

# Living Ratings

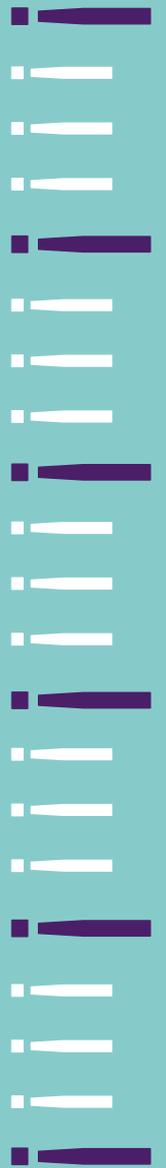
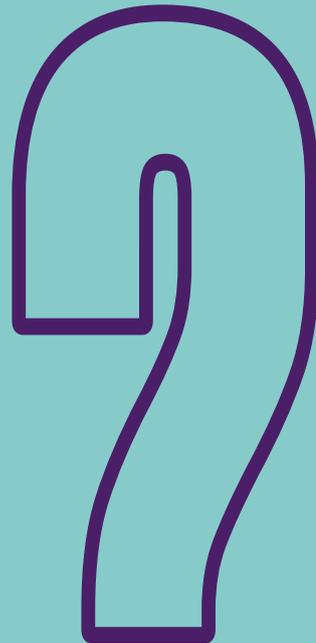
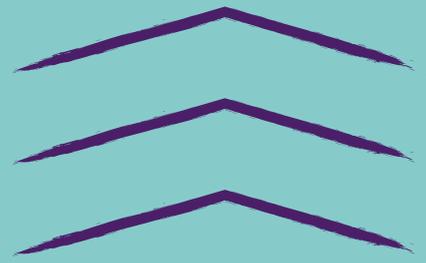
The brand and digital intelligence of  
the world's leading law firms 2020

UP

MEASURE

DO YOU

HOW



# RATED INTELLIGENCE

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# WELCOME TO THE LATEST EDITION OF LIVING RATINGS

From the start of 2020, people around the world began to be challenged on how they take care of their health, how they interact with their families and fellow citizens – basically, how they live. Naturally this has impacted business and commerce. Companies, including law firms, have had to quickly re-evaluate how they conduct business, how they take care of both clients and employees – basically, how they stay 'open for business'.

It's quite possible that the brand and digital intelligence of law firms has never been so critical to the sustainability of your sector. Without face-to-face interaction where do your target audiences go for assurance about your firm? Brand and websites need to work harder, faster and smarter than ever before, and be flexible to accommodate change and fast-to-market content. (We explore this more on page 8 of this report).

The good news is that our latest Ratings analysis shows a definite improvement across the sector, driven by several new law firm brands that launched over the prior 12 months and many firms working hard to improve specific elements of their digital presence.

## Engagement

Engagement is our measurement of website functionality and technology as well as the social media channels used by a law firm. In this broad category, we have seen an uptick across nearly all our metrics. For example, the average SEO score for the sector and the use of geo-location technology to deliver content are both up by 10%. One of the biggest gains has been stronger information architecture (navigation) across websites, up by over 30%.

On the downside, however, the quality of the search functionality deployed across most law firms continues to be a frustrating experience. We do raise the bar each year in this category, but there's little excuse to serve up long

lists of content that leave your reader having to search again – manually – scrolling through screen after screen.

The provision of multi-language websites has also dipped this year to less than 50%. We do recognize that they are hard to create and even harder to maintain, and we will, over the course of the coming months, look to learn more about the reasons behind this decrease as we speak to numerous firms about our 2020 report.

## Evidence

Evidence is our measurement of each firm's brand and content used across its website and social media channels, and I'm pleased to report that we've seen an improvement across most metrics used here as well.

We've seen an increase in the use of a consistent brand positioning on firms' home pages and social media channels, up by 13% from 2019. While this is still presented by only 40%, the trend represents a step in the right direction with regards to answering the who, what and why questions up front. We've also seen a small increase in law firms communicating their brand values and sharing case studies on their websites, up to 41% and 22% respectively.

If there was a single area most in need of improvement, it would be people content. As much as 95% of firms do not have any useful or relevant content on their people landing page. Instead, target audiences are met with a cold search function devoid of brand personality



**Duncan Shaw, Co-founder and Executive Creative Director**

or messaging. What does that tell a prospective client or lateral hire about your firm's ethos, strengths or culture? At the very least, you should tell audiences about what unites and drives your business, and what clients can expect from your people, with a link to the culture section of your website (assuming there is one).

In summary, it's been great to see an improvement across the sector and hopefully this is just the beginning of changes to a sector that has often lagged behind other industries, in terms of brand and digital. Of course, there's still room for improvement and we explore this further on pages 24 and 25 in our 'Opportunity knocks' section.

I hope you enjoy this year's law firm Ratings and should you have any questions or would like to have a presentation of our findings, please do email me at [duncan.shaw@living-group.com](mailto:duncan.shaw@living-group.com).

April 2020

# CREATING

# DIFFERENCE

## About Living

At Living we blend our deep sector knowledge, uncompromised thinking and award-winning creativity to help our clients in the financial, professional services and technology sectors create difference through branding expressions that engage, digital experiences that disrupt, and integrated advertising campaigns that drive results.

## What defines us

Our specialists' deep understanding of our clients' sectors means we challenge thinking and perception, inspire excitement and ambition, and help to deliver rewarding outcomes. In a world that is always changing, content rich and visually crowded, we empower our clients to communicate their difference and stay ahead.

## What we do

### Engaging branding

Our creative teams in New York, London and Hong Kong deliver award-winning ideas with proven results, driving your business performance with strategic thinking, brand creation

and enhancement and stand-out messaging. We fuse these key elements together to generate highly effective visual and verbal expressions of your firm.

### Disruptive digital

Our digital team connects your brand and your audiences. Around the world. Around the clock. We build seamless brand experiences online, using bespoke information architecture, engaging design and cutting-edge technology across multiple devices and platforms.

### Integrated campaigns

We can help transform your brand objectives into tangible business benefits – stimulating dialogue, lifting your profile, prompting consideration,

and spurring action. We research, plan and execute advertising and social media campaigns worldwide, applying distinctive ideas and creative, backed by relevant analytics to measure your success.

### Creating difference for our people and communities

We don't just make a difference for our clients. We also make a difference for the talented people on our teams and the communities where we work. We have an open and collaborative culture that gives our people room to thrive. We encourage passionate, free-thinking ideas that challenge the conventional and celebrate individualism and diversity.





# HIGHLY RATED

## About Ratings

Now in its 27th edition, Living Ratings benchmarks the brand and digital intelligence of the world's leading financial and professional services brands.

These studies provide our clients with evidence-based insight that continuously enhances their marketing communications and gives us unparalleled knowledge of our specialist sectors.

### Digital diagnostic

In addition to our annual Ratings report, we also offer an in-depth diagnostic of your website and social media footprint, analyzing your digital intelligence and comparing your firm against your closest competitors.

### Analysis

To analyze how your site performs against a set of proven benchmarks.

### Implementation

To enable you to implement enhancements and corrections in line with best practice.

### Re-alignment

To re-align your digital strategy to ensure that any future-generated content receives the maximum exposure with your target audience.

### UX

To improve the user experience and information architecture of your website.



Our analysis is the logical first step on the journey to improve your brand and digital intelligence, empowering you with objective evidence and a clear strategy.

### Connectivity

To connect your social media strategy with your content strategy.

### Understanding

To understand what is required to create a better digital experience for all your stakeholders – internal and external (and to gain a higher Ratings score in the next review).

### Purpose

To ensure that your CMS platform is the right fit for your purposes and goals.

# WHO, WHAT, WHEN & HOW

## Who and how we rate and classify each firm

In January, February and March 2020 our analysts reviewed the brand and digital intelligence of the world's leading law firms – source: Legal Business Global 100, published in July 2019. Each of the 99 firms rated (there was a merger of two firms during our research) was measured by over 100 criteria including several new metrics covering engagement (website functionality and the social media channels used) and evidence (brand and website and social media content).

## How we calculate our scores

Each firm is allocated an overall percentage score. This is calculated by adding the scores for the individually weighted engagement and evidence criteria. We then use the separate engagement and evidence scores to classify each law firm with one of four definitions of their digital presence – Determined, Energetic, Focused or Lackluster.

Sector averages are based on the full listing of the top 99 firms. The five firms with the highest scores are also reviewed with expanded case studies.

1 WEBSITE  
FUNCTIONALITY

2 WEBSITE  
CONTENT

3 SOCIAL MEDIA  
PRESENCE

4 SOCIAL MEDIA  
CONTENT

# SHARPENING THE CRITERIA

## What's changed for 2020?

With each iteration of our report, we evolve our scoring methodology to be more demanding and to keep pace with the fast-moving sector. Here are just a few of our core criteria for 2020:

### ENGAGEMENT

#### Thoughtful IA and UX

Now more than ever considered information architecture (IA) and intuitive user experiences (UX) are of paramount importance. We reward firms that keep it simple and give thought to how their content is found and consumed.

#### High-quality search

We raise the bar in this category each year as search technology improves and becomes more affordable. We celebrate firms that take time to think about delivering not just filtered results, but how these results are curated and presented.

#### Geo-location or personalized content

Firms who use geo-location or personalization technology to deliver tailored content are at the forefront of the legal sector. They know it's not one size fits all and are rewarded for their time, effort, and commitment.

#### SEO

Search engine optimization (SEO) remains critical to your basic digital operations – it can be the difference between prospective clients finding you – or not. We apply specialist third-party SEO software to scan every website and assess whether best practice has been adopted.

#### Strong social media channels

Firms that use a range of active social media channels and promote content that is original and authentic can expect high scores. We also look positively on firms that use different channels for each of their different target audiences.

### EVIDENCE

#### A client-first experience

We ask tough questions, one of which is: is this firm's digital content perspective client-first, i.e., does it think about their target audiences' issues or sectors or is it all about them? We reward the former.

#### Brand purpose

Firms that put their brand positioning or elevator pitch on the home page of the website and consistently across their social media channels are serious about the value of their brand. We reward them.

#### Case studies

There's not an industry in the world that is so shy at promoting how they have helped their clients. We understand that work is often highly confidential, but there's always a way of communicating your success stories without naming names. Firms that do present this evidence of their expertise and relevance score well in our report.

#### Humanity

In theory, when you've reviewed the people pages of nearly 100 law firms, they should all blend into one. In reality, we're afraid to say that this happens after rating just a few sites. Law firms that treat these pages as important landing pages and make an effort to inject authenticity and personality are rewarded indeed.

#### Culture

When someone visits the people section of a website, they are typically met with a search box and little else. Firms that go beyond this and offer some insight to the firm's collective culture, ethos and bench strength typically score well in our report.

# BRAND INTELLIGENCE, NOW MORE THAN EVER

We live in challenging times – for all of us as global citizens – and especially for those of us in marketing. With an unprecedented pandemic, volatile financial markets, empty calendars from canceled events, and employees around the world working from home – we face an uncertain, but certainly uphill battle to keep our brands relevant and our messages engaging.

## What does this mean for businesses and their brands?

Without human interaction – a core component of any firm's brand – the visual and verbal components will need to go into overdrive to make up for this shortfall.

Take for example your law firm, where often Partners themselves constitute a core part of the brand. What happens when they can't meet with current or prospective clients or network on a daily basis? Where do clients go then for this interaction?

It's the same for all professional services firms who rely on in-person consultancy to drive their practice. In the case of financial services firms, even with asset management divisions producing endless volumes of research and commentary, personal interaction with the legion of financial advisors is critical – especially amid the current volatility.

Telephone calls and video conferencing will help you address the tactical needs of your client relationship, but what about your brand building efforts? Being clear about who you are, what you do and why it matters to your target audiences is of paramount importance. Now more than ever.

Websites and social media channels can't be under-utilized as only a set of online credentials, serving as a holding pattern for what comes next. These digital expressions of your brand are 'the' platforms to communicate to your audiences. With clarity. With purpose. With a reason for them to care.

Brands and people must come to the fore on these platforms, delivering authentic and personable experience. And yes, B2B clients are people too!

Where do you begin? Content. At Living, we've been analyzing brand and digital intelligence of the leaders in our focus sectors for more than 10 years. We have tracked the best practices for how content is written, displayed and promoted. The companies who do it right always have their clients and their clients' best interests at the core of every message.

Next, you want to activate smart, targeted social media and digital advertising campaigns to support and highlight your messages, and most importantly, drive your audience to your website, for their immersive brand experience. Against the current volatile financial backdrop and the omnipresent disruption of the coronavirus pandemic, you are compelled to share your voice – there is an audience eager to hear from you – provided you have the right relevant message.

Do this correctly and the result will be the opportunity for you to effectively manage your online reputation through the digital expression of your brand – because you'll be focused on who you are, what you do and why you matter to your audience.

Adversity often provides opportunity. Seize this time to strengthen your brand messaging, your visual identity, and especially your website and its content, as well as the campaigns and social channels that empower your brand engagement with target audiences remotely.

Backed by the research of our Living Ratings, the industry experience of our senior team, and client relationships we've built over the past 16 years, Living stands ready to help you identify the best opportunities for you to create difference. Right now.



Without human interaction – a core component of any firm's brand – the visual and verbal components will need to go into overdrive to make up for this shortfall.

# ARE YOU DETERMINED OR NOT?

By analysing the individual engagement and evidence scores, we have categorized each of the leading firms' digital intelligence into four areas.



# LAW FIRM RATINGS AND RANKINGS

Living Ratings 2020 Ranking	Living Ratings 2019 Ranking	Legal Business Global 100. 2019	Firm name	Score / 800	%	Category
1 ↑	70	71	Seyfarth Shaw	697	87.13	●
2 ↑	12	4	DLA Piper	673	84.13	●
3 ↓	2	33	Goodwin Procter	647	80.88	●
4 ↑	6	27	Herbert Smith Freehills	628	78.50	●
5 ↓	1	46	Winston & Strawn	622	77.75	●
6 ↑	30	53	Bryan Cave Leighton Paisner	620	77.50	●
7 ↓	5	11	Hogan Lovells	616	77.00	●
8 ↑	80	74	Pinsent Masons	615	76.88	●
9 ↓	4	14	White & Case	607	75.88	●
10 ↓	3	3	Baker McKenzie	605	75.63	●
11 ↑	26	54	Perkins Coie	604	75.50	●
12 ↑	18	34	Reed Smith	602	75.25	●
13 ↑	22	67	Vinson & Elkins	595	74.38	●
14 ↑	74	52	Holland & Knight	592	74.00	●
15 ↓	7	9	Linklaters	590	73.75	●
16 ↑	52	44	Dechert	588	73.50	●
17 ↓	10	56	Ashurst	584	73.00	●
18 ↑	56	36	WilmerHale	582	72.75	●
19 ↓	11	40	Orrick	581	72.63	●
20 ↓	8	12	Morgan Lewis	580	72.50	●
21 ↓	16	78	Gowling WLG	579	72.38	●
22 ↑	57	66	Hunton Andrews Kurth	575	71.88	●
23 ↑	28	16	Freshfields	573	71.63	●
24 ↑	65	29	King & Spalding	572	71.50	●
25	-	95	Taylor Wessing	570	71.25	●
26 ↓	9	35	Eversheds Sutherland	568	71.00	●
27 ↑	32	65	O'Melveny & Myers	566	70.75	●
28 ↑	62	73	Pillsbury	565	70.63	●
29 ↑	45	19	CMS	564	70.50	●
30 ↓	27	62	Clyde & Co	563	70.38	●
31 ↓	13	42	Squire Patton Boggs	557	69.63	●
32 ↓	15	39	McDermott Will & Emery	555	69.38	●
33 ↑	51	86	Faegre Baker Daniels	553	69.13	●
34 ↓	23	82	Nixon Peabody	552	69.00	●
35 ↑	50	88	Ogletree Deakins	551	68.88	●
36 ↓	34	64	Alston & Bird	548	68.50	●
37 ↑	49	28	Cleary Gottlieb	545	68.13	●
38 ↑	82	90	Simmons & Simmons	544	68.00	●
39 ↑	44	59	Foley & Lardner	539	67.38	●
40 ↑	71	87	Locke Lord	528	66.00	●
41 ↑	90	55	Wilson Sonsini	527	65.88	●
42 ↑	83	83	Troutman Sanders	526	65.75	●
43 ↑	60	15	Norton Rose Fulbright	525	65.63	●
44 ↓	31	75	Fragomen	523	65.38	●
45 ↓	19	22	Weil	521	65.13	●
46 ↑	66	60	McGuireWoods	520	65.00	●
47 ↓	14	20	Greenberg Traurig	518	64.75	●
48 ↓	17	38	Akin Gump	517	64.63	●
49 ↑	61	76	Katten	516	64.50	●
50 ↑	58	68	Sheppard Mullin	515	64.38	●

Energetic Determined Focused Lackluster

Living Ratings 2020 Ranking	Living Ratings 2019 Ranking	Legal Business Global 100. 2019	Firm name	Score / 800	%	Category
51 ↓	35	8	Sidley	509	63.63	●
52 ↓	29	92	Bird & Bird	507	63.38	●
53 ↓	38	70	Baker Botts	504	63.00	●
54 ↓	39	49	Shearman & Sterling	503	62.88	●
55	–	84	Nelson Mullins	502	62.75	●
56 ↑	64	13	Jones Day	500	62.50	●
57	–	98	Jackson Lewis	499	62.38	●
58 ↓	37	32	Paul Hastings	498	62.25	●
59 ↓	20	7	Clifford Chance	493	61.63	●
60 ↓	47	41	Morrison & Foerster	492	61.50	●
61 ↑	97	80	Venable	474	59.25	●
62 ↑	67	89	Fox Rothschild	469	58.63	●
63	–	93	Womble Bond Dickinson	468	58.50	●
64 ↓	54	6	Dentons	462	57.75	●
65	–	96	Kilpatrick Townsend	460	57.50	●
66 ↓	59	31	Cooley	459	57.38	●
67 ↑	79	25	Mayer Brown	455	56.88	●
68 ↓	53	79	Littler	453	56.63	●
69	–	94	Cozen O'Connor	451	56.38	●
70 ↑	91	45	K&L Gates	446	55.75	●
71 ↓	42	2	Latham & Watkins	445	55.63	●
72 ↓	24	47	Proskauer Rose	441	55.13	●
73 ↑	81	58	Slaughter and May	437	54.63	●
74 ↓	21	51	King & Wood Mallesons	432	54.00	●
75 ↓	63	48	Arnold & Porter	430	53.75	●
76 ↑	93	10	Allen & Overy	429	53.63	●
77 =	77	81	Lewis Brisbois	410	51.25	●
78 ↓	41	37	Covington	407	50.88	●
79 ↑	84	1	Kirkland & Ellis	406	50.75	●
80 ↓	40	43	Milbank	403	50.38	●
81 ↓	55	85	Polsinelli	397	49.63	●
82 ↓	73	91	Duane Morris	396	49.50	●
83 ↓	72	72	Baker & Hostetler	395	49.38	●
84 ↑	89	30	Quinn Emanuel	393	49.13	●
85 ↓	75	99	Blank Rome	382	47.75	●
86 ↓	68	18	Ropes & Gray	369	46.13	●
87 ↓	69	50	Debevoise	368	46.00	●
88 ↓	86	24	Sullivan & Cromwell	361	45.13	●
89 ↓	43	5	Skadden	354	44.25	●
90 ↓	76	23	Paul Weiss	347	43.38	●
91 ↓	78	69	Fried Frank	345	43.13	●
92 ↓	88	100	Jenner & Block	336	42.00	●
93 ↓	87	26	Davis Polk	312	39.00	●
94 ↑	95	61	Willkie Farr & Gallagher	290	36.25	●
95 ↑	96	63	Cravath	283	35.38	●
96 ↓	36	17	Gibson Dunn	281	35.13	●
97 ↓	94	21	Simpson Thacher	261	32.63	●
98 ↑	100	57	Wachtell Lipton	212	26.50	●
99 =	99	77	Yingke	110	13.75	●

\*We rated 99 firms in this year's report as Faegre and Baker Daniels merged in late 2019.

# FOLLOW THE #1 LEADERS

## Engagement and evidence: the leaders

Law firms that take a determined approach to digital engagement have a relentless client focus. Their successful formula balances two key elements:

### ENGAGEMENT

Determined law firms recognize the potential of useful digital functionality backed by a client-focused channel strategy. They can then create appealing and relevant content in a variety of media including graphics, audio, animation and video that captivates, informs and motivates the target audience.

### EVIDENCE

Determined law firms promote clear purpose. They offer the user informative brand-driven messaging, relevant subject matter and the kind of insight that shows a deep understanding of client issues and interests. This demonstrates the ability to help clients succeed.

## ENGAGEMENT

	Firm name	Engagement score (%)
1	Pinsent Masons	84.72
1=	Baker McKenzie	84.72
3	Perkins Coie	84.44
4	Ogletree Deakins	83.61
5	Seyfarth Shaw	82.50
6	DLA Piper	81.39
7	Reed Smith	81.11
8	Herbert Smith Freehills	80.00
9	Mayer Brown	79.17
10	Bryan Cave Leighton Paisner	77.78
10=	Linklaters	77.78
10=	Jones Day	77.78
13	Gowling WLG	77.50
14	Hogan Lovells	76.67
15	Pillsbury	76.39
16	CMS	76.11
17	Winston & Strawn	75.56
17=	King & Spalding	75.56
17=	Dentons	75.56
20	Orrick	75.28

## EVIDENCE

	Firm name	Evidence score (%)
1	Seyfarth Shaw	90.91
2	DLA Piper	86.36
2=	Goodwin Procter	86.36
4	Holland & Knight	84.09
4=	Ashurst	84.09
6	McDermott Will & Emery	81.82
7	Winston & Strawn	79.55
7=	Dechert	79.55
7=	Eversheds Sutherland	79.55
10	Herbert Smith Freehills	77.27
10=	Bryan Cave Leighton Paisner	77.27
10=	Hogan Lovells	77.27
10=	White & Case	77.27
10=	Vinson & Elkins	77.27
15	WilmerHale	72.73
15=	Morgan Lewis	72.73
15=	O'Melveny & Myers	72.73
15=	Clyde & Co	72.73
15=	Nixon Peabody	72.73
20	Pinsent Masons	70.45

# THE NUMBERS THAT DEFINE LAW FIRM **ENGAGEMENT**

**24%**



of websites have a high quality search functionality. 2019: 22%

**49%**



of websites provide strong information architecture 2019: 18%

**37%**



of websites have a high quality user experience. 2019: 22%

**45%**



of websites are available in multiple languages. 2019: 52%

**77%**



is the average SEO score for law firm websites. 2019: 67%

**25%**



of websites serve content based on their users' geolocation. 2019: 15%

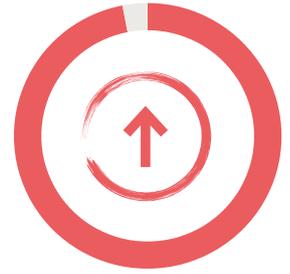
**GG** ONE OF THE BIGGEST GAINS HAS BEEN STRONGER INFORMATION ARCHITECTURE ACROSS WEBSITES, UP BY OVER 30%.

**38%**



of websites have a client log-in area. 2019: 32%

**97%**



of firms are actively using Twitter. 2019: 95%

**99%**



of firms have an active LinkedIn channel. 2019: 95%

**75%**



of firms are actively using Facebook. 2019: 71%

**54%**



of firms are now active on Instagram. 2019: 43%

**26%**



of firms have a business-related app. 2019: 24%

# THE NUMBERS THAT DEFINE LAW FIRM EVIDENCE

40%



of firms state that brand positioning up front on their website home page. 2019: 27%

41%



of firms communicate their brand values on their website. 2019: 38%

54%



of firms have a distinctive visual language on their website. 2019: 39%

22%



of firms provide case studies on their websites. 2019: 18%

79%



of firms use blogs to deliver thought leadership. 2019: 67%

45%



of firms have enhanced partner biography pages. 2019: 17%

**GG** IF THERE WAS A SINGLE AREA MOST IN NEED OF IMPROVEMENT, IT WOULD BE PEOPLE CONTENT.

**5%**



of firms have a high quality people landing page. 2019: N/A

**91%**



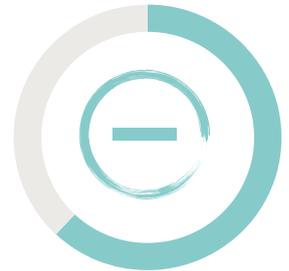
of firms have prominent diversity content on their websites. 2019: 75%

**67%**



of firms have specific gender-equality content on their websites. 2019: 53%

**62%**



of firms provide dedicated lateral hire careers content on their websites. 2019: 62%

**71%**



of firms use film or animation to deliver content on their websites. 2019: 52%

**46%**



of firms use podcasts and audio to deliver content on their websites. 2019: 33%

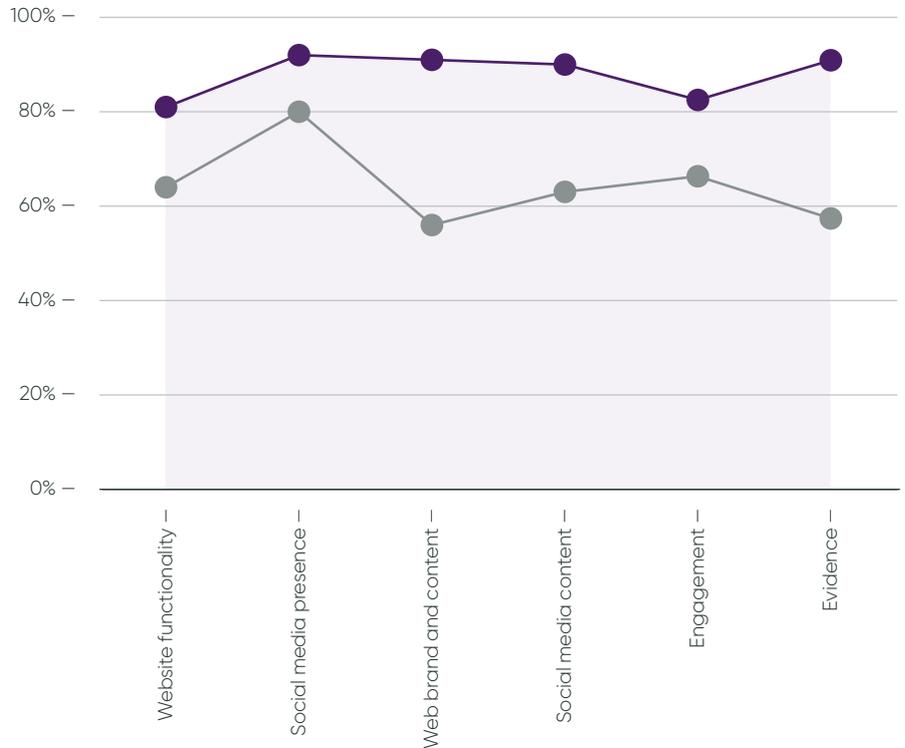
# 1 Seyfarth Shaw

seyfarth.com



- Seyfarth Shaw
- Sector average

Classification:  
▶ Determined



Seyfarth Shaw's new website has swept all other law firm websites aside in 2020. A good user experience aligns with great content to deliver a truly client-centric approach. There's also a positive use of social media channels to complement their new digital presence.

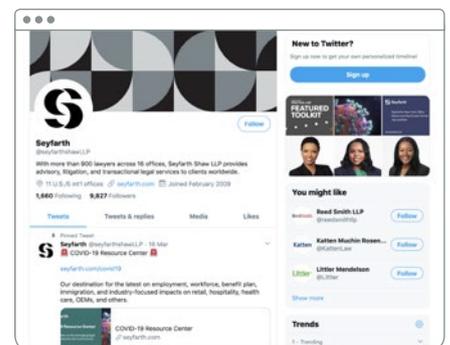
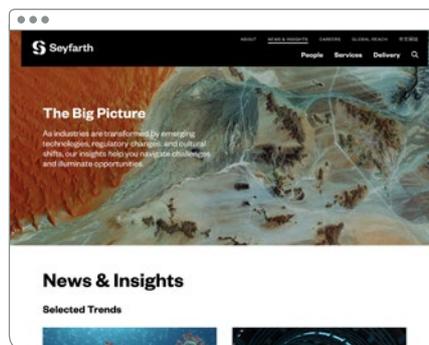
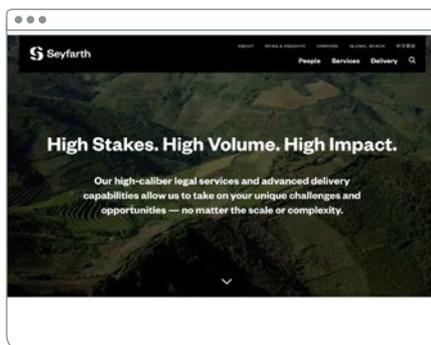
## KEY FEATURES

### Engagement

- ▶ High quality website search
- ▶ Excellent website information architecture
- ▶ Leading SEO score for their website.

### Evidence

- ▶ Brand purpose stated up front on their website
- ▶ Website client case studies demonstrate 'the how'
- ▶ Good people landing page, not just search functionality.



Images © Seyfarth Shaw

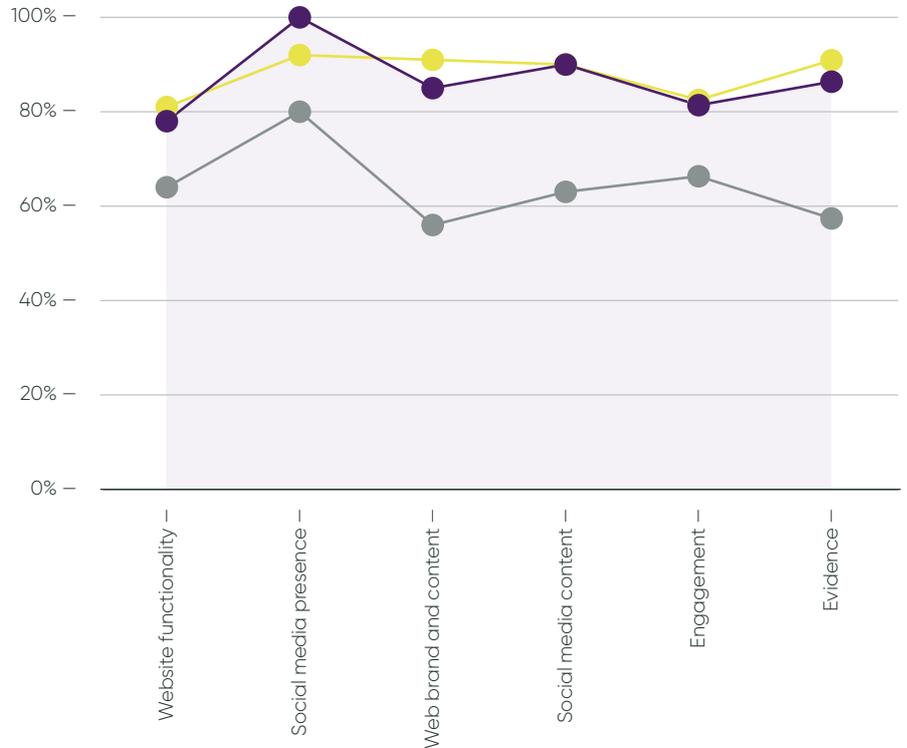
# 2 DLA Piper

dlapiper.com



- DLA Piper
- Sector leader
- Sector average

Classification:  
▶ Determined



The DLA Piper website has significantly improved since 2019, with a raft of new functionality and content improvements that see them rise to second place in our Ratings. DLA Piper has also taken a strong control of social media, evidenced by an innovative use of LinkedIn Live.

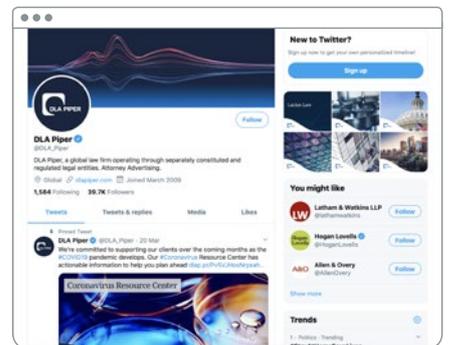
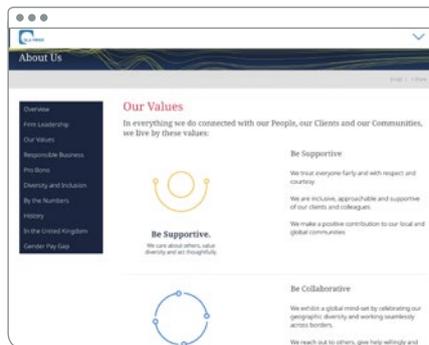
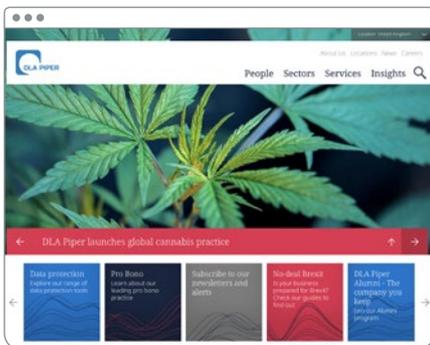
## KEY FEATURES

### Engagement

- ▶ Strong geolocation functionality on the website
- ▶ Thoughtful website navigation
- ▶ Great use of social media channels.

### Evidence

- ▶ Brand values on the website
- ▶ Enhanced people biographies
- ▶ High quality content across social media channels.



Images © DLA Piper

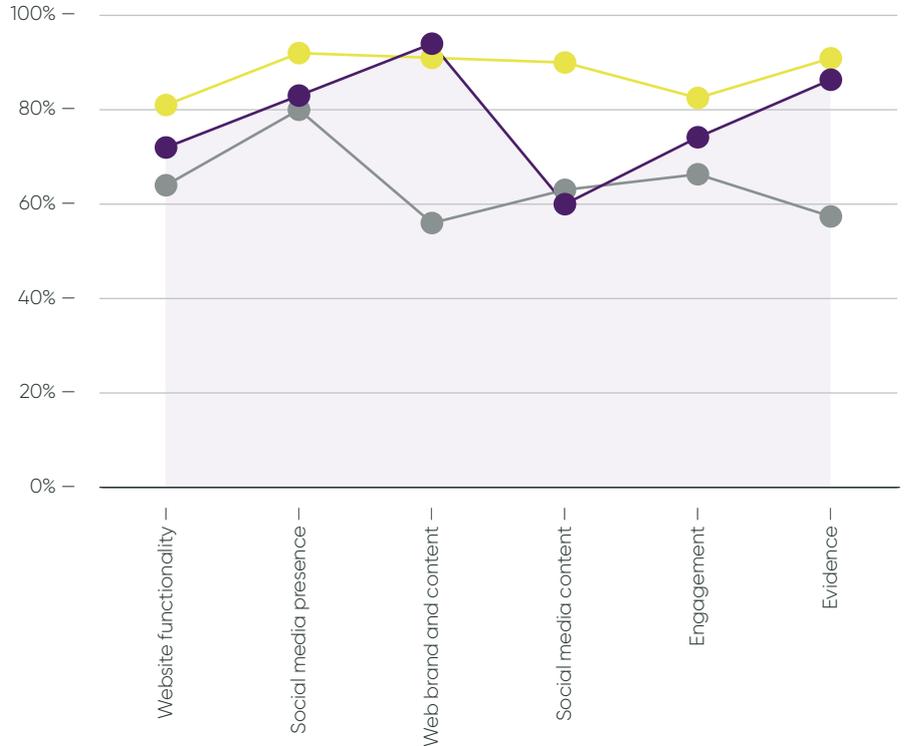
# 3 Goodwin Procter

goodwinlaw.com



- Goodwin Procter
- Sector leader
- Sector average

Classification:  
▶ Determined



Goodwin Procter's overall score is roughly the same as 2019, despite our tougher criteria, which for us demonstrates a constant reinvestment in their brand and content, plus they clearly have a sharp focus on their social media channels. The proof? They have been in our top five for the past four years.

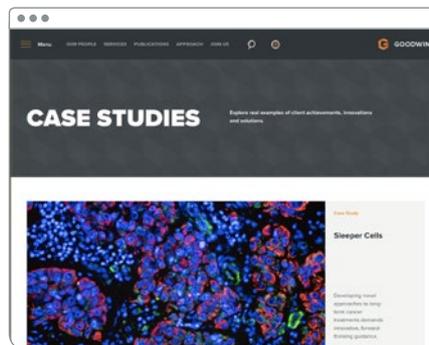
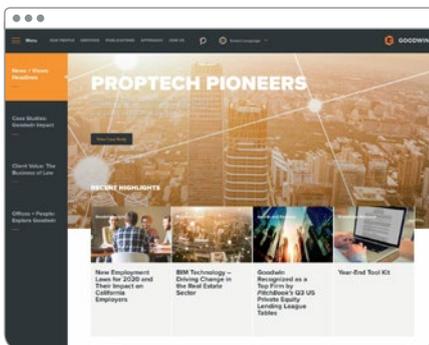
## KEY FEATURES

### Engagement

- ▶ Great use of related content
- ▶ Strong multi-language website experience
- ▶ Easy-to-use, yet innovative user experience.

### Evidence

- ▶ Excellent use of their visual identity online
- ▶ Delivers some of the best client case studies
- ▶ Clear content strategy evident across all digital channels.



Images © Goodwin Procter

# 4

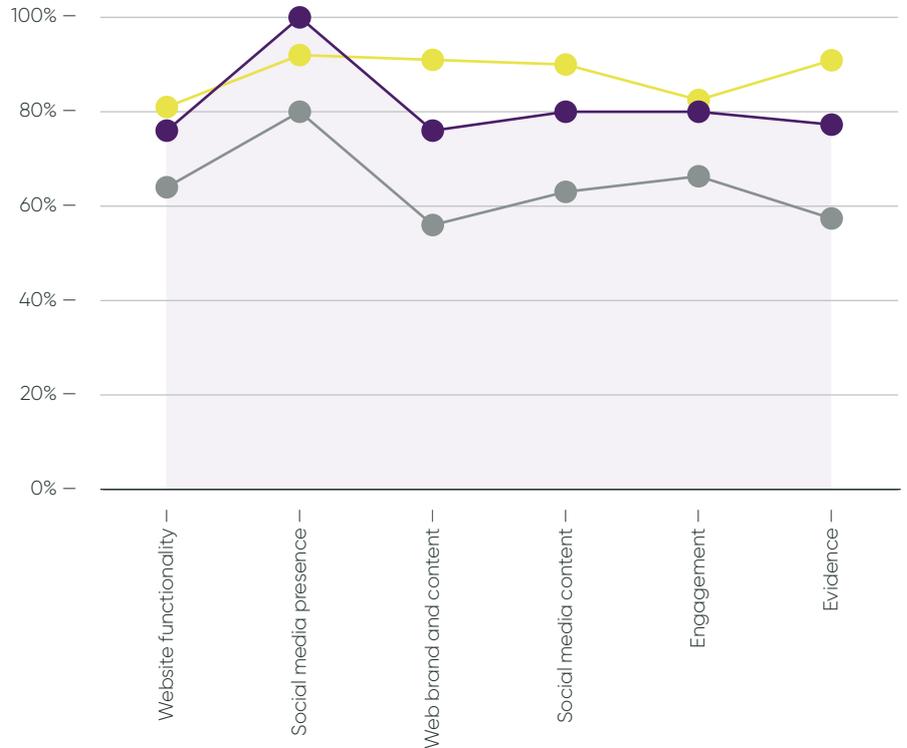
## Herbert Smith Freehills

herbertsmithfreehills.com



- Herbert Smith Freehills
- Sector leader
- Sector average

Classification:  
▶ Determined



Incremental improvements to Herbert Smith Freehills' digital footprint have seen them steadily climb up our Ratings year on year. We thoroughly enjoyed the strong use of design throughout the site and thoughtful easy-to-find content on both their website and social media channels.

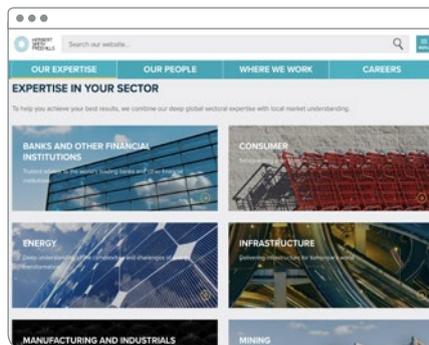
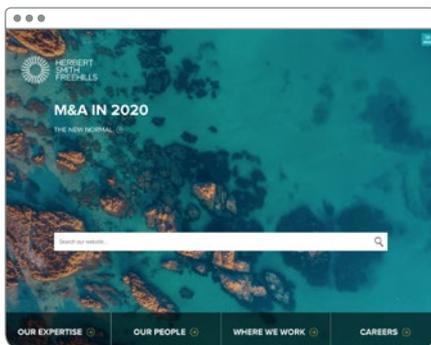
### KEY FEATURES

#### Engagement

- ▶ A search-first strategy on their website
- ▶ Clear easy-to-use navigation
- ▶ Excellent use of relevant social media channels.

#### Evidence

- ▶ Great use of content hubs to aid the user experience
- ▶ Brand values demonstrate the who, not just the what
- ▶ Social media content is curated and thoughtfully used.



Images © Herbert Smith Freehills

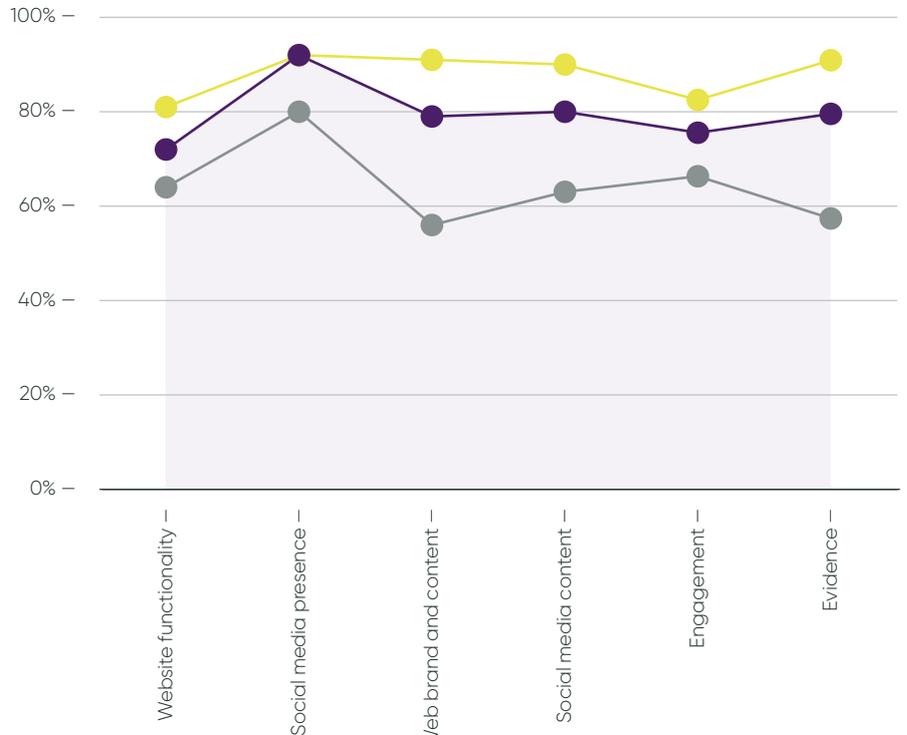
# 5 Winston Strawn

winston.com



- Winston & Strawn
- Sector leader
- Sector average

Classification:  
▶ Determined



Last year's leader still makes our top five with a digital footprint that is client-first and distinctly different from many other law firms. Winston Strawn's website, for example, is confident, client-first and driven by a consistent visual language and positive tone of voice.

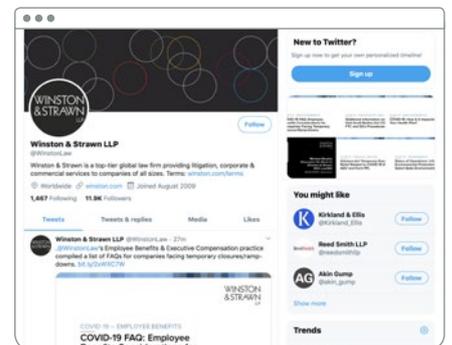
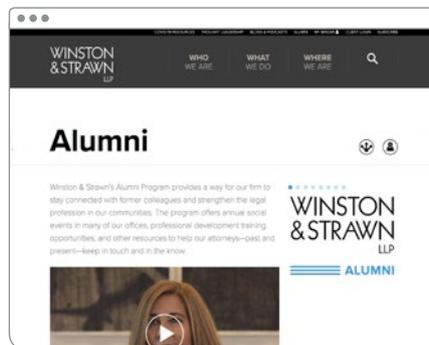
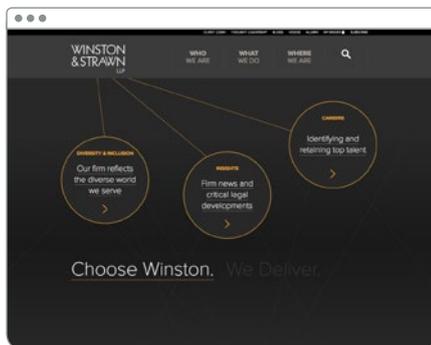
## KEY FEATURES

### Engagement

- ▶ First-class website user experience
- ▶ Strong website search functionality
- ▶ Good use of social media channels.

### Evidence

- ▶ Excellent use of the firm's visual identity online
- ▶ Compelling mix of easy-to-consume website content
- ▶ Focused approach to social media content.



Images © Winston Strawn

**6**  
**Bryan Cave  
 Leighton Paisner**  
 bcplaw.com



Classification:  
 ▶ Determined

**Key features**

- ▶ Excellent search with pictorial results
- ▶ Succinct and clear primary navigation
- ▶ Brand purpose stated on home page
- ▶ Transparent diversity content and gender pay

**7**  
**Hogan Lovells**  
 hoganlovells.com



Classification:  
 ▶ Determined

**Key features**

- ▶ Strong use of social media channels
- ▶ Clear commitment to Diversity & Inclusion
- ▶ "Talking the cure" podcast series
- ▶ Dedicated resources area called Engage

**8**  
**Pinsent Masons**  
 pinsentmasons.com



Classification:  
 ▶ Determined

**Key features**

- ▶ User-friendly but innovative site structure
- ▶ Great use of "quick links" in side navigation
- ▶ Exceptional case studies evidencing how they help clients
- ▶ Enhanced bios which include related content and articles

**9**  
**White & Case**  
 whitecase.com



Classification:  
 ▶ Determined

**Key features**

- ▶ Highly distinctive digital brand presence
- ▶ Good search functionality and results
- ▶ Superb use of a data-driven online tool
- ▶ Focused delivery of content across social media

**10**  
**Baker McKenzie**  
 bakermckenzie.com



Classification:  
 ▶ Focused

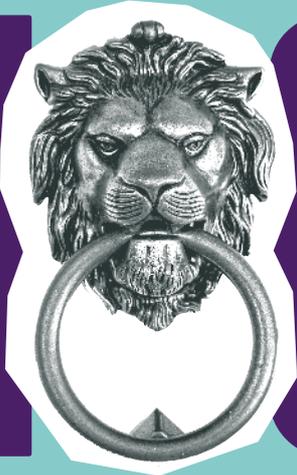
**Key features**

- ▶ Strong website functionality
- ▶ Top marks for use of social media channels
- ▶ Good careers and diversity-related content
- ▶ Consistently branded digital channels

**Want to know how your firm has scored across each of our key criteria?**

**Please get in touch to arrange a meeting.**

# OPPORTUNITY KNOCKS



In 2020 we've seen a sector that has improved its brand and digital intelligence right across the board. There's proof that the legal sector has continued to invest in the areas that matter: brand and digital intelligence. Here are some of the opportunities we see for all law firms to continue this upward trajectory:

1

## Surface intellectual capital

Despite the medical and economic events that have challenged every country since the beginning of 2020, people are still your firm's greatest strength. We live in a world that's no longer B2B and B2C – it's truly become B2H (Business-to-Human). So, ensure that your people landing page tells prospective and current clients what makes your firm different, how it ticks, and please brag about your collective spirit and ethos. A 'search-only' experience that leads to a single person's biography screams 'silo' and demonstrates a lack of teamwork.



2

## Be credible and authentic

Law firms are unique places, and in our experience, filled with big characters and strong personalities that are not afraid to 'tell it how it is'. So why is law firm copywriting drab and uninspiring? Create a principle for your web and social content's tone of voice that captures your firm's unique personality and enforce it as a rule.



3

### Continue to invest in your brand

Rebrand, roll-out and sit back and relax. Wrong! The hard work is striving daily to ensure that your brand is not being eroded by rouge Partners, but instead evolving to meet the needs of a changing sector and world. Your brand is the firm's North Star in times of turbulence, so it's needed now more than ever.



4

### Using a sledgehammer to crack a walnut?

When it comes to technology, many firms cling to the safety blanket of a large enterprise content management system that comes with a large enterprise price. Typically, firms then use only a fraction of their system's functionality, which is neither efficient nor cost effective. So, look out for tried and tested alternatives that are well supported by a community of developers, often free to use and scalable to your needs.



5

### Keep on top of your social strategy

One size does not fit all and this should apply to your social media strategy. Find out who the firm's followers are on each channel and create a channel-specific content strategy. Do not put the same content on each channel unless you are 100% sure it's equally relevant to each target audience. We'll wager it's not!



6

### How you can help?

Once your brand and digital intelligence is up to scratch, make sure you attract target audiences to your website through a thoughtful use of your social media channels, targeted LinkedIn or Twitter campaigns and if possible, contextual programmatic advertising. Content is still king, but it's a lonely monarchy if no one comes to visit.

# KEEPING SCORE

Maybe you'd like a more detailed analysis of your firm?  
Or you feel you could benefit from a new website,  
relevant content or a more effective social media  
strategy? If so, we'd love to hear from you.

## WE GET AROUND...



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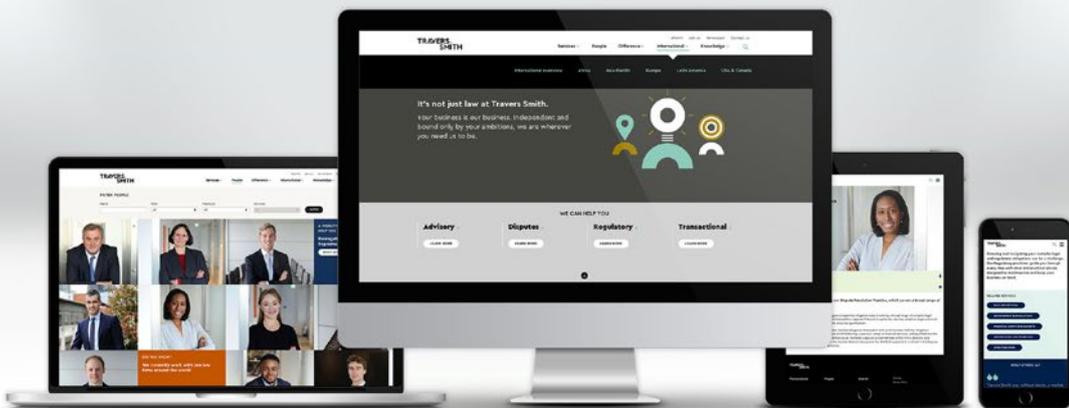
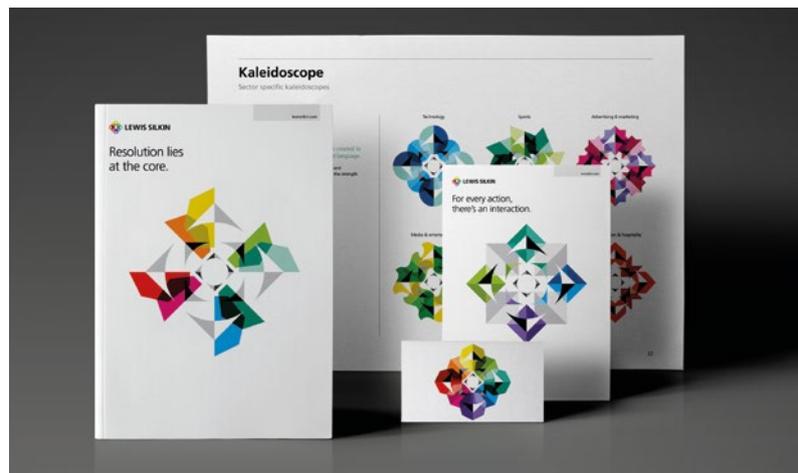
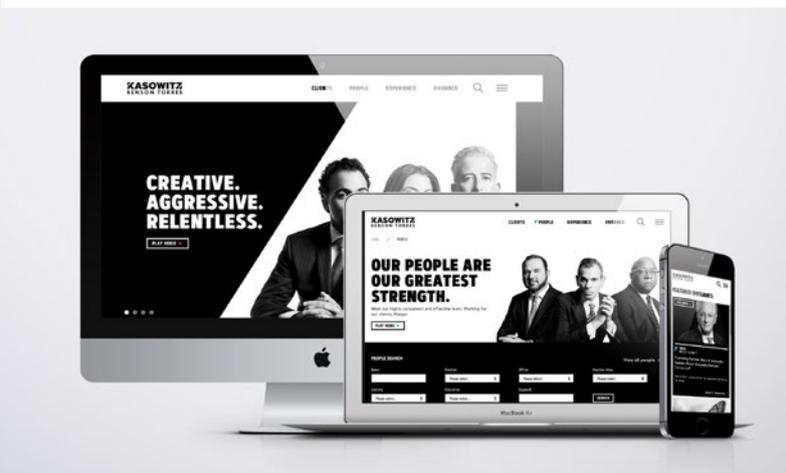
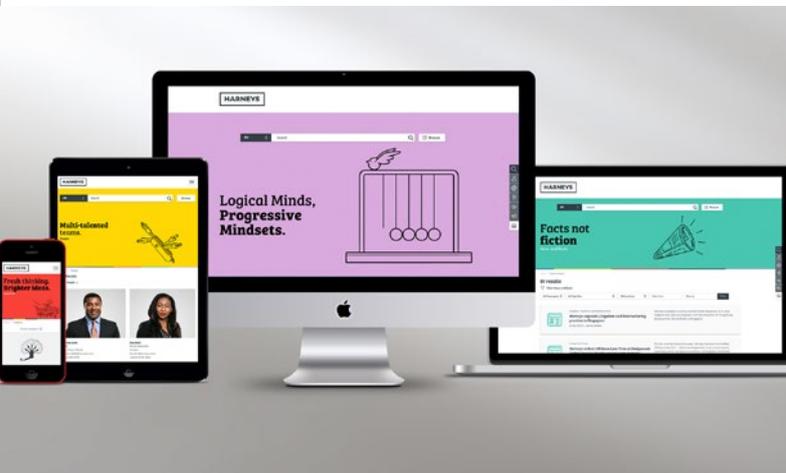
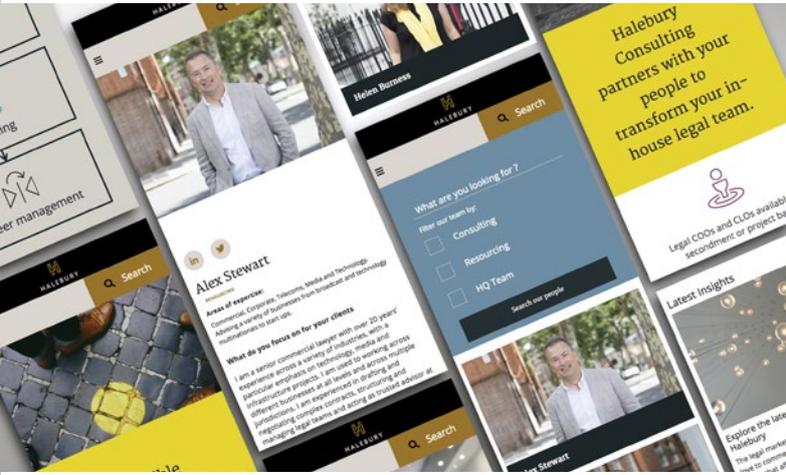


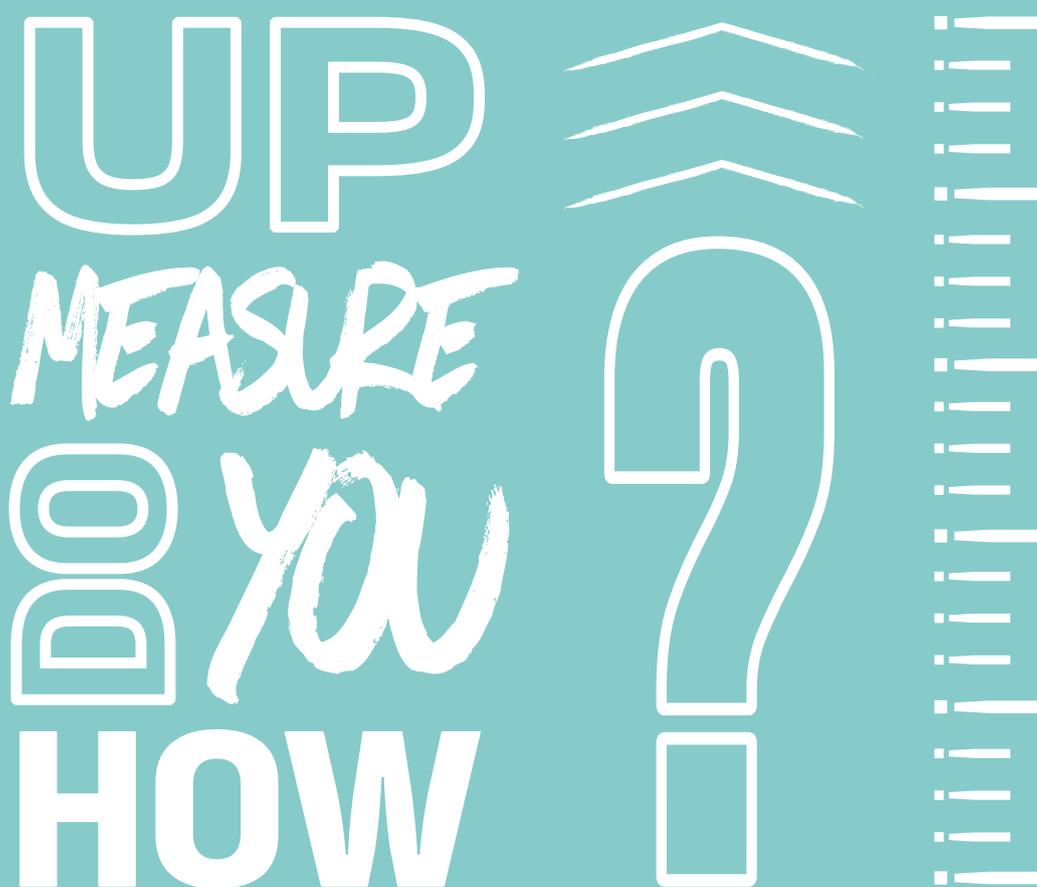
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