

LEGMARK

LEGAL SECTOR WEBSITE
PERFORMANCE ANALYSIS

20
20



Digital Marketing **For** Law Firms by
Digital Marketers **From** Law Firms

[Legmark.com](https://legmark.com)

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Introduction

Welcome to the 2nd annual Legal Sector Website Performance Audit – the most comprehensive digital audit of the top 200 UK law firms in existence!

We've once more looked at the top 200 law firms in the UK ranked by revenue as reported by The Lawyer and assessed their digital marketing performance in terms of their website and online visibility.

Digital marketing and search engine optimisation is an arms race – and if you're not moving forwards quicker than your competitors, you're getting left behind.

At a time when law firms need every available advantage it is more important than ever before to maximise your online opportunities.

If you haven't already seen the [Legmark Website Performance Index](#) then we'd recommend checking it out.

Legmark Index Rank (Revenue Adjusted) ▲	Total Score Rank (Revenue Adjusted) ▲	Revenue Rank 2019 ▲	Law Firm ▲	Legmark Index Rank ▲	Total Score Rank ▲
1	9	177	Barlow Robbins	13	55
2	45	65	Ince	3	27
3	1	15	Pinsent Masons	1	2
4	38	96	DMH Stallard	11	42
5	12	187	Lee & Thompson	32	74
6	68	47	TLT	5	28
7	59	14	Slaughter and May	2	18
8	18	145	Forbes Solicitors	27	53
9	46	104	Stevens & Bolton	22	54
10	49	30	Withers	7	20

This report takes the data into much more detail and we've broken down the top 200 into groups of 25 firms to help you review your performance against firms of a similar size.

We've also taken some of the key digital metrics, such as domain rating, site speed, and traffic value, and looked more closely at the top performers in these areas.

If you're not already making lots of money from your website and digital activity, or you want to make more, then get in touch with us to find out how we can help you in the same way we've helped other companies in the legal sector.

We realise there is a lot of information to take in, and plenty more that we've not included in this report. Please feel free to get in touch to request further information we have on your firm and your competitors.

We can let you know the overall health of your website and what areas need attention to improve performance.

Email hello@legmark.com or call 0161 818 8448 for more details.

Executive Summary

If you don't want to read through all the data in this report, then the good news is we've summarised some of the main trends and findings from the detailed analysis of over 2,000 pieces of data below.

There are significant discrepancies in performance across all law firms within the top 200. Some firms are clearly more reliant on generating new clients from their website than others, but whether you are B2B or B2C there is still plenty of room for improvement.

In the 2019 report some of the main findings were:

- **Smaller firms are outperforming large firms pound for pound**
- **Large firms have much higher domain rank and trust flow scores**
- **Many firms missing out due to not optimising website speed**
- **Law firms could benefit from quality link building**

This year we've seen some of the larger firms close the gap in terms of pound for pound performance, but the smaller firms are still winning this battle on the whole.

The points from last year are still all valid and there are huge opportunities being missed by all sizes of law firms through a lack of a properly optimised and marketed website.

We've updated our Legmark Index to focus on the most important and accurate data available – a combination of page speed, domain rating, and quality of backlinks. The revenue adjusted rank includes a weighting based on the ranking position in the UK200 revenue table.

We've also adjusted some of the metrics from last year, so the Google Page Speed Insights data is in place of the Pingdom and GTMetrix speed scores.

The bounce rate and time on site data from SEMrush has gone and in comes traffic volume from Ahrefs and external backlinks from Majestic using their 'fresh' index rather than the historical index to give an up to date picture of performance.

NOTE:

This year we've added the position of the law firm in the UK200 table at the bottom of the charts on pages 6-11 to help provide some context and ease of cross-referencing. This enables you to see at a glance where the top performers in each of the charts are positioned in terms of the size of their revenue.

Methodology

We use a range of software and web tools for analysis and some of those have been used in sourcing the data in this report.

Some of the data is estimated based on the specific algorithms of the various software applications but all is the best available in the SEO and digital marketing sector.

We used the following software and web tools to perform the analysis: Ahrefs, SEMrush, Majestic, and Google Page Speed Insights (PSI).

Data was collected between 11/4/2020 and 18/4/2020 at various times of day and days of the week.

Page speed scores were taken twice for both mobile and desktop at differing times for an average score to be calculated.

The URL used for analysis was the root domain for each website and only the home page was tested.

All searches were performed on Chrome Version 81.0.4044.92 64bit

Some of the data is estimated by the software based on the calculations made according to the information it has available. We take no responsibility for the accuracy of those calculations – if you want to send us your data from Google Analytics, we will update the tables accordingly.

The full data table is accessible on our [website here](#).

Data we analysed:

Traffic Value - This is an estimate from SEMrush for the value of the website traffic generated from the keywords based on the equivalent cost of paying for this traffic through PPC.

Mobile Page Speed - From Google PSI this gives a score out of 100 with scores of 90+ considered 'fast' by Google and below 50 is considered 'slow'.

Desktop Page Speed – Also from Google PSI this gives a score out of 100 with scores of 90+ considered 'fast' by Google and below 50 is considered 'slow'.

Domain Rating - From Ahrefs software the Domain Rating is the link popularity of your website relative to others across the world on a scale of 0-100.

Keywords - This is the total number of keywords the website is appearing in Google search results for and it's taken from Ahrefs.

Traffic - This is another Ahrefs datapoint estimating the traffic to your website based on the keywords you rank for and the search volumes of those search terms.

Backlinks – Data from Majestic showing the total number of external links to your website from third party sites. It's possible to have many links from one site so this metric is less relevant than Referring Domains.

Referring Domains –Majestic data showing the number of third party websites linking to your website and is a major factor in how well your site ranks in search engines. We used the Fresh Index (data from the last 90 days).

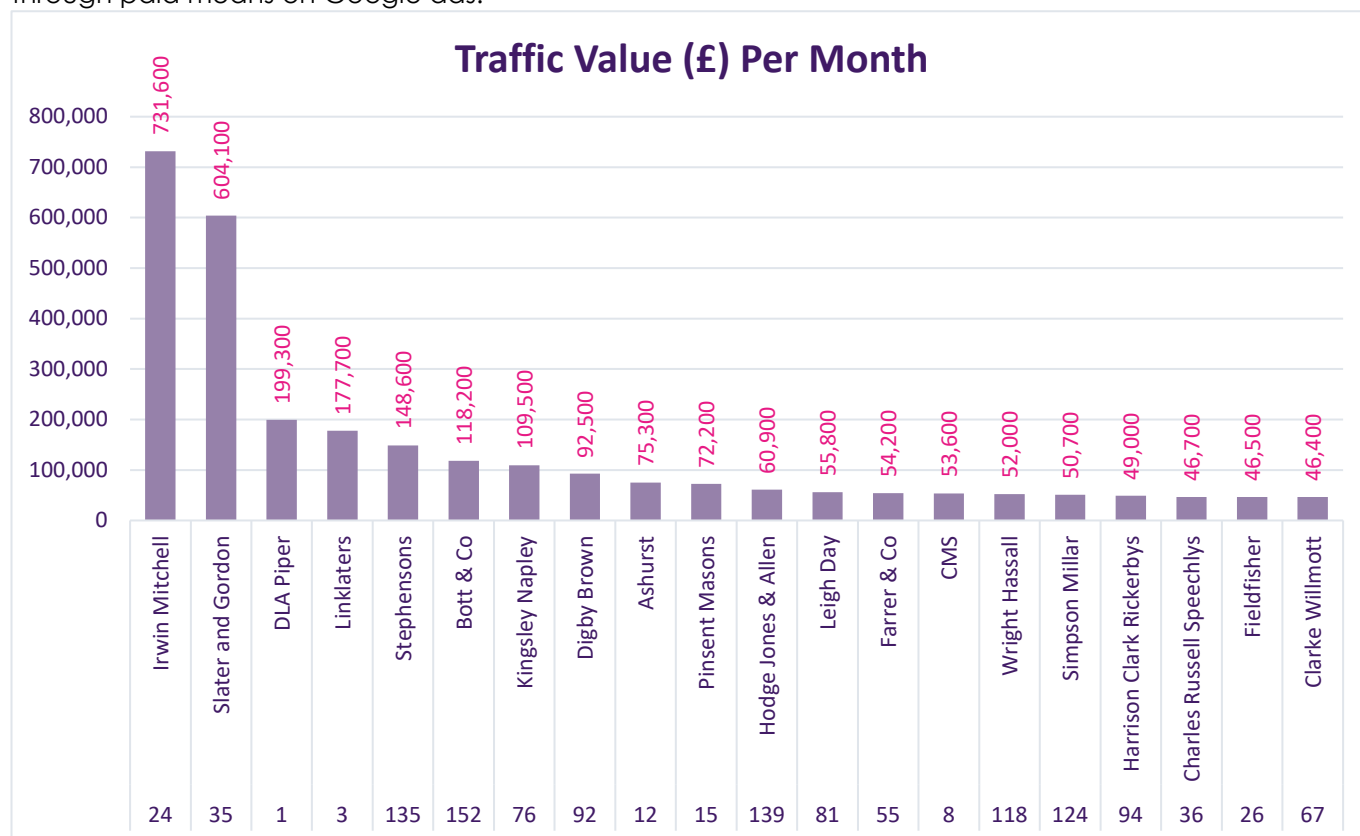
Citation Flow - A metric from Majestic that assess the link equity of the website – i.e. how influential the site might be.

Trust Flow - The second Majestic metric that measures the quality of the links – giving a higher score to sites with more high-quality links pointing to them.

Top Performers – Website Traffic Value

Traffic value is an estimate from SEMrush software for the value of the website traffic generated from the keywords based on the equivalent cost of paying for this traffic through PPC.

In other words – how much you would have to pay to generate the same level of traffic to your site through paid means on Google ads.



This is probably the most interesting chart if you're trying to drive business through your website – and if you're not then you should be.

It also proves that smaller firms can compete with the biggest players as long as the strategy and the digital marketing activity is focused in the right areas.

Having a high level of traffic value also can reduce the need for large PPC spend so therefore massively reduces the acquisition cost of new business.

It might be no surprise to see **Irwin Mitchell** and **Slater and Gordon** occupying the top two spots here given the type of work they do and the size of the firms.

Perhaps more impressive is the performance of the smaller firms in the top 200, **Stephensons** and **Bott and Co** – both taking a top 6 place in traffic value (both were also in the top 20 last year). **Bott and Co** the smallest firm at 152 in this top 20 list.

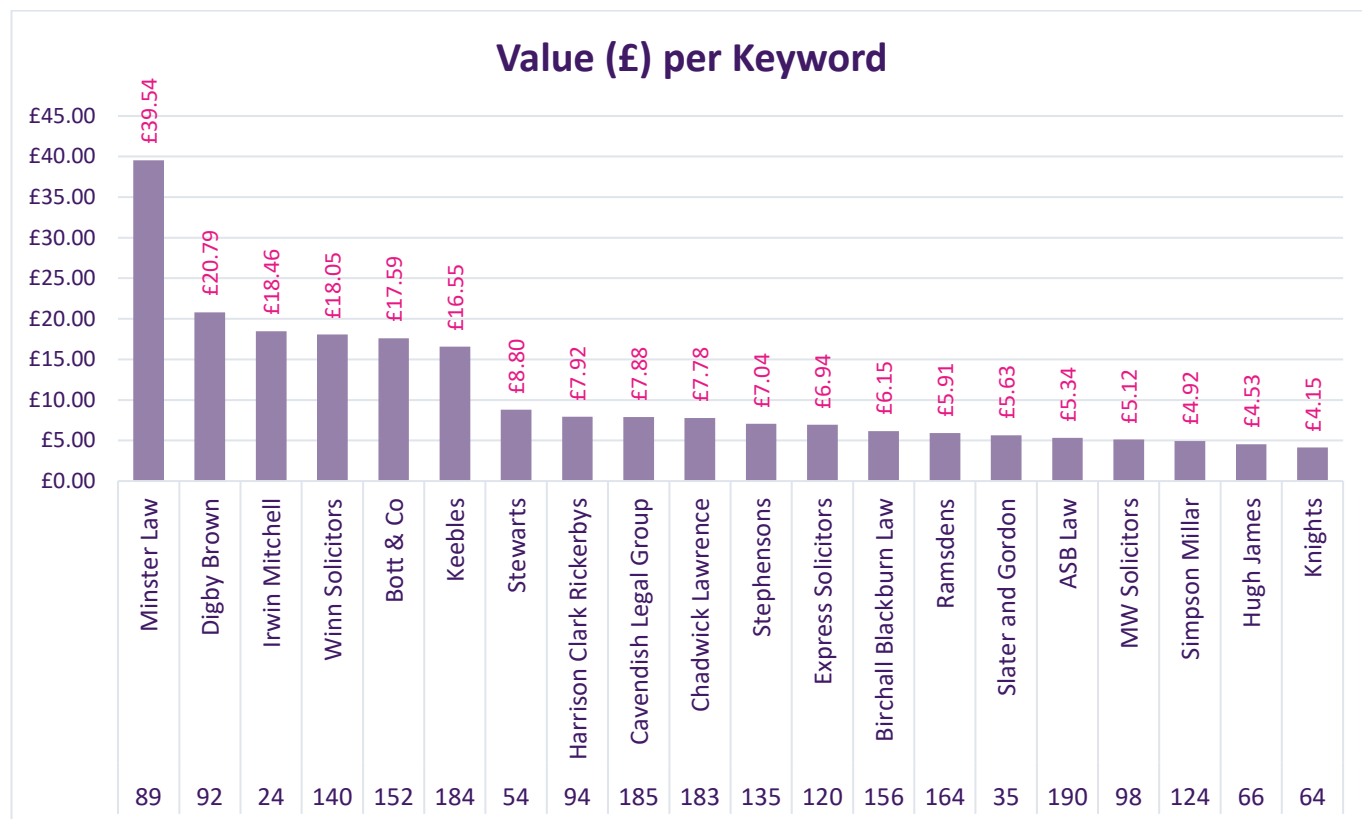
You should be constantly assessing the higher converting keyword searches, scrutinise your competitors for what they are ranking for and seek out gaps and opportunities.

Keep refining, finding new search terms, and reviewing your landing pages to increase conversions with strategic sales copy and calls to action.

Top Performers – Value Per Keyword

A new piece of data this year, the value in pounds per keyword gives more insight than simply the overall traffic value as it indicates the focus of the SEO work to concentrate on the most valuable search terms.

The figure is calculated simply by dividing the traffic value by the total number of keywords the website is appearing in Google search results for to the website to give a value per keyword.



These figures are based on the total keywords data and the estimated traffic value and they favour law firms providing services to consumers where the cost of advertising for those related search terms is much higher.

It's a good insight into the effectiveness and efficiency of the SEO activity of these top 20 firms. They are concentrating efforts into the most valuable search terms – which are usually those bringing the highest number of new clients and enquiries.

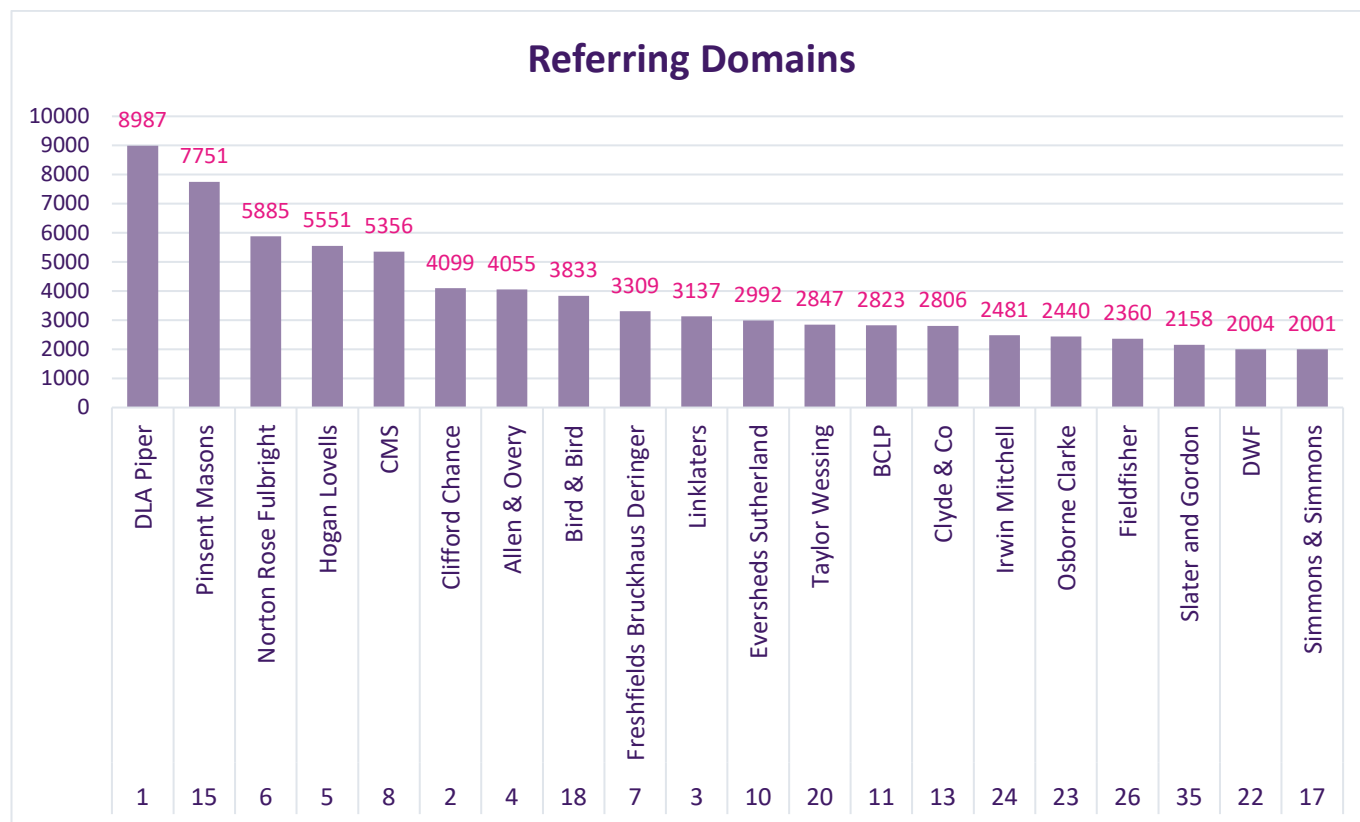
You can see from the size of these law firms (UK 200 rank beneath each law firm's name) that the top 20 is dominated by the smaller firms on that list.

Only **Irwin Mitchell** and **Slater and Gordon** represent the 50 largest law firms and over half of this top 20 consists of firms outside the top 100.

This shows it is possible to build effective websites, optimised for competitive and valuable search terms, even on a smaller budget.

One of the key ways to do this is through creating the very best content for specific Google search queries. Our content optimisation service is a cost-effective way to secure top ranking content for your website, so if this is an area you're looking to improve then let us know and we'll help. Our team of legal SEO writers have been able to rank content for smaller websites for some of the most competitive search terms in the legal sector.

Top Performers – Referring Domains



The number of referring domains (links to your site from third party websites) is widely regarded as the most important off-page factor in how high Google will rank your website in its search results.

Google sees lots of websites linking to a specific site and determines that site needs to be higher up the rankings as it has value to people searching for their particular services, products, or information.

It is not surprising to see the biggest firms all at the top of this chart given the reach they have internationally as well as in the UK – as was the case last year.

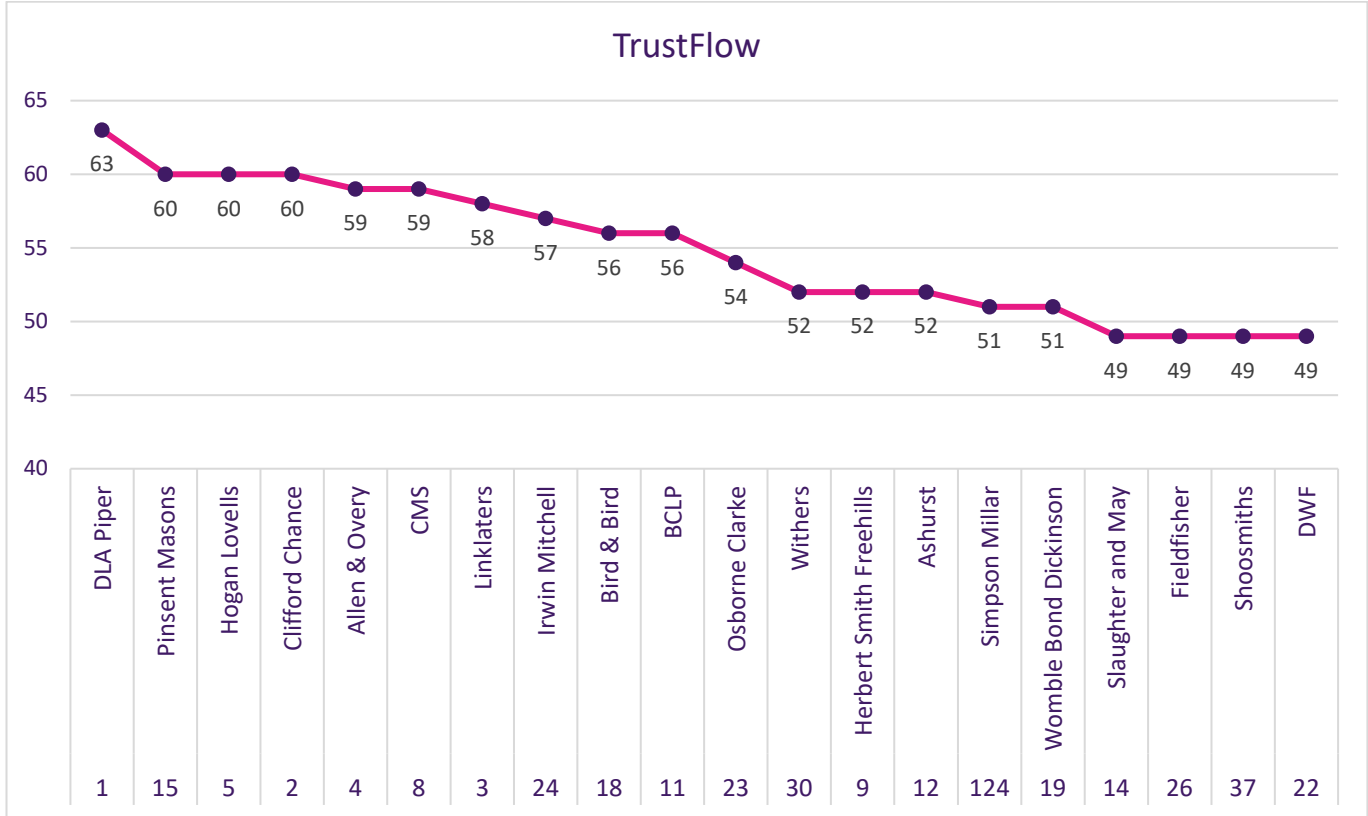
Pinsent Masons appear to have worked hard on linkbuilding since the 2019 audit moving up into second place from 11th.

Links can be built naturally through creating great content and assets on your website that other sites want to talk about and link to. You can also build links through digital PR activity – generating valuable sources of traffic to your website in the process.

For content marketing – think about what data you have, or can access, that you could turn into something of value to other people (such as this very report you are reading!). In some cases the content marketing and digital PR go hand in hand. Digital PR is simply PR but focused on trying to get links and citations from authoritative news websites.

Our team have a solid history of building quality links and have secured links from sites such as the BBC, The Guardian, Money Saving Expert, Daily Mail, and many others. It's the hardest part of digital marketing to do it well so get in touch if this is an area you are looking to get results in.

Top Performers – Trust Flow



This chart shows the 20 firms with the highest trust flow score from **DLA Piper** with 63 down to **DWF** at 49.

The trust flow metric is a way of measuring inbound link quality based on analysing the quality of links pointing to the domain that is linking to your site. A domain with lots of high-quality links pointing to it, will pass on good levels of link 'equity' to your site.

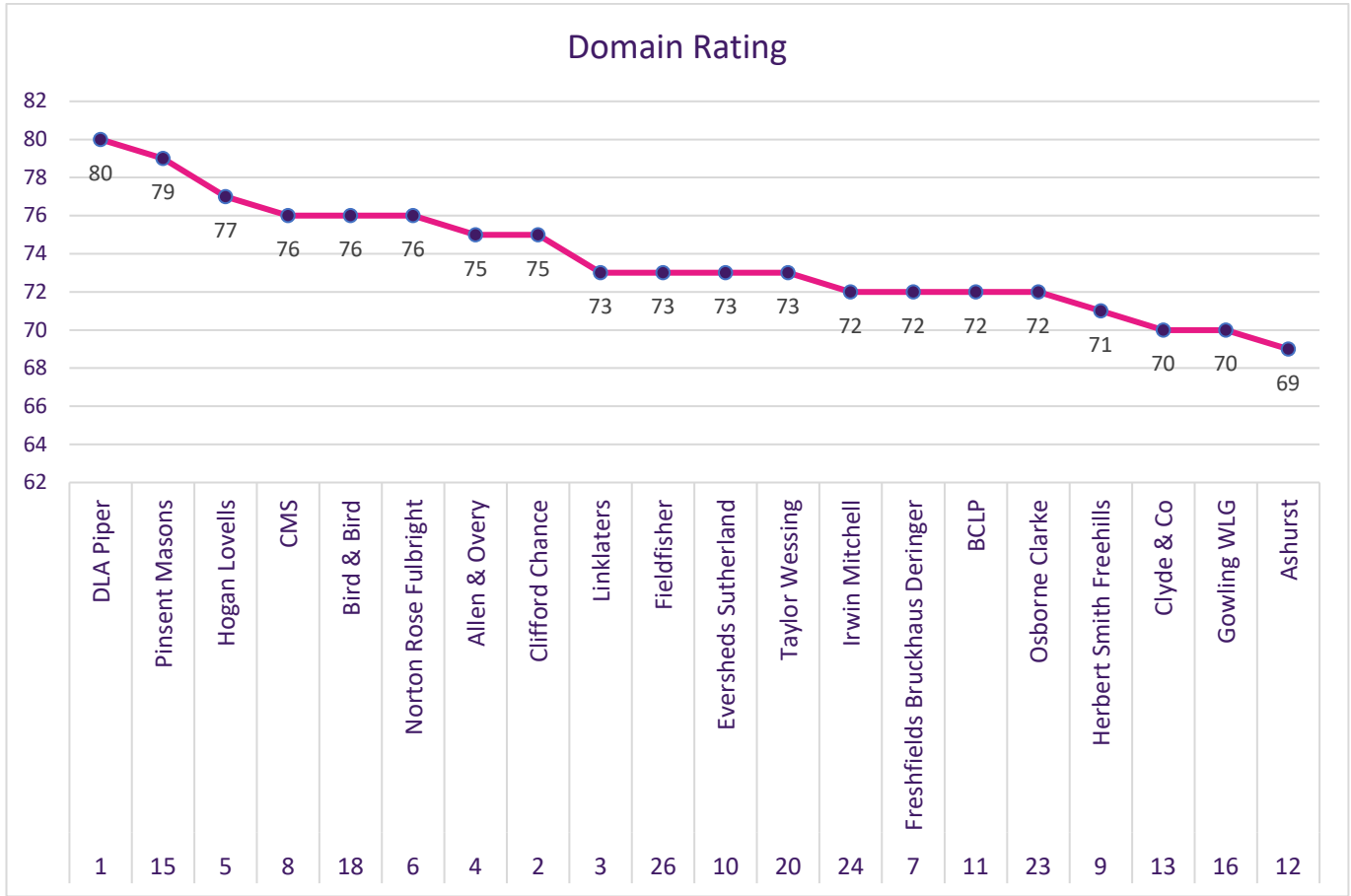
The trust flow rating is one of the single most accurate ways to determine the correlation of search engine rankings against the site quality, relevance and performance.

Again, it's no surprise to see the larger firms enjoying better trust flow scores as they will naturally gather high quality links from other websites.

We do have to mention **Simpson Millar** from this top 20 who are clearly punching above their weight although they were in the top 100 last year.

You can't build up your trust flow score directly – it improves as a result of building good quality links back to your site from other websites. It can also drop if you build poor quality links, so this is an area of digital marketing that needs to be done carefully and properly!

Top Performers – Domain Rating



We've used scores from Ahrefs whose domain 'rating' metric indicates the strength, in terms of size and quality, of a website's backlink profile.

Domain rating is measured by Ahrefs on a logarithmic scale from 0-100 with the higher number representing a better domain rank score.

The logarithmic scale means that it's much harder to move from say 74-75 than it is to move from 18-19 as the gap between scores gets bigger the higher you get towards 100.

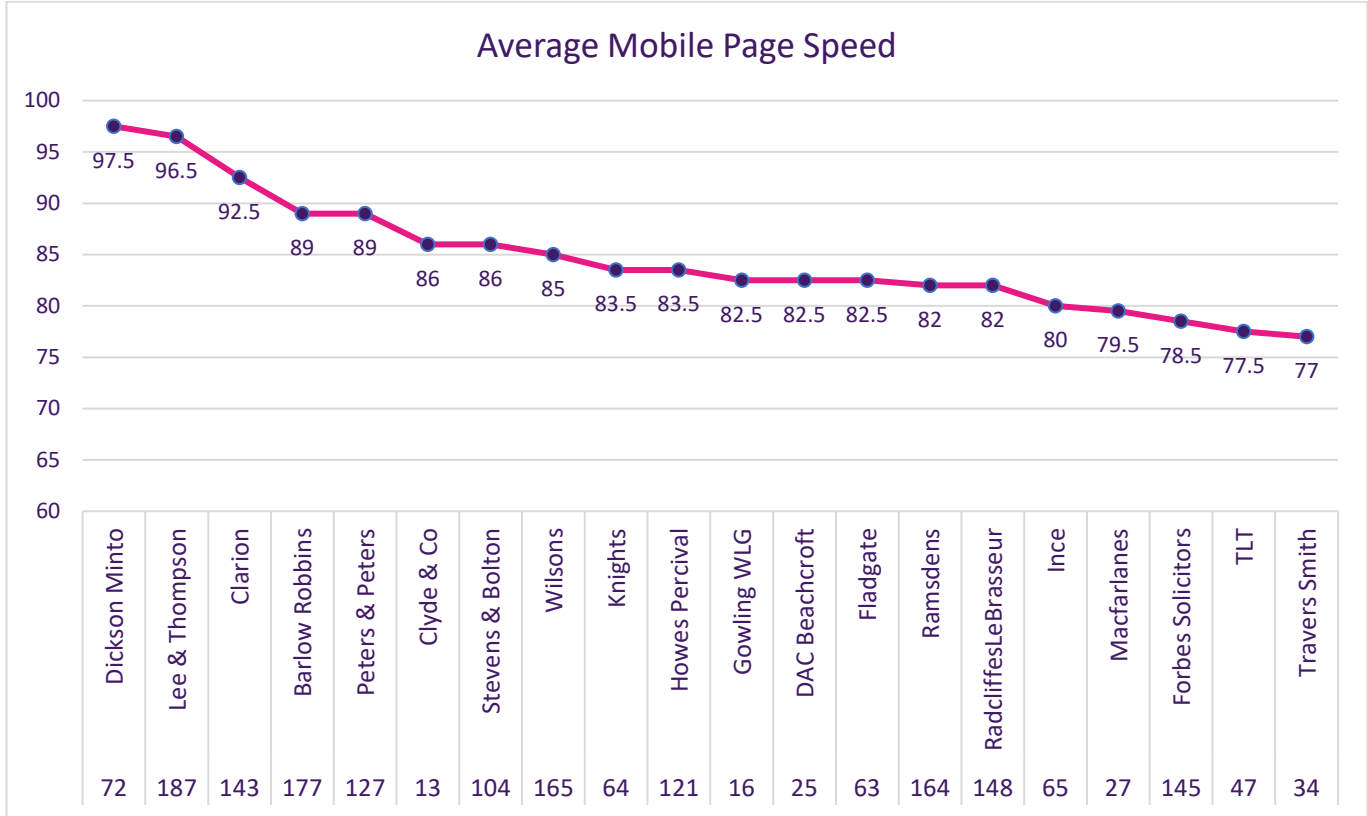
It is possible to outrank a website with a higher domain authority than your site, but you would need to be performing better in several other ways including:

- Having more quality backlinks to your page than the page on the site with a higher domain rank.
- Have more internal linking to that specific page.
- Have content that is more relevant to the searcher's intent.

Last year **DLA Piper** top-scored with 79 and the average score of the top 20 was 72.95 and this year sees it inch up to 73.7 while the overall domain rating average across the top 200 firms is up slightly from 46.1 last year to 46.8 this year.

Special mention to **Womble Bond Dickinson** who also have a domain rating of 69 but don't fit on to this list by virtue of the fact they are ranked below Ashurst in size (nothing to do with the alphabet!).

Top Performers – Website Speed



We've refined the speed data for this year and just focused on the Google Page Speed Insights score.

Page speed has been confirmed as a ranking factor by Google and there is also extensive research to show reduced conversion rates for slower websites.

We've listed the mobile speed above as Google now uses a 'mobile first' index - meaning it is looking at how your website performs on mobile when deciding how high to rank a website in its search results.

Its most important that your commercial landing pages are fast loading – it doesn't need to be every page on your site. We've analysed each law firm's homepage but you would need to measure your own commercial pages against your competitors.

Research has also shown slower pages reduce conversion rates, affecting your bottom line, and they also contribute to higher bounce rates and lower time on site which are both user experience indicators and can affect rankings.

What's interesting from our analysis is the prevalence of the smaller firms in this top 20 with 7 out of the top 10 fastest websites from firms outside the top 100.

Firms Ranked by Revenue 1-100

Rank 2019	Firm Name
1	DLA Piper
2	Clifford Chance
3	Linklaters
4	Allen & Overy
5	Hogan Lovells
6	Norton Rose Fulbright
7	Freshfields Bruckhaus Deringer
8	CMS
9	Herbert Smith Freehills
10	Eversheds Sutherland
11	BCLP
12	Ashurst
13	Clyde & Co
14	Slaughter and May
15	Pinsent Masons
16	Gowling WLG
17	Simmons & Simmons
18	Bird & Bird
19	Womble Bond Dickinson
20	Taylor Wessing
21	Addleshaw Goddard
22	DWF
23	Osborne Clarke
24	Irwin Mitchell
25	DAC Beachcroft
26	Fieldfisher
27	Macfarlanes
28	Kennedys
29	Stephenson Harwood
30	Withers
31	HFW
32	Mishcon de Reya
33	Watson Farley & Williams
34	Travers Smith
35	Slater and Gordon
36	Charles Russell Speechlys
37	Shoosmiths
38	Mills & Reeve
39	RPC
40	BLM
41	Trowers & Hamlins
42	Gateley
43	Weightmans
44	Burgess Salmon
45	Hill Dickinson
46	Freeths
47	TLT
48	Keoghs
49	Penningtons Manches
50	Browne Jacobson

Rank 2019	Firm Name
51	Brodies
52	Shakespeare Martineau
53	Blake Morgan
54	Stewarts
55	Farrer & Co
56	Lewis Silkin
57	Plexus Legal
58	Burness Paull
59	Forsters
60	Howard Kennedy
61	Shepherd & Wedderburn
62	Birketts
63	Fladgate
64	Knights
65	Ince
66	Hugh James
67	Clarke Willmott
68	Walker Morris
69	Foot Anstey
70	Bevan Brittan
71	Bristows
72	Dickson Minto
73	Ashfords
74	BDB Pitmans
75	Winckworth Sherwood
76	Kingsley Napley
77	Keystone Law
78	Capsticks
79	Veale Wasbrough Vizards
80	Michelmores
81	Leigh Day
82	Harbottle & Lewis
83	JMW
84	Ward Hadaway
85	Royds Withy King
86	Cripps Pemberton Greenish
87	Russell-Cooke
88	Wedlake Bell
89	Minster Law
90	Brabners
91	Devonshires
92	Digby Brown
93	Wiggin
94	Harrison Clark Rickerbys
94	Sackers
96	DMH Stallard
97	Thrings
98	MW Solicitors
99	Thorntons
100	Fletchers

Firms Ranked by Revenue 101-200

Rank 2019	Firm Name
101	Bates Wells Braithwaite
102	Harper Macleod
103	Boodle Hatfield
104	Stevens & Bolton
105	Moore Blatch
106	Wilkin Chapman
107	Geldards
108	Payne Hicks Beach
109	Memery Crystal
110	Turcan Connell
111	Edwin Coe
112	Joseph Hage Aaronson
113	Gunnercooke
114	Anderson Strathern
115	Fox Williams
116	Thomson Snell & Passmore
117	Morton Fraser
118	Wright Hassall
119	Lester Aldridge
120	Express Solicitors
121	Howes Percival
122	Langleys
123	Ashtons Legal
124	Simpson Millar
125	Anthony Collins
126	Stephens Scown
127	Peters & Peters
128	Stone King
129	Taylor Vinters
130	IBB Solicitors
131	Higgs & Sons
132	Collyer Bristow
133	MacRoberts
134	Vardags
135	Stephensons
136	Trethowans
137	Hewitsons
138	Fenwick Elliott
139	Hodge Jones & Allen
140	Winn Solicitors
141	Shulmans
142	Tees Law
143	Clarion
144	TWM
145	Forbes Solicitors
146	Gordons
147	Nelsons
148	RadcliffesLeBrasseur
149	Paris Smith
150	DAS Law

Rank 2019	Firm Name
151	Teacher Stern
152	Bott & Co
153	Kemp Little
154	Lindsays
155	Switalskis
156	Birchall Blackburn Law
157	Lupton Fawcett
158	Boyes Turner
159	Goodman Derrick
160	Sintons
161	Roythornes
162	Enyo Law
163	EMW
164	Ramsdens
165	Wilsons
166	Coffin Mew
167	Brachers
168	Flint Bishop
169	Seddons
170	Anthony Gold Solicitors
171	Napthens
172	Ellisons
173	Laytons
174	Blacks
175	Kuits
176	FBC Manby Bowdler
177	Barlow Robbins
178	Gillespie Macandrew
179	Muckle
180	Taylor & Emmet
181	Schofield Sweeney
182	Hamlins
183	Chadwick Lawrence
184	Keebles
185	Cavendish Legal Group
186	Sills & Betteridge
187	Lee & Thompson
188	Rosenblatt
189	Wrigleys Solicitors
190	ASB Law
191	Brethertons
192	Wallace
193	Stowe Family Law
194	Lanyon Bowdler
195	Mayo Wynne Baxter
196	Porter Dodson
197	Ledingham Chalmers
198	Hunters
199	Druces
200	Morrison's Solicitors

Firms 1-25 Comparison

Rank 2019	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	83	DLA Piper	£199,300	2	47.5	80	152,800	96,948	1,826,651	8,987	51	63	£1.30
2	107	Clifford Chance	£6,800	0	25	75	71,491	44,910	957,381	4,099	54	60	£0.10
3	52	Linklaters	£177,700	22.5	73.5	73	45,783	30,608	1,681,823	3,137	49	58	£3.88
4	4	Allen & Overy	£39,900	54	84	75	58,808	32,266	646,346	4,055	43	59	£0.68
5	8	Hogan Lovells	£38,900	44.5	75.5	77	111,152	62,547	1,537,757	5,551	49	60	£0.35
6	96	Norton Rose Fulbright	£9,300	20.5	74	76	111,212	58,400	611,324	5,885	41	43	£0.08
7	79	Freshfields Bruckhaus Deringer	£25,800	30	88.5	72	39,384	32,204	915,093	3,309	50	34	£0.66
8	10	CMS	£53,600	37	78.5	76	87,458	36,967	2,986,042	5,356	55	59	£0.61
9	39	Herbert Smith Freehills	£2,800	41.5	74.5	71	56,091	36,778	280,320	1,964	43	52	£0.05
10	86	Eversheds Sutherland	£9,200	15.5	54	73	66,899	29,933	16,038,508	2,992	70	41	£0.14
11	20	BCLP	£17,200	39.5	85	72	83,153	30,379	679,615	2,823	53	56	£0.21
12	100	Ashurst	£75,300	21	45	69	50,991	28,025	89,566	1,967	42	52	£1.48
13	6	Clyde & Co	£4,900	86	98.5	70	50,271	23,759	268,157	2,806	30	31	£0.10
14	2	Slaughter and May	£4,700	75.5	97	64	19,679	11,162	57,031	1,436	44	49	£0.24
15	1	Pinsent Masons	£72,200	64	96	79	91,261	45,085	845,267	7,751	59	60	£0.79
16	18	Gowling WLG	£3,700	82.5	99	70	39,815	24,378	219,060	1,657	29	27	£0.09
17	25	Simmons & Simmons	£3,800	58.5	93	68	28,319	12,162	358,526	2,001	41	42	£0.13
18	9	Bird & Bird	£10,500	47.5	78	76	62,496	24,937	333,180	3,833	43	56	£0.17
19	97	Womble Bond Dickinson	£12,900	16.5	67.5	69	33,851	16,750	687,544	1,703	45	51	£0.38
20	34	Taylor Wessing	£6,300	66	95.5	73	54,020	21,623	130,162	2,847	31	30	£0.12
21	15	Addleshaw Goddard	£19,200	61.5	73.5	60	7,090	7,490	173,444	1,273	53	48	£2.71
22	103	DWF	£22,800	19.5	48	68	15,157	8,269	326,348	2,004	43	49	£1.50
23	43	Osborne Clarke	£11,000	35.5	71.5	72	53,630	16,431	62,264	2,440	46	54	£0.21
24	21	Irwin Mitchell	£731,600	42	77	72	39,639	46,431	8,067,626	2,481	48	57	£18.46
25	12	DAC Beachcroft	£20,600	82.5	99	58	19,709	12,494	34,943	674	33	35	£1.05

We've highlighted **Pinsent Masons** here as the firm with the best performance in our Legmark score, which is calculated from a weighting of the most important factors from the data we analyse.

They have a very good domain rating, just one point below **DLA Piper**, and the trust and citation flow scores are strong. They have the second highest number of third-party websites linking back to their site (referring domains) at 7,751 which is likely contributing to the high domain rating and flow scores.

Irwin Mitchell need a mention here for their impressive performance on the traffic value with the very high revenue per keyword (£18.46) suggesting they are ranking highly for competitive search terms. They could improve further with a review of the website speed.

One note of caution for **Eversheds** – they have over 16m links from less than 3,000 domains and the low trust flow score in relation to the citation flow indicates the quality of these links may not all be great. Something to investigate in more detail.

If you're interested in improving your online performance to make more money from your website, then get in touch with us today. We can help you in the same way we've helped other law firms improve their revenue online. Just call 0161 818 8448 or email hello@legmark.com to get started!

Firms 26-50 Comparison

Rank 2019	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	44	Fieldfisher	£46,500	38	79.5	73	47,252	16,314	254,882	2,360	44	49	£0.98
27	16	Macfarlanes	£5,600	79.5	97	51	15,574	7,085	21,903	457	33	43	£0.36
28	195	Kennedys	£4,600	0	0	57	20,907	10,943	13,169	573	20	26	£0.22
29	46	Stephenson Harwood	£932	58	80.5	55	12,238	5,789	94,859	508	37	46	£0.08
30	7	Withers	£5,300	65.5	95.5	61	34,818	11,419	84,026	1,465	41	52	£0.15
31	23	HFW	£2,100	62	84.5	62	21,035	8,199	104,792	915	38	48	£0.10
32	87	Mishcon de Reya	£16,800	28	59	67	11,613	7,940	53,475	1,287	46	46	£1.45
33	172	Watson Farley & Williams	£109	11.5	55	52	9,605	4,146	108,748	587	24	27	£0.01
34	63	Travers Smith	£421	77	98	48	7,620	4,523	14,722	306	33	20	£0.06
35	19	Slater and Gordon	£604,100	60	93.5	66	107,262	44,047	427,851	2,158	44	44	£5.63
36	36	Charles Russell Speechlys	£46,700	60	95	58	14,663	8,819	41,113	718	42	40	£3.18
37	91	Shoosmiths	£23,400	35	52	61	11,370	10,137	67,449	1,486	39	49	£2.06
38	29	Mills & Reeve	£4,400	55.5	96	61	13,018	6,908	127,668	785	39	48	£0.34
39	72	RPC	£9,900	38.5	83	58	22,526	8,852	245,666	826	44	43	£0.44
40	24	BLM	£2,100	73.5	96.5	47	5,480	4,351	50,239	455	46	40	£0.38
41	17	Trowers & Hamlins	£639	73	97.5	55	6,805	4,207	30,628	490	33	46	£0.09
42	54	Gateley	£3,100	57.5	93.5	56	8,840	5,211	37,281	528	35	38	£0.35
43	105	Weightmans	£8,600	27.5	76	54	11,237	6,928	44,053	597	35	48	£0.77
44	62	Burges Salmon	£20,600	56.5	89.5	58	24,099	14,119	26,851	843	40	31	£0.85
45	164	Hill Dickinson	£10,500	17	68	54	13,557	5,184	82,344	839	23	28	£0.77
46	89	Freeths	£15,000	54.5	90.5	51	11,937	6,596	20,298	427	36	30	£1.26
47	5	TLT	£6,900	77.5	98.5	59	7,457	4,567	26,890	618	37	47	£0.93
48	170	Keoghs	£2,700	10	68	35	2,874	2,746	2,659	193	30	37	£0.94
49	135	Penningtons Manches	£30	39	85	51	303	51	77,601	523	24	27	£0.10
50	37	Browne Jacobson	£8,800	57.5	94	53	17,500	8,548	40,593	586	46	44	£0.50

The second half of the top 50 law firms sees very mixed overall performance with 75% of these firms faring worse in the Legmark rank than their revenue rank would suggest, due to poor website speed and low trust and citation scores.

Fieldfisher's speed is hurting their Legmark rank and improving that would make a big difference considering the strong domain rank, referring domains, and trust flow.

Slater and Gordon did not feature last year as they had not been included in the UK200 list. This year they come straight in with a Legmark rank of 19 based on solid speed, domain rating, and link data. Their traffic value is second only to **Irwin Mitchell** overall and we would expect those two firms to continue to dominate in that area.

At the time of testing page speed, the website for **Kennedys** was timing out despite multiple attempts. This may be a code or server issue and needs looking into.

There are several other firms in this group with slow websites – this could be impacting on rankings and conversion rates, affecting the bottom line with reduced business coming through the website.

Conversely, **Travers Smith**, **TLT**, and **Macfarlanes** are all benefiting from very quick speeds for mobile devices.

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Firms 51-75 Comparison

Rank 2019	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	140	Brodies	£4,900	15.5	49	55	19,558	7,581	12,757	1,016	38	44	£0.25
52	61	Shakespeare Martineau	£5,500	53	92	47	3,189	2,884	54,836	357	34	46	£1.72
53	124	Blake Morgan	£9,100	23.5	75	57	12,756	6,863	35,845	536	33	42	£0.71
54	75	Stewarts	£5,700	52	93	44	6,600	3,800	11,433	484	34	43	£0.86
55	112	Farrer & Co	£54,200	44.5	93.5	59	19,486	6,515	14,008	546	35	20	£2.78
56	14	Lewis Silkin	£3,100	67.5	99	55	22,582	6,779	231,822	1,317	41	47	£0.14
57	199	Plexus Legal	£721	0	15	26	1,586	1,537	1,397	115	22	17	£0.45
58	65	Burness Paul	£220	61.5	93.5	44	3,942	1,556	171,572	266	34	38	£0.06
59	177	Forsters	£7,300	36.5	75	34	7,610	2,994	10,048	217	13	15	£0.96
60	76	Howard Kennedy	£2,300	43	85.5	52	5,629	3,358	14,298	649	35	47	£0.41
61	129	Shepherd & Wedderburn	£689	32.5	72.5	49	6,780	2,513	4,596	323	32	36	£0.10
62	26	Birketts	£19,400	74.5	92.5	50	8,888	7,449	80,034	394	34	44	£2.18
63	35	Fladgate	£543	82.5	97.5	37	4,595	1,897	8,594	228	32	39	£0.12
64	31	Knights	£4,000	83.5	97	44	965	2,265	33,388	484	37	33	£4.15
65	3	Ince	£890	80	96	51	9,987	3,937	48,777	461	51	44	£0.09
66	73	Hugh James	£44,000	48	84.5	53	9,717	9,053	6,335	836	34	43	£4.53
67	99	Clarke Willmott	£46,400	55.5	88	53	13,906	10,640	14,418	530	33	26	£3.34
68	59	Walker Morris	£16,300	59	76.5	51	10,181	4,682	16,887	398	33	42	£1.60
69	178	Foot Anstey	£705	9	56	49	2,463	2,663	102,055	763	29	25	£0.29
70	95	Bevan Brittan	£1,500	47	92.5	48	7,410	3,656	77,317	297	31	40	£0.20
71	30	Bristows	£647	62	93.5	59	4,801	6,733	39,667	356	39	43	£0.13
72	40	Dickson Minto	£0	97.5	100	25	177	291	7,998	111	26	35	£0.00
73	50	Ashfords	£12,900	54.5	97	53	13,594	8,802	17,858	505	37	45	£0.95
74	106	BDB Pitmans	£16,600	42	82	47	9,381	5,521	215,521	439	34	38	£1.77
75	148	Winckworth Sherwood	£922	36	89	47	5,952	2,516	5,500	252	18	25	£0.15

The two firms we've picked out from this group are highlighted for different reasons, although there are a number of other talking points in here as well.

Lewis Silkin perform strongly across all the key metrics with the number of referring domains standing out from their peers and contributing to the good trust flow and domain ratings. However, they may want to review the keywords they're ranking for as the overall traffic value to the site is relatively low.

Dickson Minto are highlighted for the speed of their website both on desktop and mobile - for which they rank number 1 overall. But speed isn't everything and with a low number of links, low domain rating and trust flow, they are not ranking for many keywords at all.

Both **Knights** and **Fladgate** have impressive mobile speed scores and Ince are another firm with very good performance across the important metrics, leading them to place 3rd overall on the Legmark Rank, but without appearing to rank for high value search terms.

There are a few firms on this list that would probably want to review their page speed scores in order to improve their website performance.

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Firms 76-100 Comparison

Rank 2019	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	64	Kingsley Napley	£109,500	44	89	57	36,977	20,301	14,733	1,077	39	44	£2.96
77	133	Keystone Law	£318	42.5	90.5	48	712	420	22,154	399	24	26	£0.45
78	185	Capsticks	£4,300	0	14	40	3,146	1,874	4,177	201	30	40	£1.37
79	33	Veale Wasbrough Vizards	£15,900	67	94	49	12,324	5,736	65,957	416	37	44	£1.29
80	68	Michelmores	£16,000	45.5	91	54	10,833	4,921	6,560	917	35	45	£1.48
81	69	Leigh Day	£55,800	37.5	88	65	18,729	12,673	503,029	1,474	39	42	£2.98
82	142	Harbottle & Lewis	£953	25.5	35.5	46	5,366	2,436	16,539	389	33	43	£0.18
83	55	JMW	£28,300	56	91	47	16,804	9,985	41,841	981	34	47	£1.68
84	92	Ward Hadaway	£1,300	41.5	79.5	51	6,579	3,143	29,125	769	34	45	£0.20
85	136	Royds Withy King	£25,900	27.5	77	57	15,684	7,792	31,445	592	30	32	£1.65
86	139	Cripps Pemberton Greenish	£16	45.5	85	45	332	86	2,937	351	21	24	£0.05
87	48	Russell-Cooke	£20,000	63	93.5	46	9,209	5,824	6,744	348	34	45	£2.17
88	67	Wedlake Bell	£535	65	93	39	6,042	2,376	3,774	231	31	40	£0.09
89	144	Minster Law	£32,500	55.5	96	29	822	2,097	1,125	137	27	14	£39.54
90	161	Brabners	£706	32.5	78	42	3,812	1,637	34,565	275	22	21	£0.19
91	194	Devonshires	£5,700	5	32	32	4,133	1,543	2,499	174	27	28	£1.38
92	131	Digby Brown	£92,500	31	87	41	4,449	2,466	3,541	216	30	40	£20.79
93	77	Wiggin	£3,600	51.5	90	50	4,337	1,667	9,130	376	31	41	£0.83
94	81	Harrison Clark Rickerbys	£49,000	51	80	49	6,187	4,811	3,760	365	34	41	£7.92
94	93	Sackers	£348	61	93.5	35	4,016	1,609	9,551	178	33	35	£0.09
96	11	DMH Stallard	£2,800	77	97	47	3,209	3,151	16,570	356	41	45	£0.87
97	160	Thrings	£2,300	33	85	38	2,444	1,904	58,222	198	19	25	£0.94
98	123	MW Solicitors	£27,500	37.5	76	46	5,371	5,755	2,359	262	31	39	£5.12
99	158	Thorntons	£27,200	11	50	46	7,558	7,932	13,713	342	33	42	£3.60
100	117	Fletchers	£4,600	39	90	37	1,121	1,121	8,369	344	33	41	£4.10

The last group in the top 100 law firms and not as many standout performances here with just **DMH Stallard** making the top 30 in the Legmark index as a result of good consistent data across the key criteria, speed, domain rating, and trust flow scores.

Kingsley Napley jump out for their traffic value and domain rating, while they also top this group for total traffic and keywords. However, some big scores for both **Minster Law** and **Digby Brown** for their value per keyword putting them 1 and 2 respectively overall for this metric.

Lots of lower scores for website speeds in this section of the 200 firms, with the exception of **DMH Stallard**, but this is an area that most would want to investigate.

Leigh Day appear to have invested in some link-building activity with a high number of referring domains, and despite not having a particularly quick page speed, they benefit from a good level of traffic and traffic value, and a domain rating that reflects the work done on securing links.

Conversely, **Minster Law** may want to look into this as an area for development given their low domain rating and trust flow scores.

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Firms 101-125 Comparison

Rank 2019	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	167	Bates Wells Braithwaite	£468	25	68.5	53	2,588	743	10,250	454	22	19	£0.18
102	85	Harper Madeod	£34,600	43.5	96	43	8,953	6,018	46,260	434	40	44	£3.86
103	98	Boodle Hatfield	£4,300	53	86	38	6,389	3,445	2,703	196	32	41	£0.67
104	22	Stevens & Bolton	£3,000	86	97.5	43	10,829	3,273	2,859	264	30	41	£0.28
105	181	Moore Blatch	£2,600	8.5	75.5	45	3,041	2,221	8,801	267	20	25	£0.85
106	168	Wilkin Chapman	£14,700	34.5	86.5	44	3,641	2,783	9,751	218	11	15	£4.04
107	132	Geldards	£6,600	30	69.5	40	3,087	1,765	44,746	260	43	38	£2.14
108	125	Payne Hicks Beach	£1,100	67	86.5	29	2,253	1,255	3,789	118	39	13	£0.49
109	192	Memery Crystal	£94	10.5	43.5	38	2,844	1,183	1,660	158	15	24	£0.03
110	57	Turcan Connell	£1,600	70	84.5	42	4,064	2,095	39,788	217	30	39	£0.39
111	114	Edwin Coe	£1,100	66	98	38	3,884	1,620	2,411	239	16	24	£0.28
112	184	Joseph Hage Aaronson	£5	26	45	29	5,384	968	1,577	269	19	23	£0.00
113	183	Gunnercooke	£1,600	9.5	53	44	2,160	1,338	9,062	169	33	18	£0.74
114	74	Anderson Strathern	£2,400	64.5	95.5	41	5,645	2,735	62,216	228	28	36	£0.43
115	60	Fox Williams	£1,300	65	81	40	7,494	2,463	4,318	281	33	43	£0.17
116	109	Thomson Snell & Passmore	£4,200	44	87	38	5,779	2,313	4,113	212	31	42	£0.73
117	174	Morton Fraser	£18,500	24.5	71	54	7,677	4,460	4,536	722	10	17	£2.41
118	49	Wright Hassall	£52,000	49	94.5	52	14,551	12,918	56,771	584	47	46	£3.57
119	42	Lester Aldridge	£5,200	73.5	97	43	4,043	1,927	14,656	275	33	41	£1.29
120	173	Express Solicitors	£24,000	33.5	70.5	32	3,460	1,902	1,581	217	30	13	£6.94
121	66	Howes Percival	£3,300	83.5	99.5	39	3,844	2,007	14,714	232	30	21	£0.86
122	90	Langleys	£5,200	62	93	35	2,547	2,799	2,297	202	31	37	£2.04
123	104	Ashtons Legal	£16,200	49.5	90	48	5,716	4,532	16,816	275	36	27	£2.83
124	56	Simpson Millar	£50,700	40.5	91.5	56	10,297	11,621	207,616	1,148	40	51	£4.92
125	45	Anthony Collins	£12,700	62.5	91.5	54	4,728	2,378	8,440	299	32	43	£2.69

The two firms highlighted from this group are recognised for their consistently high scores across all the metrics, although both could improve further with a review of their mobile page speed.

Simpson Millar have a particularly high number of referring domains – leading to strong scoring for domain rating and trust flow. However, this firm has previously been much higher up the revenue table having fallen over 30 places from last year.

Wright Hassall performed well last year on the revenue adjusted Legmark index and although scoring well again this time, other firms appear to have caught up somewhat.

One other honourable mention for **Stevens & Bolton**, the highest ranked firm from this group on the Legmark index at 22. This is due to their excellent page speed and solid if unspectacular scores across the other metrics.

This group of 25 firms have the most closely matched average Legmark rank (110) to their average revenue rank (113) of any other block of 25 firms in the top 200.

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Firms 126-150 Comparison

Rank 2019	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	115	Stephens Scown	£7,700	31	78	49	8,845	3,623	8,241	737	34	44	£0.87
127	28	Peters & Peters	£2,500	89	98	37	2,404	1,401	2,861	279	32	37	£1.04
128	147	Stone King	£6,000	17	54	46	6,621	4,225	5,471	273	35	43	£0.91
129	189	Taylor Vinters	£1,800	10.5	51	49	5,651	3,044	2,463	331	26	14	£0.32
130	53	IBB Solicitors	£17,900	57	92.5	45	14,974	6,499	70,370	804	42	44	£1.20
131	162	Higgs & Sons	£181	41	92	31	1,851	834	4,239	127	27	14	£0.10
132	149	Collyer Bristow	£44	16.5	58.5	48	2,144	1,004	4,146	359	32	41	£0.02
133	78	MacRoberts	£970	54.5	94	46	2,016	1,169	3,298	281	31	40	£0.48
134	166	Vardags	£14,000	40	90	32	8,411	4,587	1,389	240	31	10	£1.66
135	51	Stephensons	£148,600	55.5	96.5	51	21,097	21,604	7,288	962	38	45	£7.04
136	146	Trethowans	£4,500	41.5	88.5	40	5,985	3,500	55,633	367	17	26	£0.75
137	179	Hewitsons	£3,600	4.5	50.5	35	3,126	1,738	4,728	204	29	38	£1.15
138	176	Fenwick Elliott	£5,400	15	63.5	34	10,350	3,192	1,952	178	29	30	£0.52
139	138	Hodge Jones & Allen	£60,900	20	69	51	19,829	14,527	5,828	552	35	42	£3.07
140	163	Winn Solicitors	£34,700	32	62.5	25	1,922	1,604	3,258	154	29	33	£18.05
141	155	Shulmans	£6,900	40	86	35	2,029	2,305	11,120	181	33	15	£3.40
142	70	Tees Law	£16,900	68	98.5	42	10,151	7,032	3,090	211	31	31	£1.66
143	58	Clarion	£5,000	92.5	98	31	4,480	1,716	3,066	177	30	21	£1.12
144	111	TWM	£8,900	45.5	84	40	3,554	3,037	10,069	190	29	40	£2.50
145	27	Forbes Solicitors	£16,600	78.5	98.5	45	6,078	4,234	13,292	304	32	42	£2.73
146	113	Gordons	£5,400	40.5	83	43	3,762	2,003	15,372	169	36	37	£1.44
147	102	Nelsons	£20,500	41.5	87.5	45	10,473	6,397	18,744	326	34	41	£1.96
148	108	RadcliffesLeBrasseur	£938	82	94.5	27	5,609	1,753	8,449	140	12	23	£0.17
149	186	Paris Smith	£5,200	17	51	38	3,811	2,539	1,606	206	16	24	£1.36
150	94	DAS Law	£40,200	43	84.5	45	25,425	18,617	14,488	1,016	40	43	£1.58

Looking at the average scores by group, this set of 25 firms have the third highest total traffic, despite being only the 6th biggest group in terms of revenue.

They also perform well on average traffic value, helped in large part by **Stephensons** whose £148,000 puts them 5th of all 200 firms for this metric. They are also scoring highly for domain rating (equal with **Hodge Jones & Allen** on 51) and are best in class for trust flow.

Forbes Solicitors are the top-ranked firm from this group on the Legmark index at 27 with good scores across the metrics, while a mention has to go to **Clarion** with the third fastest mobile speed score of all 200 firms and one of the highest average speeds across their mobile and desktop performance.

DAS Law have done well on building links to their website with the highest number of referring domains, and are generating decent traffic value to their website.

One or two on the list may want to spend some time looking at increasing their own speed scores with a view to improving overall performance for next year.

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Firms 151-175 Comparison

Rank 2019	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	200	Teacher Stern	£435	1	25.5	13	1,170	642	578	56	10	22	£0.37
152	116	Bott & Co	£118,200	60.5	97.5	44	6,718	8,814	1,337	442	33	14	£17.59
153	187	Kemp Little	£351	4	27	45	3,877	1,028	33,474	293	34	25	£0.09
154	38	Lindsays	£12,900	66.5	98	52	8,045	5,267	5,779	226	32	43	£1.60
155	159	Switalskis	£6,200	22	59	39	3,347	1,968	11,119	252	29	36	£1.85
156	197	Birchall Blackburn Law	£24,900	1	21.5	36	4,047	3,367	1,719	166	21	22	£6.15
157	145	Lupton Fawcett	£5,300	30.5	75	34	5,155	1,865	2,693	240	30	38	£1.03
158	71	Boyes Turner	£693	69.5	92.5	35	2,947	961	5,742	214	29	37	£0.24
159	84	Goodman Derrick	£503	67	93.5	32	3,297	1,159	5,318	135	30	36	£0.15
160	157	Sintons	£22,800	30.5	73.5	43	6,248	3,635	8,129	203	28	23	£3.65
161	134	Roythornes	£6,900	52	92	45	4,153	2,398	3,505	174	28	15	£1.66
162	141	Enyo Law	£164	73.5	97	20	1,490	698	1,956	53	21	8	£0.11
163	150	EMW	£29	44.5	79.5	40	668	1,109	34,578	168	27	16	£0.04
164	41	Ramsdens	£18,800	82	95	41	3,180	6,392	3,780	558	28	38	£5.91
165	47	Wilsons	£4,900	85	97.5	29	2,038	1,637	97,232	120	36	35	£2.40
166	153	Coffin Mew	£1,300	16.5	72	37	2,802	2,179	4,630	253	33	41	£0.46
167	171	Brachers	£2,600	11	49	34	2,353	921	2,051	202	29	41	£1.10
168	128	Flint Bishop	£1,400	39.5	82	33	1,116	952	3,185	199	32	39	£1.25
169	143	Seddons	£2,300	32.5	84.5	31	1,241	1,143	1,647	147	27	38	£1.85
170	180	Anthony Gold Solicitors	£10,200	13	49.5	48	8,378	4,357	136,751	323	32	18	£1.22
171	126	Napthens	£6,100	35	88	41	4,409	2,418	1,994	220	30	40	£1.38
172	130	Ellisons	£5,000	44	78.5	35	2,098	1,437	10,345	396	31	34	£2.38
173	191	Laytons	£1,100	6	52	43	1,945	1,160	1,281	140	14	24	£0.57
174	188	Blacks	£9,400	9.5	53	39	2,516	1,890	4,436	219	28	21	£3.74
175	154	Kuits	£1,700	41	86	27	1,384	616	2,985	126	21	28	£1.23

Last year's traffic value for **Bott and Co** put them 2nd overall and this year's figure sees them slip slightly to 6th as some of the larger firms have seen much improved performances in this area.

They also score highest in this group for total traffic but are let down on the Legmark index for a low trust flow score and a mobile speed that is not quick enough to make the top 50 firms.

What's most interesting is the high traffic value for the total keywords the website is appearing on Google for, giving them the 5th highest value per keyword of all 200 firms. This indicates a well-targeted digital marketing strategy has been in place.

We've also picked out **Ramsdens** who perform very well in the Legmark index, helped in part by number of referring domains and by the fast mobile speed score in a group that has the lowest average mobile and desktop speed scores of all eight groups in the top 200.

Lindsays are the best performing of these 25 firms on the Legmark index (38th) with good domain rating, trust flow and reasonable website speed.

One or two of this group need to look at building some decent links to improve their domain ratings and trust flows, while almost all should be improving page speed.

If you're interested in improving your online performance to make more money from your website, then get in touch with us today. We can help you in the same way we've helped other law firms improve their revenue online. Just call 0161 818 8448 or email hello@legmark.com to get started!

Firms 176-200 Comparison

Rank 2019	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	110	FBC Manby Bowdler	£3,100	41.5	83	42	2,980	1,967	5,916	243	33	41	£1.04
177	13	Barlow Robbins	£3,600	89	98	40	1,889	1,172	141,859	259	35	41	£1.91
178	80	Gillespie Macandrew	£45	65.5	96	31	1,815	581	4,374	142	30	39	£0.02
179	151	Muckle	£117	20.5	72	39	1,849	737	59,148	227	30	39	£0.06
180	175	Taylor & Emmet	£1,900	12.5	43.5	31	2,160	1,462	72,427	158	34	38	£0.88
181	82	Schofield Sweeney	£1,500	67	96	30	2,201	1,264	5,277	126	28	39	£0.68
182	182	Hamlins	£6,900	9	46.5	28	3,542	2,780	2,134	114	28	37	£1.95
183	121	Chadwick Lawrence	£16,300	38.5	69.5	36	2,096	1,888	11,740	206	42	41	£7.78
184	165	Keebles	£34,400	13	56.5	37	2,078	1,287	6,640	177	32	41	£16.55
185	137	Cavendish Legal Group	£9,900	40	78	42	1,256	1,031	2,322	99	26	33	£7.88
186	198	Sills & Betteridge	£2,500	2.5	27.5	30	3,288	2,155	1,657	143	27	11	£0.76
187	32	Lee & Thompson	£119	96.5	99.5	28	2,293	931	994	109	26	38	£0.05
188	190	Rosenblatt	£14	21.5	57.5	28	1,023	468	1,527	138	14	23	£0.01
189	122	Wrigleys Solicitors	£7,100	63.5	90	41	4,288	2,571	4,440	200	31	14	£1.66
190	120	ASB Law	£4,200	40.5	96.5	40	787	639	4,978	205	27	39	£5.34
191	119	Brethertons	£4,200	41.5	84	35	2,964	1,961	7,153	563	30	43	£1.42
192	193	Wallace	£959	32	85	18	575	692	1,188	58	10	10	£1.67
193	101	Stowe Family Law	£30,300	46	90	55	8,778	6,206	114,855	1,119	50	19	£3.45
194	169	Lanyon Bowdler	£8,400	5.5	53	40	4,156	2,120	4,188	192	31	42	£2.02
195	127	Mayo Wynne Baxter	£4,400	30.5	89	40	2,720	1,958	6,012	282	31	43	£1.62
196	156	Porter Dodson	£11,500	38.5	86	36	3,781	4,303	4,357	178	30	17	£3.04
197	88	Ledingham Chalmers	£829	67.5	96	31	3,256	1,253	110,444	128	28	36	£0.25
198	196	Hunters	£7	20.5	55.5	28	72	7	1,923	79	19	13	£0.10
199	118	Druces	£341	72.5	82.5	30	3,092	918	110,903	102	16	25	£0.11
200	152	Morrisons Solicitors	£6,700	17.5	52	44	5,679	2,822	12,954	214	32	41	£1.18

This final group of 25 have a better average Legmark rank (131.88) than the 25 firms above them (137.24) and on the revenue adjusted Legmark index figure, published on our website, you'll see **Barlow Robbins** in top spot and **Lee & Thompson** in 5th place.

Barlow Robbins score consistently well across the range of data included in the Legmark index algorithm, without particularly impressing in total keywords or traffic (which are not part of the calculation).

Lee & Thompson have the second highest average page speed across mobile and desktop combined but would do well to focus on building links as a way to improve performance for next year.

Stowe Family Law whose total score last year was enough to put them in 59th place (first in the revenue adjusted Legmark index) are only at 101 this time around as the calculation has been adjusted to focus more on the key ranking factors.

This means their overall speed is letting them down, as is the trust and citation scores (both down from last year). The high number of referring domains is likely to be keeping the domain rating score up at 55.

Well done for making it all the way through the report – to discuss any aspect of the data or your firm's performance, or if you're interested in how we've helped law firms improve their revenue online, call us on 0161 818 8448 or email hello@legmark.com and we'll call you back!