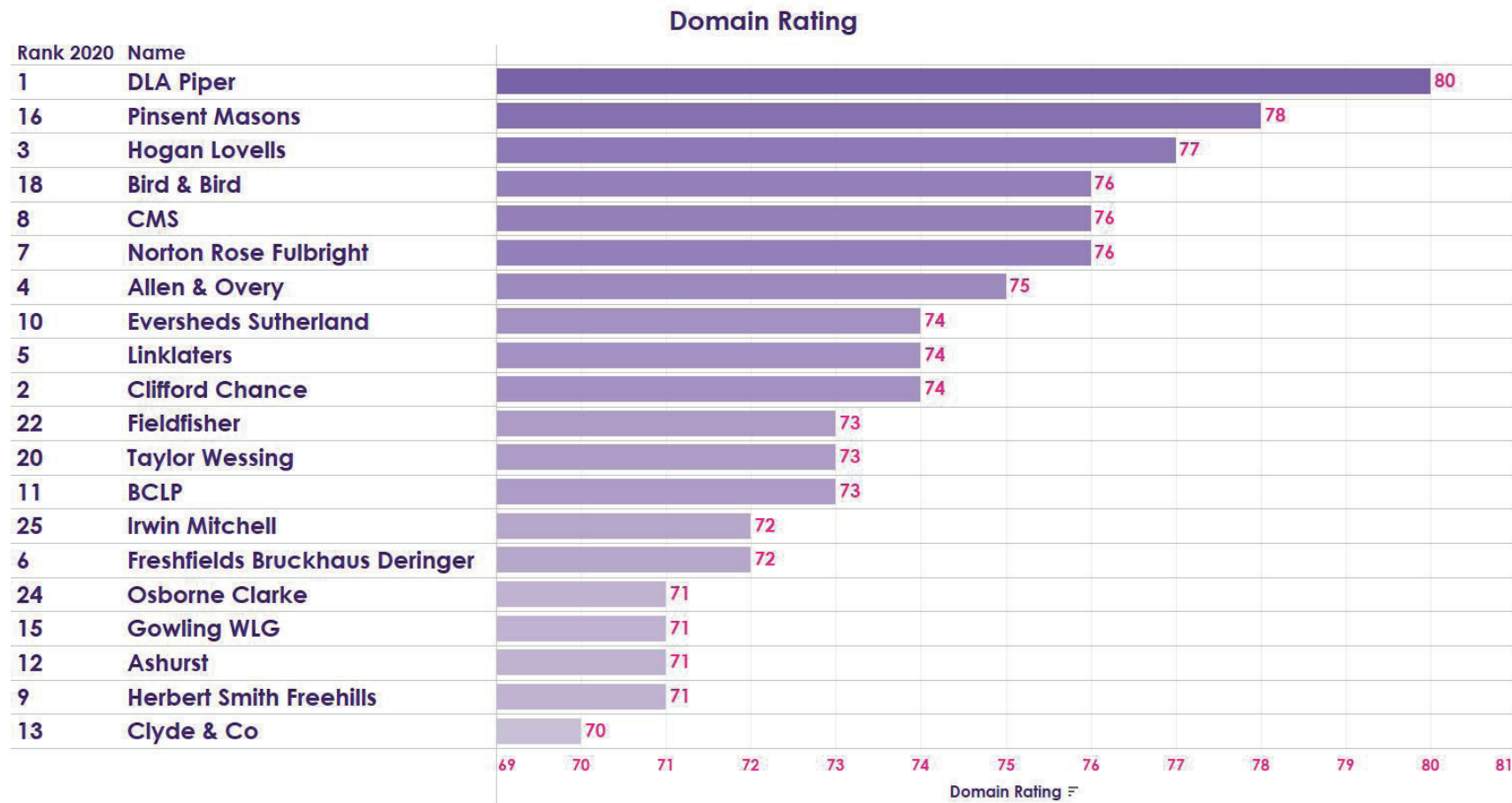
Law firms should run regular backlink checks to make sure they are not attracting 'spam' links, which is not always their fault, or that of their marketing teams. In extreme circumstances, we can ask for a 'disavow file', which essentially asks Google to discredit any poor-quality links that may have been added maliciously. However, we should always approach this with caution and only do so with the help of an expert.

Like many good practices in SEO, there isn't really a 'quick fix' if your Trust Flow is low. Rather, you should focus on building good quality links from trade publications, industry bodies and reputable news outlets. At Legmark, we understand that this is one of the hardest parts of SEO, so we offer a comprehensive link-building service to improve your rankings naturally.

# Top Performers – Domain Rating

This time, we're moving away from Majestic and looking to Ahrefs for domain rating. This is essentially an analysis of your overall backlink profile in terms of size and quality, measured as a score out of 100. Once again, as we're looking at offsite SEO, there's a strong correlation between the top performers for domain rating and Trust Flow/referring domains.

Of course, there's no reason to be disheartened if you're not pushing the big numbers just yet. Domain rating is measured on a logarithmic scale, which means it's much harder to move up to the higher scores like 70+ than it is around 20/25. The closer you get to 100, the harder it is to reach those top figures as the gap between scores widens.



Domain rating is hugely important in SEO because it determines the quality of the sites linking back to you. Certainly, you can rank higher than other law firms if your domain authority is lower, but you'll have to work harder. For example, you may need more and higher-quality links, have better internal linking, or produce content more specific to a searcher's intent.

Once again, the big three dominating the top spots are DLA Piper, Pinsent Masons and Hogan Lovells. There is little to no movement this year, with the top 20 only fluctuating by one or two points up or down. It's good news for Ashurst, who have climbed up from the bottom spot last year, while even the big guys like Pinsent Masons can afford to drop a point.

What's interesting about this is how it corresponds with the abovementioned Trust Flow data. It's a reminder to take a holistic approach when analysing website performance – for instance, we shouldn't just go off Majestic data alone. For example, while Osborne Clarke's Trust Flow has changed this year, it hasn't affected the Ahrefs data.

Likewise, we shouldn't put all our eggs in one basket because one metric does not necessarily guarantee revenue. For example, Plexus Law are in a respectable 57th place in the UK's top law firms, but they score 191 out of 200 for domain rating, at a relatively low 26. We also need to consider things like age of the site – Plexus Law was only founded in 2018, so within a couple of years, we may see this ranking climb higher.

Only with a full-service SEO agency can we examine all these offsite ranking factors and produce clear conclusions. Legmark can offer consultancy to law firms on where to make improvements.

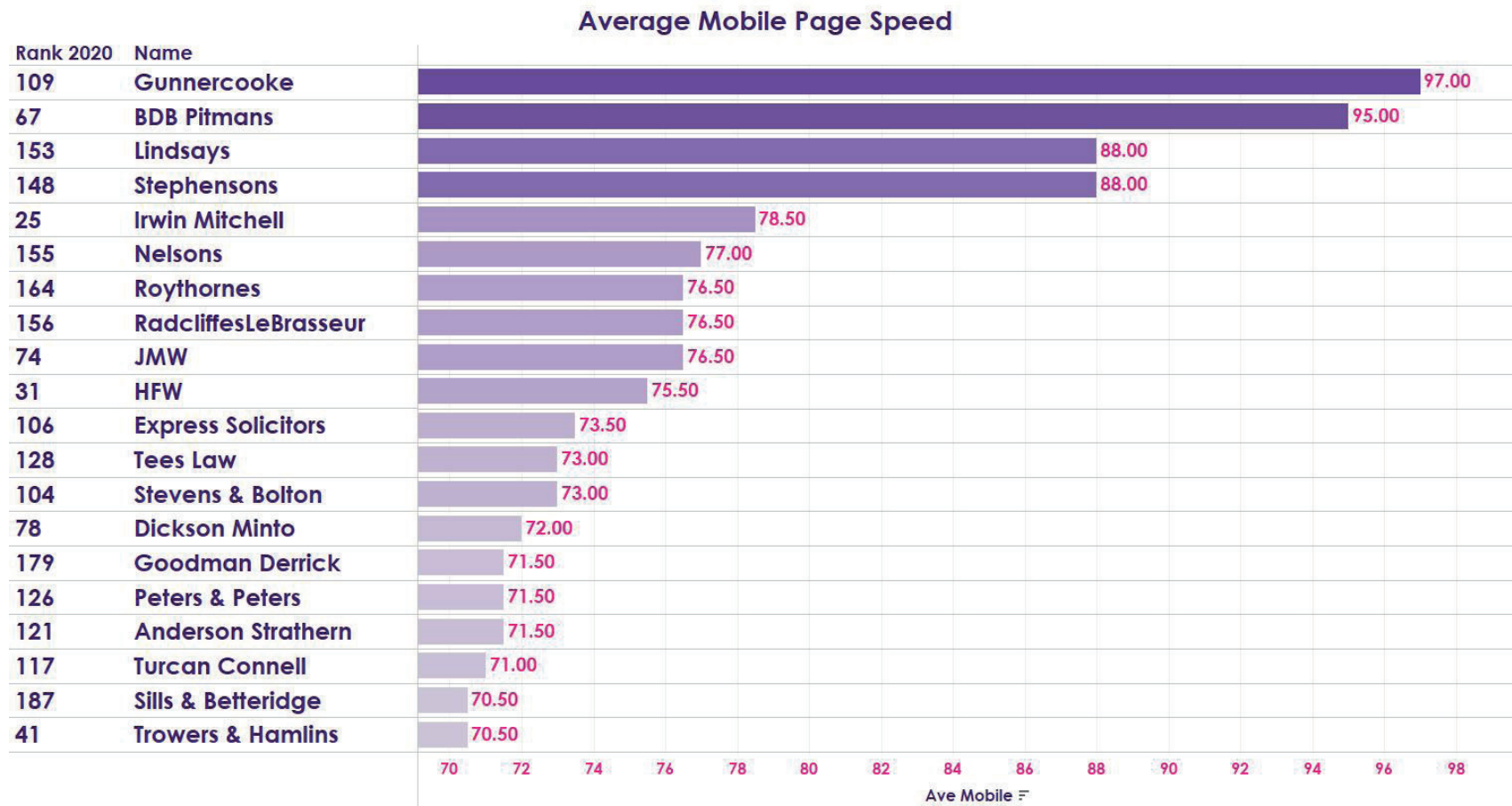
## **Top Tip**

*Don't sweat on domain rating. Focus on creating the very best content on the Internet, work your links and digital PR, and the domain rating will follow. And if it doesn't, but you're increasing your website traffic and conversions anyway, then happy days!*

# Top Performers – Website Speed

This is where it gets really interesting. We'll cover the ramifications of page speed and Google's Core Web Vitals in the pages below, but for now, we're focusing on website speed based on Google PageSpeedInsights.

Following on from 2020, we have chosen to focus on mobile speed alone, which reflects Google's mobile-first indexing (first introduced in 2016). Not only does page speed affect a law firm's search engine rankings – which we'll cover more in Core Web Vitals – it also affects conversions. According to HubSpot, website conversion rates drop by 4.42% for every additional second of page load time.





While this may sound like a lot of technical work, it doesn't need to be. Law firms should focus on their transactional pages and make sure these are quick to load. Again, not only does this affect our bottom lines; it also has a knock-on effect on SEO. Google looks for 'bounce rates' – the percentage of people who leave after viewing one page. A slow-loading page is likely to lead to more drop-offs, which could have an impact on your rankings.

Let's take a look at how our top 200 fared for mobile page speed in 2021:

Akin to 2020, many smaller firms are topping the charts for mobile page speeds – a score out of 100 that is calculated based on a combination of Google data.

What's interesting is that, though they are smaller firms – ranked at 109, 67 and 153 respectively – they are completely different from 2020. In 2020, the top three were Dickson Minto, Lee & Thompson and Clarion. Dickson Minto have actually dropped to 15th place with a score of 72 compared to last year's 97, while Gunnercooke have taken the top spot.

This is an indicator of just how volatile mobile page speed is, and also, how seriously law firms are taking it as a ranking factor. This naturally leads into the Core Web Vitals, which breaks down speed in terms of user experience. It will be interesting to assess how these new ranking factors will affect mobile page speed in 2022, having been introduced halfway through 2021.

We would advise analysing your top converting landing pages and looking for opportunities to optimise speed, for example, implementing 'lazy loading' or compressing images.

## Top Tip

*Make page speed scores a KPI for your web developers. If they are struggling to improve the performance then use our page speed service and we'll sort it out for you. All of the websites we've built for clients this year score over 85/100 with several standing at 99/100 (including our own).*

# Core Web Vitals

This is a new addition to our Legal Sector Website Performance Analysis. It follows from the introduction of new ranking factors for 2021:

Google's Page Experience update.



1. **Largest Contentful Paint:** this is a measure of the time it takes for the largest element on a page to become visible. In a law firm's case, this might be a large hero banner. Google recommends that this takes no more than 2.5 seconds.

2. **First Input Delay:** this is the measure of time between a user first interacting with a page (clicking a link or button, for example) and how long it takes for the browser to begin processing that interaction. This is why the recommended speed is so low – just 100 milliseconds.

3. **Cumulative Layout Shift:** rather than focusing on speed, this looks at the stability of a page and how much it moves around as it loads the various page elements.. The more 'stable' a page, the higher the score.

One of the best things about the page experience update is that there are SEO changes that can be made in the short term. For example, law firms could consider:

- Changing their hosting provider for faster speeds
- Reducing image sizes
- Tidying up code.

If time or budgets are in short supply, firms should prioritise the obvious technical problems and quick fixes, before trying to generate more traffic through link-building, PPC, or search rankings.

**At Legmark, we have a proven track record of pushing smaller firms up the rankings, while we can also help with these developmental changes.**

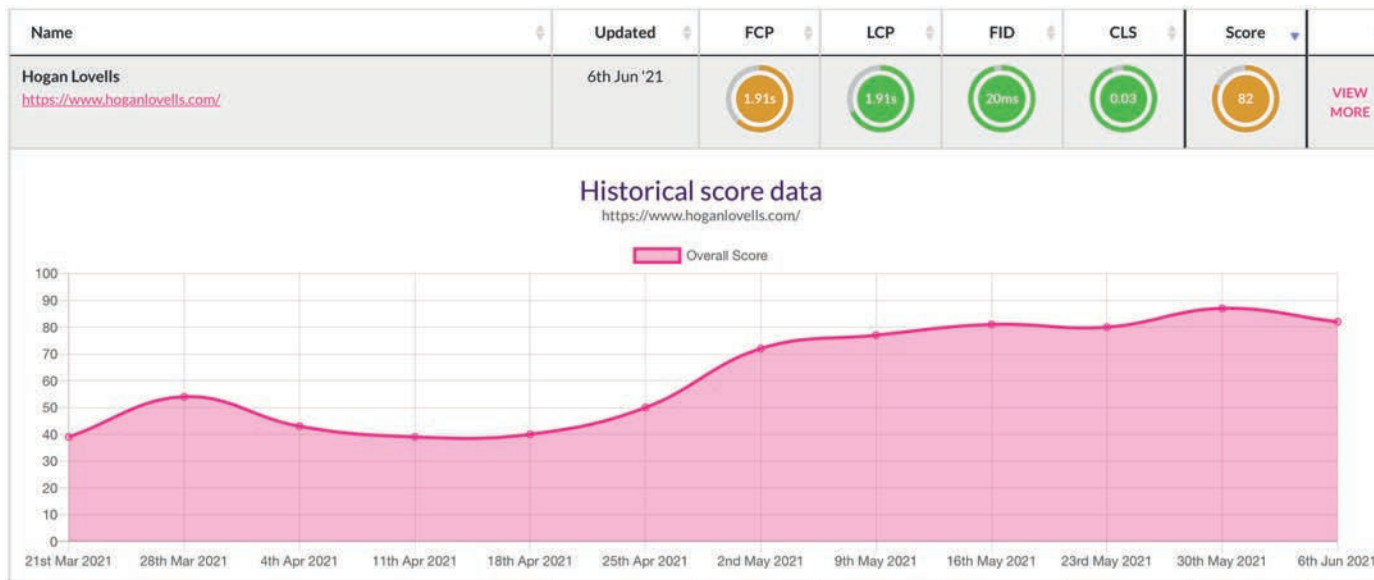
## Top Tip

*Use our superfast hosting to easily improve your page speed scores. Keep image sizes as small as possible. Don't spend on paid traffic if your website isn't working well technically - you'll just be wasting money.*

# 28 The Legmark API

To find out how the UK's top 200 law firms measure up against these new Core Web Vital metrics, we created a dynamic API tool. This pulls live data from Google each week, and ranks the scores on a traffic light scale. For example, if a site has a Largest Contentful Paint loading time of less than 2.5 seconds, it will be awarded a 'green' score. We've also included Google's overall score out of 100 which is based on a weighted calculation of the various metrics.

Name	Updated	FCP	LCP	FID	CLS	Score	
Wright Hassall <a href="https://www.wrighthassall.co.uk/">https://www.wrighthassall.co.uk/</a>	6th Jun '21	1.08s	3.72s	15ms	0	78	VIEW MORE
Anderson Strathern <a href="https://andersonstrathern.co.uk/">https://andersonstrathern.co.uk/</a>	6th Jun '21	1.11s	4.45s	12ms	0	68	VIEW MORE
BDB Pitmans <a href="https://www.bdbpitmans.com">https://www.bdbpitmans.com</a>	6th Jun '21	1.15s	3.84s	15ms	1	29	VIEW MORE
Russell-Cooke <a href="https://www.russell-cooke.co.uk/">https://www.russell-cooke.co.uk/</a>	6th Jun '21	1.23s	7.36s	13ms	0	61	VIEW MORE
Gowling WLG <a href="https://gowlingwlg.com/en/">https://gowlingwlg.com/en/</a>	6th Jun '21	1.38s	5.28s	21ms	0	59	VIEW MORE
Travers Smith <a href="https://www.traverssmith.com">https://www.traverssmith.com</a>	6th Jun '21	1.43s	6.81s	12ms	0.07	64	VIEW MORE
Ramsdens <a href="https://www.ramsdens.co.uk/">https://www.ramsdens.co.uk/</a>	6th Jun '21	1.49s	6.67s	25ms	0.02	49	VIEW MORE



The table is updated every week and we provide historical data so you can track your site's performance, and that of your competitors, all completely free.

# How to Boost Your Website's Performance

There is no reason why smaller firms cannot improve their website performance to get higher up Legmark's Legal Digital 200. As our results have shown, smaller firms can compete in all of our metrics.



# 30

So, how can you make your firm compete with larger competitors for 2021? Follow these lessons from the Top 200 and watch your revenue climb – with even less advertising spend.

## Website traffic value

Traffic value will largely be affected by how competitive the search terms are that you're trying to rank for. Personal injury terms tend to command much higher costs per click in Google Ads and therefore if you're at the top of Google's organic results for those types of searches, your traffic value will increase. Hone in on more commercial search terms relating to your legal services and compare against other firms offering the same services.

## Value per keyword

The two top scorers in this category were Winn Solicitors and Digby Brown, both of whom specialise in one niche: personal injury. Rather than trying to rank for everything, smaller firms should focus on their commercial services and push these search terms, which will naturally increase value per keyword.

## Referring domains

Larger firms take pole position here, such as Pinsent Masons, and this is thanks to a broad range of referring domains. While you should focus on getting multiple, relevant links, you should take care not to have too many from one domain. Aim for a wide range from high-quality news and blog sites, and legal or business sites. A great way to do this is to create linkable content. This will interest journalists and give you a unique, shareable offering.

## Trust Flow

Our 2021 analysis actually proved to showcase what not to do in terms of link-building, with several (unnamed) firms serving as a cautionary tale. Deeper analysis shows that some of their links come from lower quality sites when compared to other firms. Audit your current backlink profile and look for any potential anomalies. In tandem, you should continue building good links through digital PR and creating great content.

## Domain rating

While this is not a ranking factor, domain rating is a useful indicator of your site's potential visibility as it does correlate with higher rankings. Don't be disheartened if your firm is relatively new – age also affects domain rating. Building good quality links can improve this score.

## Website speed

The fluctuating results year on year for website speed demonstrate how volatile mobile can be – particularly when we consider the new Core Web Vitals. For stability and speed, you should compress large images, switch your hosting provider or look to implement 'lazy loading'. If you can't do this site-wide, focus on your transactional (services/contact) pages first.

## 31

## Star Players: The Most Improved Law Firms in 2021

With both content and Google's new Core Web Vitals to consider, it's time to spot the outliers and the star players for 2021.

Our unique Legmark Index takes just the most important metrics for ranking and performance with our own weighting system and then adjusts for revenue for a 'pound for pound' rating. This year we've compared the results with 2020's data to identify the most improved websites.

We decided to put the firms that have climbed the ranks by more than 100 places under the microscope.

The Lawyer Rank 2020	Law Firm	Legmark Index Revenue Adjusted Rank (1-200) 2021	Legmark Index Revenue Adjusted Rank (1-200) 2020	Change from 2020
109	Gunnercooke	22	187	+165
27	Kennedys	67	199	+132
187	Sills & Betteridge	75	193	+118
67	BDB Pitmans	11	115	+104
12	Ashurst	28	123	+95
1	DLA Piper	20	107	+87
51	Brodies	71	158	+87
155	Nelsons	4	88	+84
111	Wilkin Chapman	94	172	+78
199	Mayo Wynne Baxter	35	112	+77
184	Stowe Family Law	6	80	+74

# 32

## Star Players: The Most Improved Law Firms in 2021

### Gunnercooke

Climbing an incredible 165 places up the rankings, it is a vast improvement in mobile and desktop speeds that is Gunnercooke's fortune. Gunnercooke scored a near perfect 97 for mobile page speed and 92.5 for desktop, giving their users the optimum browsing experience.

In particular, Gunnercooke is worthy of note because of the unique 'franchise' model, which is disrupting the legal sector. Gunnercooke pride themselves on only recruiting lawyers with 10,000 hours of experience or more, citing their goals to put customers' needs first, operating as a group of associated firms.

This is certainly reflected in their domain rating, which, at 43, is pretty commendable. (Remember that this is logarithmic, and at 109 on The UK Top 200, they are not yet going to be competing with the larger firms.) This suggests that they are already building their trust organically, and we should expect some impressive results in the future.

Looking ahead, Gunnercooke should focus on building links, which will help them to develop their trust further for a range of services. With such a broad spectrum of legal expertise, they should expect to see higher overall keyword values as they begin to rank for many terms.





# 33

## Star Players: The Most Improved Law Firms in 2021

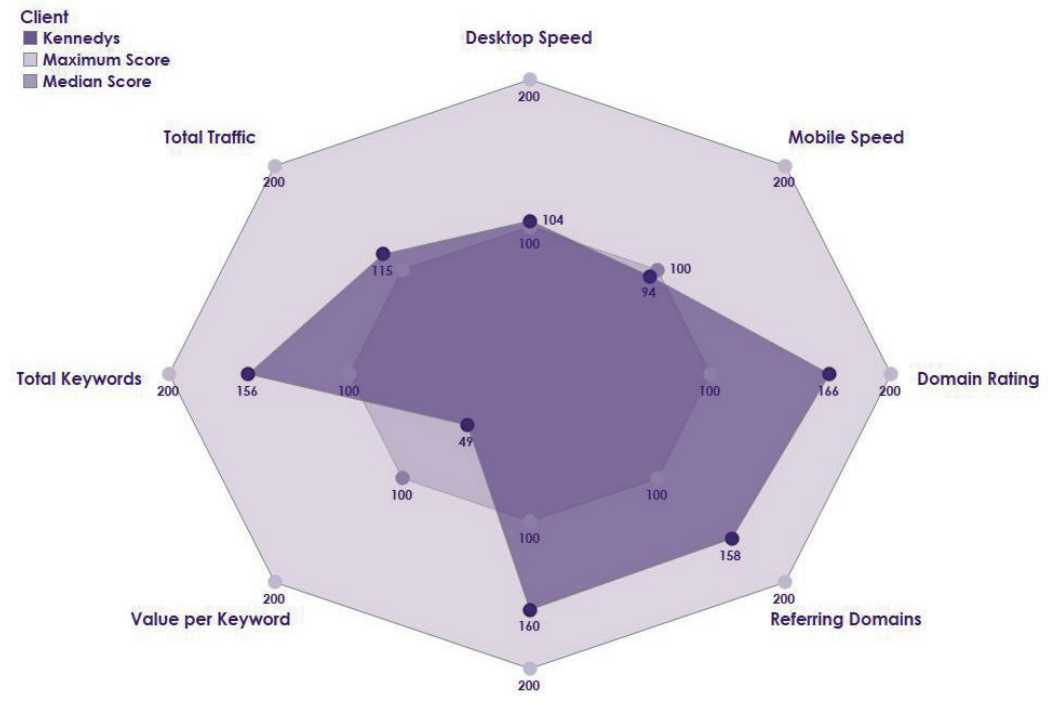
### Kennedys

As the 27th best law firm in the UK, we would naturally expect Kennedys to rank highly – but it was not until 2021 that they really came into their own. Rising an incredible 132 places, Kennedys have made a notable effort in their offsite SEO.

For example, we can see here that their domain ratings, Trust Flow and referring domains are on the higher end of the scale, but they still rank as 67th on the Legmark Revenue Adjusted Rank overall. This is an achievement in itself as they previously ranked 199th – they now need to take a more holistic approach to their SEO.

This all comes down to website user experience. With the Core Web Vitals changes coming into play for 2021, Kennedys should focus on desktop speed and mobile speed to bring them in line with their topflight competitors.

They've done the hard work with the link-building – now, a few relatively 'quick fixes' will see them climbing up the rankings and achieving higher values per keyword. Nonetheless, this astronomical rise is a commendable effort, particularly for such a hard area of SEO.



# 34

## Star Players: The Most Improved Law Firms in 2021

### Sills & Betteridge

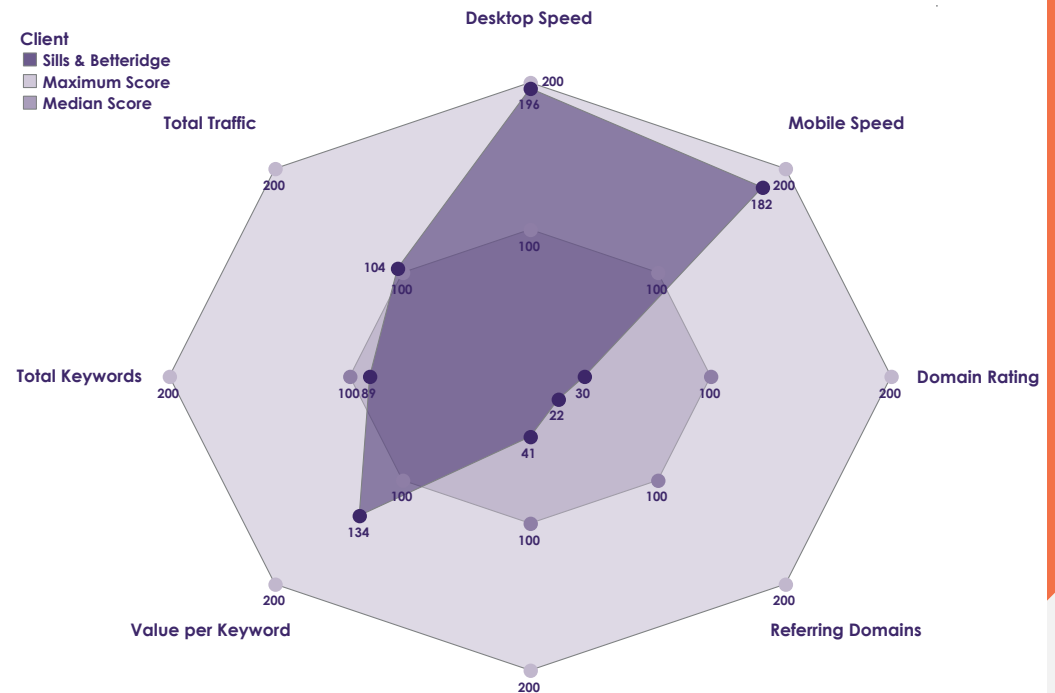
In a stark contrast from Kennedys, Sills & Betteridge have climbed the ranks thanks to their near perfect scores on site speeds. Moving up 113 places to a middle-of-the-road 75 in our Legmark ranking, they have proven their commitment towards providing a better user experience.

What would serve them well now is to focus on building up their online reputation, as we can see here:

The firm is severely lacking in referring domains, and for those it does have, the Trust Flow is also relatively low. In their favour, they score reasonably well on value per keyword, likely because they compete for very high-value terms in the field of commercial law.

What would serve them well now would be to build up their links and gain more credibility, demonstrating their expertise in this field of law. It is one thing for users to have a great experience on the site, but firms need to have the visibility to help users land first.

This will also doubtless help their bottom line. As the 187th law firm based on revenue in the UK, Sills & Betteridge could make much more from their website if they were to focus on off-site SEO. They may rank for a small number of valuable keywords, but now need to widen their breadth to get those customers on the site and converting.



# 35

## Star Players: The Most Improved Law Firms in 2021

### BDB Pitmans

Another firm who certainly know their onions when it comes to page experience, BDB Pitmans score top marks on desktop speed – and just one mark off perfect for mobile speed. This is of course reflected in their change in rankings, from 115 into the top 10 – moving 104 places.

With a score of 67 in The Lawyer's revenue rankings, we would expect BDB Pitmans to have the resources to fund these page experience changes. They have clearly had the foresight to invest before the Google Page Experience update – for now, they need to fill in the rest of the gaps:

We can see here that BDB Pitmans are relatively middle of the road in terms of off-site SEO, which is having a knock-on effect on their keyword coverage and values per keyword. They cover a huge spectrum of services, so we would naturally not expect them to have the highest value per keyword across the board.

Instead, they should focus on pushing up their domain rating by building more links. In particular, their Trust Flow is low, which suggests the links they do have are of little value. They should revise their current backlink profile, potentially running a disavow request if they do have any 'spammy' links, and turning to their competitors to see where they could achieve better links.

The topflight competitors could serve as inspiration for BDB Pitmans to move forward. They have topped the charts in terms of website speed and Core Web Vitals. They may not have the same funds as the UK's Top 10, but they certainly have the potential with a long-term investment.



# 36

## Star Players: Special Mentions

### Some Ups and Downs...

A good 'up' example might be Irwin Mitchell – clearly, a larger firm with a more established brand, but proof that good SEO can be achieved across the board:

We must also give special credence to Stephensons. Not only have they risen into Legmark's top 10 from 40th place in last year – they are now in 1st place. We must remember that they are 148th in the UK in terms of revenue, with the closest larger firm – Irwin Mitchell – in third place overall. They have achieved this with high values per keyword (in 12th place) and second and third place for desktop and mobile speeds, while they're also ahead of the game with Core Web Vitals.

The same goes with Lindsays – a relatively small firm in 153rd place on the revenue score, but an incredible second place in our rankings, largely thanks to an investment in mobile speed. They are staying ahead of the curve and demonstrating, once again, that David can beat Goliath!

We also must point out the outliers, whose website performance is reflective of third-party issues. For example, Barlow Robbins, who merged with Moore Blatch to become Moore Barlow LLP in 2020, have dropped from first place on the Legmark ranking in 2020 to 161st place. This could be down to having a new website and the teething issues that can come with it, and they should start to see their rankings improving once they iron out these creases.

The same applies to Ince, who dropped from second place to 181st. While this needs additional investigation, we can see they've launched a new website since last year's data was collected and this could be contributing to the drop in performance.





## 38

## Firms Ranked by Revenue and Legmark Index – Comparison

These tables show the change in website performance year on year for the all-important Legmark Index, which is adjusted for revenue to get the 'pound for pound' comparison.

We have ordered the firms by revenue, and added green for firms that climbed the Legmark ranks, red for those that dropped, and blue for those that stayed the same or were new entrants for 2021.

In previous years, the larger firms tended to be lower down the Legmark Index - but the top half of this table will generally be pretty pleased with their performance improvements, while most of the bottom half still have some work to do.

Firms that have fallen the most are generally suffering from slower websites, a drop in Trust Flow (possibly due to low-quality link building) and that other firms are catching up.

The Lawyer Rank 2020	Name	Legmark Index Revenue Adjusted	Legmark Index Revenue Adjusted Change from 2020
1	DIA Piper	20	87
2	Clifford Chance	68	62
3	Hogan Lovells	12	6
4	Allen & Overy	14	-2
5	Linklaters	63	10
6	Freshfields Bruckhaus Deringer	76	19
7	Norton Rose Fulbright	110	10
8	CMS	43	-22
9	Herbert Smith Freehills	46	7
10	Eversheds Sutherland	38	71
11	BCIP	30	4
12	Ashurst	28	95
13	Clyde & Co	18	-4
14	Slaughter and May	56	-49
15	Gowling WLG	31	-4
16	Pinseent Massons	7	-4
17	Simmons & Simmons	54	-16
18	Bird & Bird	13	3
19	Womble Bond Dickinson	132	-15
20	Taylor Wessing	69	-21
21	DWF	194	-69
22	Fieldfisher	88	-31
23	Addleshaw Goddard	62	-39
24	Osborne Clarke	117	-61
25	Irwin Mitchell	3	27

## Firms Ranked by Revenue and Legmark Index – Comparison

The big movers in this group of firms include Kennedys and Keoghs, who both benefit from much improved page speed scores since last year's very low ratings.

Moving in the opposite direction is Ince, one of several firms that have taken a tumble as a result of mergers and the changes to their website domains. These issues may settle down but need to be considered when making any major changes to your websites.

The Lawyer Rank 2020	Name	Legmark Index Revenue Adjusted	Legmark Index Revenue Adjusted Change from 2020
26	DAC Beac hcroft	17	2
27	Ke nne d ys	67	132
28	Mac fa rlan es	34	-12
29	Wit he rs	26	-16
30	St ep he nso n Ha rwo od	91	-33
31	HF W	8	23
32	Mishc on de Re ya	29	72
33	Wa tso n Fa rle y & Willia ms	187	5
34	Tra ve rs Smith	105	-28
35	Ch a rle s Russe ll	78	-32
36	Spe e c hly s	119	-13
37	Sl a te r and Go rdo n	10	14
38	Mills & Ree ve	58	-21
39	RPC	32	55
40	Gate ley	100	-36
41	To we rs & Ha mlins	19	1
42	Burge s Sa lmo n	48	28
43	BLM	90	-61
44	We igh tmans	59	63
45	Fre eths	148	-50
46	TILT	42	-36
47	In ce	181	-179
48	Ke oghs	135	54
49	Hill Dic kinso n	143	35
50	Pe nningto ns Ma nch es	150	1

## 40

## Firms Ranked by Revenue and Legmark Index – Comparison

We see another of our star players, BDB Pitmans, sitting comfortably in 67th place on the revenue scale. Rising through the ranks by 104 places thanks to an investment in website user experience, we should see even bigger improvements in the next year.

Plexus Law are one of only two law firms who have not moved since last year – just scraping into the list in 200th place. They're doing well in terms of revenue, so if they want to see improvements long-term, they should work to push up their domain rating.

Another firm that deserves a nod is JMW, who have made it into the top 10 after climbing 45 places. They have demonstrated tremendous success in terms of mobile speed, while they also rank highly for a number of keywords and enjoy high traffic volumes. Their only real downfall is their desktop speed. While Google may be using a mobile-first index, it's still wise to invest in the desktop experience.

The Lawyer Rank 2020	Name	Legmark Index Revenue Adjusted	Legmark Index Revenue Adjusted Change from 2020
51	Brodies	71	87
52	Browne Jacobson	52	-8
53	Stewarts	129	-43
54	Farrer & Co	152	-25
55	Blake Morgan	145	-8
56	Shakespeare Martineau	120	-49
57	Plexus Legal	200	0
58	Lewis Silkin	15	-2
59	Burness Paul	65	10
60	Birchalls	25	1
61	Foster's	188	3
62	Knights	64	-29
63	Howard Kennedy	77	7
64	Shepherd & Wedderburn	121	19
65	Fladgate	50	-11
66	Walker Morris	102	-39
67	BDB Pitmans	11	104
68	Hugh James	83	-4
69	Clarke Willmott	104	6
70	Bevan Brittan	70	30
71	Bristows	33	-5
72	Keystone Law	164	-22
73	King'sley Napley	82	-16
74	JMW	9	45
75	Foot Anstey	199	-10



## 41

## Firms Ranked by Revenue and Legmark Index – Comparison

Some big drops in the 75-100 category, and the first of our new entrants for 2021. O'Neill Patient have work to do to beat their 193rd place on website performance, and get it in line with their revenue ranking. A long-term investment in website performance will only serve to increase their coverage and get better, and more, customers through the door.

Aside from a few increases at the top of this group, what went wrong for the rest of this category? For Sackers, who dropped 80 places, there is work to be done across the board. They score below average on nearly all of our metrics save for desktop speed and, hearteningly, Trust Flow. They should harness the influence they have with these high-quality links and review their website content and target keyword searches to maximise the benefits.

Harper Macleod, meanwhile, score well for traffic and Trust Flow, but user experience is their downfall. A thorough page speed audit and conversion rate optimisation review would help to enhance their performance.

The Lawyer Rank 2020	Name	Legmark Index Revenue Adjusted	Legmark Index Revenue Adjusted Change from 2020
76	Capsticks	190	4
77	Ashfords	37	14
78	Dickson Minto	98	-56
79	Leigh Day	16	58
80	Winkworth Sherwood	175	-15
81	Harbottle & Lewis	131	22
82	Veale Wasbrough Vizards	21	12
83	Michelmores	107	-35
84	Digby Brown	133	3
85	Cripps Pemberton Greenish	165	-16
86	Royds Withy King	154	-10
87	Wedlake Bell	85	-18
88	Ward Hadaway	97	-6
89	Brabners	196	-28
90	Harrison Clark Ribbles	125	-44
91	Russell-Cooke	51	-4
92	Devonshires	198	-1
93	Wiggin	95	-17
94	Flethers	170	-34
94	Sackers	155	-80
96	Simpson Millar	73	-24
97	Minster Law	167	-13
98	O'Neill Patient	193	New entry 2021
99	Harper Macleod	130	-47
100	Thomtons	171	-8

## 42

## Firms Ranked by Revenue and Legmark Index – Comparison

Three new entrants have made their way into the 100-125 category this year, with one achieving a notably high website performance score relative to their age: Duncan Lewis Solicitors. This is all thanks to their keyword and Trust Flow performance, showing that they have invested in reputation building. Their hard work has paid off as the 112th highest earning law firm in the UK!

There are some notable falls, such as DMH Stallard, whose desktop speed and total number of keywords let them down. However, their keywords are high value, which is commendable for a full-service law firm. A little investment in page experience should do the trick.

Again, a hearty congratulations goes to Gunnercooke for their meteoric rise, up 165 places this year for website performance. DMH Stallard would do well to follow their lead in terms of investment in page speeds.

The Lawyer Rank 2020	Name	Legmark Index Revenue Adjusted	Legmark Index Revenue Adjusted Change from 2020
101	Boodle Hatfield	96	-4
102	DMH Stallard	74	-70
103	Bates Wells Braithwaite	123	46
104	Stevens & Bolton	23	-14
105	Fox Williams	79	-27
106	Express Solicitors	113	61
107	Things	108	59
108	Payne Hicks Beach	160	-31
109	Gunnercooke	22	165
110	Bond Turner	192	New entry 2021
111	Wilkin Chapman	94	78
112	Duncan Lewis Solicitors	57	New entry 2021
113	Moore Blatch	146	40
114	Geldards	137	-3
115	Wright Hassall	5	36
116	Edwin Coe	151	-35
117	Turan Connell	39	11
118	Morton Fraser	172	3
119	Howes Perival	99	-39
120	Memory Crystal	189	7
121	Anderson Strathern	49	21
122	Joseph Hage Aaronson	182	6
123	Anthony Collins	44	-8
124	Signature Litigation	140	New entry 2021
125	Thomson Snell & Passmore	92	19

## 43 Firms Ranked by Revenue and Legmark Index – Comparison

There are a few causes for concern in the 125 to 150 category with only 10 improving on their scores last year (new entries excluded).

Clarion look to have suffered on page speed following the launch of a new website since our report last year, one of the main reasons for their drop of 58 places.

Higgs and Sons are the second of two not to have moved this year, but at 162nd place, they could benefit from some SEO expertise. Their page speeds are above average, as is their value per keyword – again, commendable for a full-service firm – but they need to work on offsite SEO.

The Lawyer Rank 2020	Name	Legmark Index Revenue Adjusted	Legmark Index Revenue Adjusted Change from 2020
126	Peters & Peters	47	-36
127	Rosenblatt	169	8
128	Teslaw	27	32
129	Stephens Scown	127	-14
130	Vardags	156	9
131	Ashtons Legal	112	-16
132	Stone King	84	64
133	Collyer Bristol	149	1
134	Taylor Vinters	186	4
135	Lester Aldridge	36	-4
136	Clarion	103	-58
137	Langleys	87	-2
138	The Howans	153	-8
139	Hewitsons	177	-1
140	MacRoberts	111	-43
141	Paris Smith	136	45
142	BIO Solicitors	173	New entry 2021
143	Hodge Jones & Allen	60	72
144	Boyt & Co	118	-10
145	Higgs & Sons	162	0
146	Gordons	141	-36
147	Fenwick Elliott	176	-3
148	Stephensons	1	39
149	Kemp Little	157	25
150	Fores Solicitors	24	-16

# 44

## Firms Ranked by Revenue and Legmark Index – Comparison

Not surprisingly, we see the majority of 2021’s new entrants in this lower category. Three out of four score below average on our website performance rankings, while Carson McDowell have managed to achieve a decent 53rd place. This is thanks to their desktop and mobile speeds, while they also have a good domain rating.

There is work to be done, however. Link-building will help them to build up their trust and rank for better value keywords in the future.

Meanwhile, we also see some of our top improvers in this category. Lindsays’ investment in mobile speed has catapulted them to second place, but it is Nelsons that truly deserve a pat on the back. Moving up 84 positions to fourth place, they pass with flying colours on all our metrics – in particular, page experience. They’ve even managed to score highly on keyword value, so we should start to see them climb the revenue rankings in the near future.

The Lawyer Rank 2020	Name	Legmark Index Revenue Adjusted	Legmark Index Revenue Adjusted Change from 2020
151	IBB Solicitors	93	-50
152	Setfords	178	New entry 2021
153	Lindsays	2	13
154	DAS Law	45	37
155	Nelsons	4	84
156	Radclyffe Solicitors	72	22
157	Teacher-Stein	195	3
158	Sintons	179	-27
159	TWM	138	-36
160	Simons Muirhead & Burton	142	New entry 2021
161	Boyes Turner	66	-11
162	Ellisons	174	-55
163	Winn Solicitors	180	-19
164	Roythomes	61	65
165	Carson McDowell	53	New entry 2021
166	Brahers	163	1
167	Ramsdens	106	-89
168	Birchall Blackburn Law	191	4
169	Flint Bishop	147	-29
170	Switalskis Solicitors	122	New entry 2021
171	Napthens	116	-2
172	Enyo Law	166	-35
173	EMW	109	34
174	Lupton Fawcett	134	4
175	Anthony Gold Solicitors	168	2

## 45

## Firms Ranked by Revenue and Legmark Index – Comparison

In this final group, we must give credit to Stowe Family Law, who have made it all the way into sixth place on the website performance scale. Jumping 74 places from last year, Stowe Family Law have improved page speed, while they also benefit from high traffic numbers and value per keyword.

This category also demonstrates the consequences of mergers, which can impact a domain if URLs are changed. For example, Barlow Robbins, who have fallen 160 places this year, were previously in first place.

We should also say a big well done to Chattertons which, as a new entry, have managed to score a very respectable 41st place for website performance. This is all thanks to great page speeds and a high Trust Flow – showing they've got a pretty strong reputation already.

The Lawyer Rank 2020	Name	Legmark Index Revenue Adjusted	Legmark Index Revenue Adjusted Change from 2020
176	Wilsons	55	-30
177	Coffin Mew	159	-12
178	Gillespie Macandrew	114	-53
179	Goodman Derrick	40	29
180	Muckle	144	-5
181	Blacks	183	-4
182	Kuits	126	20
183	FBC Manby Bowdler	101	-12
184	Stowe Family Law	6	74
185	Seddons	139	-6
186	Chadwick Lawrence	81	23
187	Sills & Betttridge	75	118
188	Wrigleys Solicitors	89	14
189	Lanyon Bowdler	158	1
190	Hunters	197	-13
191	Barlow Robbins	161	-160
192	Keables	128	29
193	Schofield Sweeney	86	-24
194	Chattertons	41	New entry 2021
195	Lee & Thompson	80	-75
196	Ledingham Chalmers	115	-50
197	Laytons	185	-2
198	Taylor & Emmet	124	42
199	Mayo Wynne Baxter	35	77
200	Wallace	184	-4

## 46

## Firms 1-25 Comparison

Revenue Rank 2020	Legmark Rank	Firm Name	Traffic Value	Mobile Speed	Desktop Speed	Domain Rating	Total Keywords	Total Traffic	External Backlinks	Referring Domains	Citation Flow	Trust Flow	Value / Keyword
1	11	DLA Piper	£32,200	33.5	75	80	282,790	120,543	1,083,614	11,580	53	65	£0.11
2	49	Clifford Chance	£8,900	16.5	64.5	74	99,625	19,613	915,397	4,532	56	60	£0.09
3	3	Hogan Lovells	£11,300	51	77.5	77	177,979	64,174	1,403,126	6,282	51	60	£0.06
4	4	Allen & Overy	£10,700	53	82	75	111,580	17,633	556,797	4,743	46	60	£0.10
5	45	Linklaters	£19,100	20	69	74	56,233	7,235	1,856,562	3,817	55	58	£0.34
6	61	Freshfields Bruckhaus Deringer	£18,700	37	88	72	42,656	6,312	1,081,664	3,719	51	33	£0.44
7	85	Norton Rose Fulbright	£15,800	23.5	67	76	259,114	49,558	642,130	6,120	45	38	£0.06
8	30	CMS	£31,900	27.5	61	76	141,990	107,901	2,264,192	6,101	55	59	£0.22
9	31	Herbert Smith Freehills	£4,500	37.5	82	71	101,316	30,291	6,414,641	2,378	46	52	£0.04
10	29	Eversheds Sutherland	£5,100	27.5	52	74	91,835	12,947	12,961,387	3,575	69	54	£0.06
11	20	BCLP	£1,500	45	76	73	95,796	17,688	783,955	3,313	48	53	£0.02
12	18	Ashurst	£13,500	51	83.5	71	72,807	17,013	62,015	2,371	44	52	£0.19
13	10	Clyde & Co	£2,500	54.5	79	70	66,633	5,354	323,852	2,534	44	56	£0.04
14	37	Slaughter and May	£2,600	52.5	73	61	17,991	907	29,937	1,294	40	49	£0.14
15	23	Gowling WLG	£26,500	67.5	91.5	71	83,984	17,489	97,055	2,372	43	28	£0.32
16	2	Pinsent Masons	£52,000	43	96	78	140,054	65,072	1,010,513	9,035	61	61	£0.37
17	36	Simmons & Simmons	£11,400	52	78	68	60,066	6,593	266,503	2,062	40	43	£0.19
18	6	Bird & Bird	£23,100	54	77.5	76	114,298	10,760	233,686	4,372	46	56	£0.20
19	110	Womble Bond Dickinson	£9,600	9.5	25	70	51,825	8,914	131,231	2,259	48	55	£0.19
20	53	Taylor Wessing	£3,600	23.5	66	73	53,643	7,609	291,718	3,226	52	54	£0.07
21	177	DWF	£191	9	45	66	870	805	564,847	1,391	33	21	£0.22
22	72	Fieldfisher	£104,600	21.5	63	73	51,506	137,682	202,549	2,750	45	51	£2.03
23	47	Addleshaw Goddard	£6,800	45	44	59	22,230	3,480	108,257	1,465	56	48	£0.31
24	100	Osborne Clarke	£6,000	39.5	86	71	64,522	3,853	32,579	2,677	37	22	£0.09
25	1	Irwin Mitchell	£531,400	78.5	98	72	49,410	949,247	1,064,457	2,703	49	57	£10.75

## 47

## Firms 26-50 Comparison

Revenue Rank 2020	Legmark Rank	Firm Name	Traffic Value	Mobile Speed	Desktop Speed	Domain Rating	Total Keywords	Total Traffic	External Backlinks	Referring Domains	Citation Flow	Trust Flow	Value / Keyword
26	12	DAC Beachcroft	£9,600	67.5	98	59	26,237	9,750	25,310	888	39	48	£0.37
27	54	Kennedys	£4,500	40	82.5	59	23,219	6,130	98,394	853	51	44	£0.19
28	26	Macfarlanes	£16,400	67.5	92.5	52	24,409	5,670	26,669	601	35	44	£0.67
29	19	Withers	£3,600	58	88	62	56,895	16,287	135,369	1,842	40	51	£0.06
30	75	Stephenson Harwood	£4,100	41	65	57	28,470	2,433	40,590	798	37	47	£0.14
31	5	HFW	£3,500	75.5	88	62	38,754	2,085	131,130	1,079	39	49	£0.09
32	24	Mishcon de Reya	£1,800	54	75.5	69	14,646	671	55,096	1,594	43	47	£0.12
33	170	Watson Farley & Williams	£1,400	15.5	49.5	54	26,837	928	81,145	883	30	28	£0.05
34	87	Travers Smith	£22,700	60.5	86.5	51	22,061	837	6,242	504	36	20	£1.03
35	68	Charles Russell Speechlys	£45,300	40.5	90	60	25,413	16,272	24,730	862	42	39	£1.78
36	105	Shoosmiths	£17,100	18	64	65	24,533	34,586	120,497	1,519	40	49	£0.70
37	7	Slater and Gordon	£342,800	66.5	95	66	29,593	572,008	474,795	2,745	45	47	£11.58
38	46	Mills & Reeve	£8,200	42.5	95.5	60	17,621	4,430	117,036	857	40	48	£0.47
39	28	RPC	£12,900	50	95	64	26,457	3,183	54,381	1,023	46	44	£0.49
40	81	Gateley	£6,700	39.5	93	55	18,918	5,526	27,399	608	38	38	£0.35
41	16	Trowers & Hamlins	£819	70.5	95	55	10,462	602	24,956	619	36	47	£0.08
42	39	Burges Salmon	£25,700	65.5	89.5	58	33,516	16,275	24,167	1,058	42	31	£0.77
43	77	BLM	£4,000	43	75.5	50	7,553	3,531	45,418	612	46	40	£0.53
44	48	Weightmans	£28,300	49	94.5	53	16,323	23,703	49,825	716	38	47	£1.73
45	134	Freeths	£10,500	39.5	84	52	17,991	11,050	8,049	731	27	20	£0.58
46	38	TLT	£3,300	57	75	58	9,695	7,499	249,594	760	37	47	£0.34
47	165	Ince	£1,500	24	50	52	17,076	984	26,053	425	33	21	£0.09
48	119	Keoghs	£2,000	45	76.5	37	4,303	3,678	2,234	210	30	38	£0.46
49	129	Hill Dickinson	£38,300	37.5	74	55	26,758	14,862	67,694	1,005	25	28	£1.43
50	136	Penningtons Manches	£14,900	32	80	54	31,560	25,107	36,991	474	24	27	£0.47

## 48

## Firms 51-75 Comparison

Revenue Rank 2020	Legmark Rank	Firm Name	Traffic Value	Mobile Speed	Desktop Speed	Domain Rating	Total Keywords	Total Traffic	External Backlinks	Referring Domains	Citation Flow	Trust Flow	Value / Keyword
51	63	<b>Brodies</b>	£9,400	69.5	97	55	29,893	5,196	5,115	649	24	27	£0.31
52	42	<b>Browne Jacobson</b>	£6,800	53	78.5	53	23,562	2,980	39,248	710	48	44	£0.29
53	115	<b>Stewarts</b>	£9,000	30	79	46	13,700	8,500	7,421	618	36	44	£0.66
54	139	<b>Farrer &amp; Co</b>	£26,700	24	82.5	58	24,475	21,772	14,616	700	37	22	£1.09
55	131	<b>Blake Morgan</b>	£144,200	17.5	66.5	52	18,940	32,346	13,743	740	37	43	£7.61
56	111	<b>Shakespeare Martineau</b>	£955	28	70.5	51	3,853	757	45,739	626	36	47	£0.25
57	198	<b>Plexus Legal</b>	£3,300	4.5	33	26	1,680	8,628	837	118	24	17	£1.96
58	17	<b>Lewis Silkin</b>	£14,200	67.5	86.5	57	36,688	17,996	181,703	843	43	46	£0.39
59	59	<b>Burness Paull</b>	£318	61.5	89.5	44	4,386	957	149,027	302	39	38	£0.07
60	25	<b>Birketts</b>	£10,300	69	96	51	13,434	7,766	68,343	448	37	44	£0.77
61	178	<b>Forsters</b>	£3,600	25.5	85	42	10,413	4,732	24,723	259	33	12	£0.35
62	58	<b>Knights</b>	£3,600	63	86.5	49	5,636	5,263	26,850	639	38	34	£0.64
63	73	<b>Howard Kennedy</b>	£1,300	38.5	83	54	5,854	1,234	10,786	634	37	48	£0.22
64	113	<b>Shepherd &amp; Wedderburn</b>	£605	34	79.5	52	8,946	640	15,196	445	36	36	£0.07
65	44	<b>Fladgate</b>	£1,000	69	95	42	5,831	304	16,930	275	36	39	£0.17
66	89	<b>Walker Morris</b>	£9,000	44	70.5	49	20,194	4,176	4,647	626	35	42	£0.45
67	14	<b>BDB Pitmans</b>	£5,300	95	100	45	11,390	6,174	580,006	366	39	28	£0.47
68	79	<b>Hugh James</b>	£14,300	43	82	52	11,976	21,632	5,184	663	35	42	£1.19
69	92	<b>Clarke Willmott</b>	£48,200	33.5	87	52	18,951	45,856	9,594	569	37	44	£2.54
70	65	<b>Bevan Brittan</b>	£2,500	53	95	50	12,355	1,886	16,162	382	36	40	£0.20
71	35	<b>Bristows</b>	£909	58	90.5	58	7,114	733	56,302	385	38	43	£0.13
72	152	<b>Keystone Law</b>	£15,500	22.5	83.5	52	23,090	30,423	13,402	417	24	27	£0.67
73	80	<b>Kingsley Napley</b>	£61,500	36.5	74.5	57	45,817	96,600	15,224	1,119	40	43	£1.34
74	13	<b>JMW</b>	£40,100	76.5	83	53	29,254	48,880	43,304	862	38	46	£1.37
75	191	<b>Foot Anstey</b>	£2,700	0.5	31.5	47	3,857	6,149	42,057	653	27	32	£0.70



## Firms 76-100 Comparison

Revenue Rank 2020	Legmark Rank	Firm Name	Traffic Value	Mobile Speed	Desktop Speed	Domain Rating	Total Keywords	Total Traffic	External Backlinks	Referring Domains	Citation Flow	Trust Flow	Value / Keyword
76	184	Capsticks	£1,000	6.5	29	40	3,514	1,067	7,840	236	31	39	£0.28
77	40	Ashfords	£20,800	58	87	54	24,739	15,177	46,284	574	37	45	£0.84
78	88	Dickson Minto	£23	72	86	24	115	3	9,155	169	26	35	£0.20
79	21	Leigh Day	£39,200	55	82	67	15,288	51,481	20,731	2,019	44	47	£2.56
80	167	Winckworth Sherwood	£6,100	28	54.5	43	5,949	1,337	4,383	324	29	25	£1.03
81	123	Harbottle & Lewis	£217	33	71.5	43	5,880	433	8,992	454	34	42	£0.04
82	27	Veale Wasbrough Vizards	£14,500	66.5	95.5	51	19,481	13,679	16,034	554	38	43	£0.74
83	101	Michelmores	£9,900	34	73	54	13,289	6,451	4,164	740	36	44	£0.74
84	124	Digby Brown	£71,000	36	86	40	5,339	11,258	2,230	211	30	40	£13.30
85	155	Cripps Pemberton Greenish	£122	39	92	36	414	68	1,814	166	16	24	£0.30
86	146	Royds Withy King	£23,100	17	74.5	55	16,285	23,154	51,198	665	37	28	£1.42
87	84	Wedlake Bell	£296	52.5	82	41	5,641	878	2,650	334	32	40	£0.05
88	90	Ward Hadaway	£1,500	40.5	73	49	9,762	1,635	40,161	575	34	45	£0.15
89	192	Brabners	£1,600	13.5	49.5	45	5,579	8,067	43,885	321	25	17	£0.29
90	121	Harrison Clark Rickerbys	£4,900	32	65	48	13,271	3,302	5,827	511	35	41	£0.37
91	50	Russell-Cooke	£15,800	57.5	92.5	47	11,319	18,380	4,605	394	35	44	£1.40
92	194	Devonshires	£3,200	10	48	31	5,132	3,547	5,510	173	29	28	£0.62
93	91	Wiggin	£145	42.5	73.5	50	4,603	1,158	239,634	391	32	43	£0.03
94	150	Sackers	£255	23.5	77.5	37	3,527	401	14,037	196	32	36	£0.07
94	161	Fletchers	£3,600	11	82	35	1,887	9,387	11,344	327	35	42	£1.91
96	74	Simpson Millar	£96,700	31.5	91	55	23,688	94,737	84,818	969	40	50	£4.08
97	159	Minster Law	£10,400	47	90.5	29	1,845	17,719	990	137	27	14	£5.64
98	189	O'Neill Patient	£4,400	40	91	25	840	1,225	295	70	9	8	£5.24
99	126	Harper Macleod	£8,100	21.5	72	46	11,147	18,987	8,635	501	41	43	£0.73
100	163	Thorntons	£12,700	11	49	46	11,661	17,060	10,729	351	33	41	£1.09

## 50

## Firms 101-125 Comparison

Revenue Rank 2020	Legmark Rank	Firm Name	Traffic Value	Mobile Speed	Desktop Speed	Domain Rating	Total Keywords	Total Traffic	External Backlinks	Referring Domains	Citation Flow	Trust Flow	Value / Keyword
101	93	<b>Boodle Hatfield</b>	£12,600	46.5	97	37	3,799	3,559	2,589	242	35	41	£3.32
102	78	<b>DMH Stallard</b>	£6,300	47.5	74	42	3,998	3,090	15,015	332	41	44	£1.58
103	122	<b>Bates Wells Braithwaite</b>	£63	56	83	49	1,041	173	7,094	422	24	18	£0.06
104	33	<b>Stevens &amp; Bolton</b>	£4,100	73	96.5	43	19,969	2,434	2,352	352	32	42	£0.21
105	83	<b>Fox Williams</b>	£8,000	43	92	43	10,683	1,210	11,592	363	38	43	£0.75
106	112	<b>Express Solicitors</b>	£13,100	73.5	98.5	30	2,482	19,465	1,073	188	31	12	£5.28
107	106	<b>Thrings</b>	£1,500	47	87	38	3,294	2,011	582,895	193	32	39	£0.46
108	154	<b>Payne Hicks Beach</b>	£797	48	60.5	29	3,695	240	6,938	131	32	18	£0.22
109	34	<b>Gunnercooke</b>	£345	97	92.5	43	4,361	221	11,837	215	31	19	£0.08
110	190	<b>Bond Turner</b>	£8,500	34.5	80	25	880	915	163	30	20	7	£9.66
111	95	<b>Wilkin Chapman</b>	£6,500	50	87	41	4,223	10,404	12,374	231	31	39	£1.54
112	60	<b>Duncan Lewis Solicitors</b>	£40,500	53.5	91.5	48	19,651	59,425	5,605	508	36	44	£2.06
113	147	<b>Moore Blatch</b>	£2,200	32.5	84	46	3,242	6,039	32,675	215	22	26	£0.68
114	133	<b>Geldards</b>	£3,400	35	60	37	5,532	8,954	20,666	249	40	36	£0.61
115	15	<b>Wright Hassall</b>	£30,300	70.5	92.5	53	20,236	63,655	33,326	768	40	47	£1.50
116	151	<b>Edwin Coe</b>	£991	32.5	84	41	4,919	1,206	1,937	249	28	24	£0.20
117	52	<b>Turcan Connell</b>	£733	71	85	42	3,689	1,407	28,999	242	31	38	£0.20
118	168	<b>Morton Fraser</b>	£7,900	16.5	71	51	10,071	6,445	3,594	544	31	25	£0.78
119	98	<b>Howes Percival</b>	£1,200	70	97.5	36	4,876	3,021	3,013	246	33	18	£0.25
120	188	<b>Memery Crystal</b>	£314	14	42	42	3,260	151	1,148	238	25	24	£0.10
121	56	<b>Anderson Strathern</b>	£914	71.5	95.5	38	4,936	901	9,106	256	31	37	£0.19
122	182	<b>Joseph Hage Aaronson</b>	£82	36	63.5	32	2,200	39	1,686	272	25	16	£0.04
123	55	<b>Anthony Collins</b>	£4,700	55	89	51	6,056	3,679	10,196	363	35	43	£0.78
124	137	<b>Signature Litigation</b>	£268	58.5	77	35	2,743	896	2,288	159	25	14	£0.10
125	96	<b>Thomson Snell &amp; Passmore</b>	£3,000	51	91	36	7,560	2,846	1,227	221	30	41	£0.40

## Firms 126-150 Comparison

Revenue Rank 2020	Legmark Rank	Firm Name	Traffic Value	Mobile Speed	Desktop Speed	Domain Rating	Total Keywords	Total Traffic	External Backlinks	Referring Domains	Citation Flow	Trust Flow	Value / Keyword
126	57	Peters & Peters	£1,500	71.5	87.5	37	1,898	639	3,115	301	33	38	£0.79
127	166	Rosenblatt	£2,900	37	74	31	8,229	1,182	1,421	143	25	23	£0.35
128	41	Tees Law	£10,900	73	95.5	42	14,324	11,120	4,943	379	34	38	£0.76
129	130	Stephens Scown	£12,100	20.5	61	49	15,380	6,058	8,144	574	36	45	£0.79
130	158	Vardags	£10,600	44	93	32	7,055	3,474	1,948	339	34	10	£1.50
131	117	Ashtons Legal	£9,200	45.5	75	46	9,129	7,807	20,990	299	37	27	£1.01
132	94	Stone King	£2,700	45	76	44	8,682	2,056	4,982	308	35	42	£0.31
133	153	Collyer Bristow	£1,300	13.5	46.5	50	2,321	81	5,063	462	32	41	£0.56
134	187	Taylor Vinters	£595	11.5	49	50	7,090	655	14,424	450	27	18	£0.08
135	51	Lester Aldridge	£4,900	67.5	83.5	41	5,663	3,044	17,070	269	34	41	£0.87
136	107	Clarion	£9,100	69	94.5	32	6,483	5,847	2,905	240	29	21	£1.40
137	97	Langleys	£3,400	58.5	79	29	1,743	4,671	2,795	302	31	41	£1.95
138	157	Trethowans	£7,800	28	90	37	7,425	4,291	36,807	384	28	27	£1.05
139	180	Hewitsons	£3,700	11.5	47	34	3,807	3,921	22,117	225	33	40	£0.97
140	116	MacRoberts	£685	38.5	74.5	45	1,983	1,618	3,993	434	32	39	£0.35
141	138	Paris Smith	£22,900	29	62.5	42	7,141	2,065	240,432	253	30	39	£3.21
142	175	BTO Solicitors	£986	19	65	30	4,298	1,272	1,452	173	30	37	£0.23
143	71	Hodge Jones & Allen	£14,000	43.5	85	51	18,834	27,308	7,482	822	39	44	£0.74
144	125	Bott & Co	£50,000	59	95	34	8,127	83,603	1,555	424	33	15	£6.15
145	164	Higgs & Sons	£1,300	43.5	89.5	31	1,657	176	640	131	27	13	£0.78
146	145	Gordons	£2,800	26.5	73	40	2,549	2,829	1,169	166	29	36	£1.10
147	181	Fenwick Elliott	£7,100	21	87	38	17,987	3,466	1,851	201	33	16	£0.39
148	8	Stephensons	£112,100	88	98	45	25,921	103,497	6,123	725	38	43	£4.32
149	162	Kemp Little	£0	22	82	47	586	3	36,653	331	26	26	£0.00
150	43	Forbes Solicitors	£19,100	65.5	84	46	7,538	29,818	13,509	401	35	43	£2.53

## 52

## Firms 151-175 Comparison

Revenue Rank 2020	Legmark Rank	Firm Name	Traffic Value	Mobile Speed	Desktop Speed	Domain Rating	Total Keywords	Total Traffic	External Backlinks	Referring Domains	Citation Flow	Trust Flow	Value / Keyword
151	103	IBB Solicitors	£21,300	47.5	62	43	18,432	13,781	24,739	626	34	42	£1.16
152	183	Seffords	£24,500	17.5	73.5	45	9,500	7,484	1,267	168	29	15	£2.58
153	9	Lindsays	£9,200	88	85	49	12,985	10,335	6,552	259	35	43	£0.71
154	62	DAS Law	£20,100	55.5	88.5	44	18,835	18,417	12,794	777	40	42	£1.07
155	22	Nelsons	£21,800	77	98.5	46	17,823	21,134	12,751	496	36	41	£1.22
156	86	RadcliffesLeBrasseur	£961	76.5	97	32	4,896	685	2,970	170	25	23	£0.20
157	199	Teacher Stern	£157	4.5	58	13	1,385	177	296	62	19	22	£0.11
158	185	Sintons	£7,900	17.5	50.5	38	6,861	16,970	7,303	202	31	23	£1.15
159	142	TWM	£6,200	26	80	39	4,773	10,772	8,210	191	29	38	£1.30
160	149	Simons Muirhead & Burton	£28	51	83	19	921	11	22,274	108	36	19	£0.03
161	82	Boyes Turner	£774	59.5	91	35	2,777	1,074	1,761	240	31	37	£0.28
162	179	Ellisons	£4,300	14	64	37	2,487	6,056	10,471	392	31	33	£1.73
163	186	Winn Solicitors	£27,100	16.5	60.5	25	1,330	19,969	1,737	158	26	33	£20.38
164	76	Roythornes	£3,400	76.5	97	45	5,076	9,749	3,391	254	30	16	£0.67
165	67	Carson McDowell	£707	59	93.5	51	4,258	410	531	138	27	36	£0.17
166	172	Brachers	£2,900	9.5	71	36	4,290	2,451	2,729	228	33	40	£0.68
167	118	Ramsdens	£5,100	47	75.5	36	3,264	8,075	1,947	352	29	38	£1.56
168	197	Birchall Blackburn Law	£6,300	5.5	12.5	33	4,299	11,256	1,507	168	29	19	£1.47
169	160	Flint Bishop	£3,400	30	62.5	29	2,710	1,342	1,583	140	28	37	£1.25
170	135	Switalskis Solicitors	£2,800	37	73	35	3,134	3,857	2,173	247	30	36	£0.89
171	127	Napthens	£8,900	36.5	69	39	4,542	3,856	2,495	227	31	40	£1.96
172	174	Enyo Law	£86	53.5	81	21	2,787	135	3,863	60	24	9	£0.03
173	120	EMW	£1,600	62	83.5	41	1,150	34	35,270	222	29	16	£1.39
174	144	Lupton Fawcett	£4,600	32.5	72.5	31	4,528	3,634	1,536	233	30	37	£1.02
175	176	Anthony Gold Solicitors	£6,200	7.5	38	47	9,772	11,430	37,456	363	33	40	£0.63

## 53

## Firms 175-200 Comparison

Revenue Rank 2020	Legmark Rank	Firm Name	Traffic Value	Mobile Speed	Desktop Speed	Domain Rating	Total Keywords	Total Traffic	External Backlinks	Referring Domains	Citation Flow	Trust Flow	Value / Keyword
176	70	Wilsons	£3,200	67	87	31	2,294	3,018	68,214	116	38	36	£1.39
177	169	Coffin Mew	£1,800	14	63	37	3,768	8,251	2,655	227	32	39	£0.48
178	128	Gillespie Macandrew	£29	43	94	30	2,035	38	475	114	27	36	£0.01
179	66	Goodman Derrick	£5,400	71.5	92.5	30	4,488	1,809	5,651	158	34	37	£1.20
180	156	Muckle	£629	19	73	39	2,884	688	10,181	230	30	38	£0.22
181	193	Blacks	£7,200	8.5	69	42	2,519	2,706	1,987	307	24	20	£2.86
182	140	Kuits	£786	37	84.5	29	1,497	799	1,596	104	28	36	£0.53
183	114	FBC Manby Bowdler	£1,600	39	75	39	2,330	1,494	4,998	241	36	42	£0.69
184	32	Stowe Family Law	£46,900	62.5	97.5	65	15,947	30,742	58,708	1,031	43	29	£2.94
185	148	Seddons	£2,200	36	55	31	2,207	1,418	783	140	27	38	£1.00
186	102	Chadwick Lawrence	£2,500	45	73.5	34	2,502	3,855	15,579	235	45	42	£1.00
187	99	Sills & Betteridge	£5,200	70.5	98	31	5,760	4,797	16,053	145	30	23	£0.90
188	109	Wrigleys Solicitors	£2,300	60.5	90.5	43	5,198	1,196	3,360	230	32	20	£0.44
189	171	Lanyon Bowdler	£10,100	9.5	61	39	5,396	8,120	3,104	203	31	42	£1.87
190	200	Hunters	£0	0	0	20	24	1	1,422	78	14	11	£0.00
191	173	Barlow Robbins	£0	32.5	86	34	11	1	3,037	212	16	25	£0.00
192	143	Keebles	£5,800	20.5	84.5	36	3,203	3,548	8,041	208	34	41	£1.81
193	108	Schofield Sweeney	£115	56	98	28	1,305	145	38,252	122	28	37	£0.09
194	69	Chattertons	£1,600	63	93.5	31	4,264	1,789	3,336	191	34	41	£0.38
195	104	Lee & Thompson	£40	62.5	92.5	26	3,240	91	409	125	26	37	£0.01
196	132	Ledingham Chalmers	£956	44	88	29	3,880	619	2,688	105	26	35	£0.25
197	196	Laytons	£734	8	54	37	2,204	480	1,040	154	14	23	£0.33
198	141	Taylor & Emmet	£1,400	24.5	82	37	4,124	6,086	83,927	183	35	37	£0.34
199	64	Mayo Wynne Baxter	£3,800	59.5	99	41	2,951	6,664	5,302	287	31	43	£1.29
200	195	Wallace	£2,100	29	86.5	20	686	267	1,451	49	11	11	£3.06