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Which of the law firms in *The Lawyer UK 100 Annual Report* use Web Analytics?

Methodology:

- Top 100 of The Lawyer UK 200 (2007)
<http://www.thelawyer.com/uk200/>
- 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:

- 63 of the 100 do not appear to use web analytics
- Of those 37 who do use web analytics, 7 users are concentrated within the Top 10 with the other groupings of 10 showing a broad distribution.
- Firms ranked 21>30 are the poorest adopters of web analytics
- Web Analytics users by rankings:
 - Rank 1>10 = 7 use web analytics; 3 using paid for; 4 using Google Analytics
 - Rank 11>20 = 4 use web analytics; 3 using paid for; 1 using Google Analytics
 - Rank 21>30 = 2 use web analytics; 2 using paid for
 - Rank 31>40 = 3 use web analytics; 1 using paid for; 2 using Google Analytics
 - Rank 41>50 = 3 use web analytics; 1 using paid for; 2 using Google Analytics
 - Rank 51>60 = 3 use web analytics; 1 using paid for; 2 using Google Analytics
 - Rank 61>70 = 3 use web analytics; 1 using paid for; 2 using Google Analytics
 - Rank 71>80 = 5 use web analytics; 2 using paid for; 3 using Google Analytics
 - Rank 81>90 = 3 use web analytics; 3 using Google Analytics
 - Rank 91>100 = 4 use web analytics; 1 using paid for; 3 using Google Analytics
- Of the 37 firms who use web analytics:
 - 15 use a paid for web analytics solution exclusively
 - 22 use Google Analytics exclusively
- Within the Top 10, of the 7 firms using web analytics, 3 use paid for analytics solutions exclusively and 4 use Google Analytics exclusively.
- 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 or Google Analytics.
- 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 being 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 ***

The Lawyer UK Top 100 (2007)

RANK	FIRM	Web Analytics	Paid for	Google Analytics
1	Clifford Chance	YES	YES	
2	Linklaters	YES	YES	
3	Freshfields Bruckhaus Deringer	YES		YES
4	Allen & Overy	NOT SURE		
5	DLA Piper	YES		YES
6	Lovells	NOT SURE		
7	Slaughter and May	YES	YES	
8	Eversheds	YES		YES
9	Herbert Smith	NOT SURE		
10	Ashurst	YES		YES
11	Simmons & Simmons	NOT SURE		
12	Norton Rose	NOT SURE		
13	CMS Cameron McKenna	NOT SURE		
14	Pinsent Masons	NOT SURE		
15	SJ Berwin	YES		YES
16	Addleshaw Goddard	YES	YES	
17	Berwin Leighton Paisner	YES	YES	
18	Taylor Wessing	NOT SURE		
19	Denton Wilde Sapte	YES	YES	
20	Clyde & Co	NOT SURE		
21	Hammonds	YES	YES	
22	Irwin Mitchell	YES	YES	
23	Nabarro	NOT SURE		
24	Bird & Bird	NOT SURE		
25	Wragge & Co	NOT SURE		
26=	Beachcroft	NOT SURE		
26=	Salans	NOT SURE		
28	Macfarlanes	NOT SURE		
29	Shoosmiths	NOT SURE		
30	Halliwells	NOT SURE		
31	Olswang	NOT SURE		
32	Osborne Clarke	NOT SURE		
33	Travers Smith	YES		YES
34	Withers	NOT SURE		
35	Barlow Lyde & Gilbert	YES	YES	
36	Stephenson Harwood	NOT SURE		
37	Hill Dickinson	NOT SURE		
38	Holman Fenwick & Willan	NOT SURE		
39	Trowers & Hamlins	NOT SURE		
40	Field Fisher Waterhouse	YES		YES
41	LG (Lawrence Graham)	NOT SURE		
42	Charles Russell	YES	YES	
43	Burges Salmon	NOT SURE		
44	Dundas & Wilson	NOT SURE		
45	McGrigors	NOT SURE		
46	Cobbetts	YES		YES
47	Mills & Reeve	YES		YES
48=	Dickinson Dees	NOT SURE		
48=	Ince & Co	NOT SURE		
50	Maclay Murray & Spens	NOT SURE		
51	Watson Farley & Williams	NOT SURE		

52	Reynolds Porter Chamberlain	NOT SURE		
53	DWF	NOT SURE		
54	Kennedys	NOT SURE		
55	Walker Morris	NOT SURE		
56	Clarke Willmott	NOT SURE		
57	Blake Laphorn Linnell	NOT SURE		
58	Pannone & Partners	YES		YES
59	Berrymans Lace Mawer	YES	YES	
60	Weightmans	YES		YES
61	Bond Pearce	NOT SURE		
62	Russell Jones & Walker	YES	YES	
63	Bevan Brittan	NOT SURE		
64	Howard Kennedy	NOT SURE		
65	Speechly Bircham	YES		YES
66	Mishcon de Reya	NOT SURE		
67	Shepherd & Wedderburn	YES		YES
68	TLT Solicitors	NOT SURE		
69	HBJ Gateley Wareing	NOT SURE		
70	Thomas Eggar	NOT SURE		
71	Farrer & Co	NOT SURE		
73	Davies Arnold Cooper	YES		YES
73	Hugh James	YES		YES
74	Browne Jacobson	YES	YES	
75	Manches	NOT SURE		
76	Freeth Cartwright	NOT SURE		
77=	Bircham Dyson Bell	YES	YES	
77=	Dickson Minto	YES		YES
79	Brodies	NOT SURE		
80	Morgan Cole	NOT SURE		
81	Penningtons Solicitors	NOT SURE		
82	Brabners Chaffe Street	NOT SURE		
83	Fladgate Fielder	NOT SURE		
84	Lewis Silkin	NOT SURE		
85	Ward Hadaway	NOT SURE		
86	Geldards	NOT SURE		
87	Russell-Cooke	YES		YES
88	Keoghs	YES		YES
89	Ashfords	NOT SURE		
90	Watson Burton	YES		YES
91	Burness	NOT SURE		
91	Tods Murray	NOT SURE		
93	DMH Stallard	NOT SURE		
94	Wedlake Bell	NOT SURE		
95	Forsters	NOT SURE		
96	Martineau Johnson	NOT SURE		
97	Finers Stephens Innocent	YES		YES
98	Bristows	YES	YES	
99	Howes Percival	YES		YES
100	Sacker & Partners	YES		YES