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Which of the accountancy firms in *Accountancy Age Top 50 Accountancy Firms 2007* use Web Analytics?

Methodology:

- Accountancy Age Top 50 accountancy firms 2007
<http://www.accountancyage.com/resource/top50>
- Source code on the homepages of each of the below was analysed for evidence of analytics tracking using javascript code.
- We have chosen to use the epithet 'not sure' instead of a definitive and potentially damning 'no' in instances where we are more certain than not that there is no tracking code or specifically, that using javascript code. We are more than happy to amend if this is proven otherwise.

Findings:

- 24 of the 50 do not appear to use web analytics
- Of those 26 who do use web analytics, 8 users are concentrated within the Top 10 with the other groupings of 10 showing a broad distribution
 - Rank 1>10 = 8 use web analytics;
 - Rank 11>20 = 4 use web analytics;
 - Rank 21>30 = 5 use web analytics;
 - Rank 31>40 = 4 use web analytics;
 - Rank 41>50 = 5 use web analytics;
- Of those 26 who use web analytics
 - 6 use a paid for web analytics solution exclusively
 - 2 use a paid for web analytics solution in conjunction with Google Analytics
 - 14 use Google Analytics exclusively
 - 4 use an alternative basic free tracker
- Within the Top 10, of the 8 firms using web analytics, 4 use paid for analytics solutions exclusively, 2 use Google Analytics exclusively and 2 use both in conjunction.
- Outside the Top 10, the preference is for exclusive use of Google Analytics.

Conclusions and recommendations for action:

- Clearly, use of web analytics is most prevalent within the Top 10 firms, whether in the form of paid for tracking, Google Analytics or a combination of the both.
- Outside the Top 10, the preference is clearly for Google Analytics. However, whilst it is encouraging to see that a number of firms have added Google Analytics tracking code at least to their homepage, it is a moot point as to whether this data is being mined or analysed and most importantly *acted* upon. Our initial thoughts are that this is likely to not be the case for several reasons.
- The key reason for this assumption is that several of those sites which use Google Analytics also contain *significant* flaws elsewhere which could impinge upon the site's effectiveness in search engine results or even in terms of their overall effectiveness in getting users to complete their task (e.g; find out about a specific area of expertise and make contact).
- Such flaws include tracking code not implemented throughout other pages on the site as well as basic, fundamental errors such as absence of meta tags, incorrectly formatted meta tags, poor site structure, poor coding, absence of or unclear calls to action etc etc.
- All together, these combine to create not only a poor user experience (i.e.; visitors 'drop out' as cannot find the information they are looking for/task they want to complete once on the site) or worse still, the inclusion of such analytics tracking code is at best an academic exercise as no attempts have been made to focus efforts on getting targeted users to the site (i.e.; absence of Search Engine Optimisation which means that the pages relating to your specific practice areas cannot be found in Search Engines when a user searches using specific keywords/phrases)
- Analysis of web data can help to refine not only your Search Engine Optimisation efforts but also your users on-site experience so that they can reach their goal. This is the overriding compelling argument as to why you should be using web analytics in an effective, actionable way.

For more information please contact:

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*** See firms by ranking below ***

Accountancy Age Top 50 accountancy firms 2007

Ranking 2007	Name of firm	Web Analytics	Paid for	Google Analytics	Other free
	PricewaterhouseCoopers LLP				
1	1	YES	YES		
2	Deloitte 2	YES	YES		
3	KPMG LLP 3	YES		YES	
4	Ernst & Young LLP 4	YES	YES		
5	Grant Thornton UK LLP 5	NOT SURE			
6	BDO Stoy Hayward 6	YES	YES	YES	
7	Baker Tilly	YES	YES		
8	Smith & Williamson	YES		YES	
9	PKF (UK) LLP	YES	YES	YES	
10	Tenon Group plc	NOT SURE			
11	Moore Stephens	NOT SURE			
12	Mazars 7	NOT SURE			
13	Vantis 8	YES		YES	
14	Bentley Jennison	NOT SURE			
15	HW Group 9	YES		YES	
16	Saffery Champness	YES		YES	
17	Horwath Clark Whitehill LLP	YES	YES		
18	UHY Hacker Young	NOT SURE			
19	Kingston Smith	NOT SURE			
20	Menzies	NOT SURE			
21	MacIntyre Hudson	YES		YES	
22	Chantrey Vellacott DFK	YES	YES		
23	MGI Wenham Major	NOT SURE			
24	Johnston Carmichael 10	YES		YES	
25	Ford Campbell 11	NOT SURE			
26	DTE	NOT SURE			
27	Armstrong Watson	YES		YES	
28	Wilkins Kennedy	NOT SURE			
29	CLB Littlejohn Frazer	NOT SURE			
30	Buzzacott	YES		YES	
31	Cooper Parry	YES			YES
32	Haysmacintyre	YES			YES
33	Lovewell Blake 12	YES		YES	
34	Francis Clark	YES		YES	
35	Duncan & Toplis	NOT SURE			
36	Haslers 13	NOT SURE			
37	Scott-Moncrieff	NOT SURE			
38	Hazlewoods	NOT SURE			
39	Rothman Pantall & Co	NOT SURE			
40	Larking Gowen	NOT SURE			
41	Berg Kaprow Lewis	YES		YES	
42	Price Bailey	NOT SURE			
43	Reeves & Neylan	NOT SURE			
44	Mercer & Hole	YES		YES	
45	AGN Shipleys	YES			YES
46	Streets LLP	NOT SURE			
47	Target Chartered Accountants	NOT SURE			
48	Bishop Fleming	YES		YES	
49	Barnes Roffe	NOT SURE			
50	Morley & Scott	YES			YES

