

Living Ratings

The brand and digital intelligence of
the world's leading law firms 2024

iVIVA LA
REVOL
UTION!

ARE **YOU** A PART OF IT?



RATED 1 INTELLIGENCE

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Want to know how your firm has scored across each of our key criteria?
Please reach out to [Mark Stephenson](#) to arrange a meeting.

iVIVA LA REVOLUTION!

ARE YOU A PART OF IT?

Welcome to the Living Ratings of law firms 2024. As you'll see from the title, we have some good news with many of the brand and digital data indicators going in the right direction for the first time in five years. We have an unprecedented 17 firms in our highest category of determined.

Before we all break out the champagne, it's worth noting that this is a quiet revolution. Quiet because, yes, we have more law firms doing a better job of presenting who they are, what they do and why they matter, but we still have over half who are well behind our upward curve. A result of a lack of investment or a lack of desire to change, or possibly both.

Engagement

Our engagement research measures a law firm's website functionality and the effectiveness of the social media channels they are using. The average total score across the sector is marginally up from 61.67% in 2023 to 62.11% in 2024 despite our criteria toughening with the addition of the 'Ecograder' tool score and an increase in the importance of search, user experience and online tools.

That said, search continues to be a frustrating experience on most law firm websites with only 11% of firms providing high quality search functionality and results. The latter overlooked for speed, without thought for pictorial and filtered results that allow the user to easily find what they are looking for.

When it comes to social media channels LinkedIn is where all law firms have a presence but only 70% of these use it to its full functionality including jobs, Life and insights. X is the big surprise, with 83% of firms still using it. Just 2% down on 2023 and perhaps a social addiction that's hard to shake.

Evidence

Evidence delves deep into how law firms use brand and content across their website and social channels. It's significantly harder to achieve a high score here because, as we know, brand and content creation in a partnership structure is tough. Our thought leadership article 'Law firms and the B word' on page 8 tells this story.

The positive news here is that our total evidence average for 2024 has risen to 51.46% from 48.63% in 2023. This shows that many of the firms at the top of our Ratings understand the importance of setting out their value proposition, realize that they cannot be all things to all people and provide the evidence to support their positioning, from people and case studies to careers and responsible business content.

The value of authenticity

As we discuss in our second thought leadership article on page 25 and throughout our research, we are always looking for humanity and authenticity. In a market where firms



Duncan Shaw, Co-founder and Chief Creative Officer

struggle to differentiate – showing the human side of your organization isn't just a nice-to-have; it's a game-changer. I hope you agree.

Finally, as we celebrate Living's 20th anniversary this year, we continue to look for ways of advancing our research, **so please do reach out to me** with any feedback or suggestions for new metrics you would like us to consider.

I hope you enjoy this year's analysis.

WE ARE
**VISION
ACHIEVERS**

CELEBRATING 20 YEARS

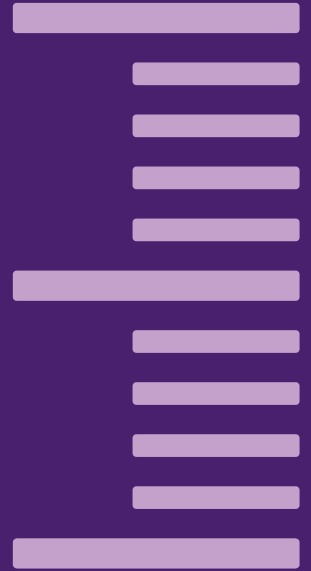
In a world of disruption, we help our clients
create a world of difference through research,
brand, digital and advertising.

www.living-group.com



Living 

HIGHLY RATED



About Ratings

Now in its 36th 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 offer an in-depth diagnostic of your brand, website and social media footprint, analyzing your digital intelligence and comparing your firm against your closest competitors.



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.

Analysis

To analyze how your brand and digital footprint performs against a set of proven benchmarks.

Re-alignment

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

Connectivity

To connect your social media strategy with your brand and content strategy.

Purpose

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

Implementation

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

UX

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

Understanding

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

WHO, WHAT, WHEN & HOW

Rating and classifying each firm

In January, February and March 2024, our analysts reviewed the brand and digital intelligence of the world's leading law firms – source: The 2023 global 200, ranked by revenue, published by Law.com and the American Lawyer, September 2023. Each of the 100 firms was rated through the eyes of a law firm's external target audience and measured against 100+ criteria, including several new metrics covering engagement (website functionality and the social media channels used) and evidence (brand and content on website and social media).

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 100 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

ASKING THE HARD QUESTIONS

Challenging the criteria

As the both the legal sector and technology continues to advance at breakneck speed, so does our criteria and the weighting of each of our 100 metrics. Below are just a few of areas of focus for 2024 where we ask the hard questions.

ENGAGEMENT

Focused information architecture

We reward those law firms who focus on what matters to their audiences with a short primary navigation. This demonstrates that a firm understands what visitors are looking for and helps them find this information efficiently. The manifestation of a firm's internal structure in the website navigation is neither helpful nor empathetic.

Marketing automation that helps

With the rise of artificial intelligence and its potential to aid marketing efforts, we celebrate those law firms who embrace personalization and use technology to serve up helpful content no matter where the visitor is in the world. Leading content management systems now come with automation baked in and off-the-shelf search engines are highly powerful. There's really no excuse to ignore marketing automation to help you and your target audiences.

Environmental impact

The internet has a significant environmental impact and your website is part of a digital ecosystem that uses energy with every interaction. Most of this energy is powered by fossil fuels and some estimates put the global carbon emissions of the internet's 5 billion worldwide users on par with that of the airline industry. Each firm in our Living Ratings of law firms 2024 has been scanned using Ecograder's online technology.

The right channel for the right audience

When we see the same content on all of a law firm's social channels we despair. Yes, use a wide range of channels to reach a wide range of audiences, but please take time to think about who is visiting each channel and understand what they are coming there for. We highly score those who have a wide range of channels and use LinkedIn to its full potential, but also those who curate the content for each environment.

EVIDENCE

Be clear about who you are

In a homogenized market we reward those law firms who try to define who they are and make it clear what they stand for. These firms also take time to explain not just 'what' they do, but 'how' they do it through case studies, human stories and benefit-driven content. With many marketers understandably still scared of tackling the 'B-Word' (brand) in a partnership, those who do, score highly.

Alphabet spaghetti

So, you're equally skilled and proficient at over 100 practice areas? Unlikely and probably untrue. Listing an endless A to Z of services with the same weight in your website navigation or on landing pages makes for a confusing user experience. Here is what we do... good luck trying to find what you need. We focus and reward firms who understand that they are not good at everything and present their areas of focus in a logical way for their audiences.

People, people, people

Law firms that recognize that their people landing page should be more than a siloed singular person search, score highly. Those who treat each lawyer biography as a landing page, presenting the data that matters up front and chaptering the remaining content in a succinct way, score even higher. Authentic lawyer photography and video biographies also add to a high evidence score.

Social leadership and engagement

In a digital age it's surprising to see so many firm's Chairs or CEOs ignore social media. What do you think this says about your firm and its leadership? Active Chairs or CEOs who share, comment and post content on LinkedIn are rewarded in our analysis. We also take time to look at each firm's social posts and have a proprietary way of measuring their effectiveness. Are they hitting the mark or is it just content for the sake of it?

LAW FIRMS AND THE 'B' WORD

The 'B' word or 'Brand' is all too often considered solely the aesthetic part of marketing or even avoided and feared by law firm marketers who are afraid to tackle the issue in a partnership structure.

While we understand that it can be a daunting prospect to address your firm's brand, it is inexcusable to ignore it. Doing so can cause long-term damage to your firm with brand savvy modern consumers. However, if done properly, a new or refreshed brand can help your firm stand out in a crowded and largely homogenized marketplace and solidify relationships with clients, your lawyers and potential employees. And we can help you do it properly.

The partnership challenge

The legal marketing sector is unique. Typically, law firms have dozens, if not hundreds, of individuals involved in making decisions. This results in a difficult and bumpy road to reaching consensus, making it challenging for the voices of the marketing team to be heard above the din. Kudos to those marketers who recognize the importance of brand and push for progress and change. We know that it can often feel like a Sisyphean task.

Adding to the challenge is that most lawyers consider themselves the firm's 'brand,' and view everything else with skepticism. There is certainly a kernel of truth to that; lawyers are indeed an important part of your brand, and we should leverage them. However, they should be influenced and supplemented by the core components that constitute a law firm brand:

1. What you look like
2. What you say, and
3. What you do.

Finding consistency in these aspects will create a North Star for your firm – one that unifies marketing and communications and provides direction for your sales efforts.

We just need a new website

Too often, this is what we hear from law firms, and we have even been told on several occasions not to mention the 'B' word as it will spook the partnership. Law firms frequently spend significant time and money on a new website and

supporting technology while failing to recognize that their site is the Trojan horse in which brand sits. If properly executed, a website delivers an experience that resonates with target audiences through messaging that establishes an identity and makes your firm stand out to visitors who may not know who you are or what you do.

With most new law firm websites ignoring that reality, the result is a plethora of sites that look and sound the same, delivering cookie-cutter content wrapped in a bland, corporate cloak. Devoid of distinctive brand strategy and lacking a thoughtful user experience design, they offer little of value to their target audiences. Our Living Ratings of law firms' analysis confirms this point. It's fact, not fiction.

Discovery, data and people

The success of a law firm's brand rests on a well-executed discovery phase. Research and data are the building blocks that drive the business case for change. A proper discovery phase provides a unique and valuable opportunity to engage with your internal stakeholders to determine the answers to three crucial questions: who you are, what you do, and why it matters to your target audiences. This is a 'hearts and minds' exercise that paves the way for change and provides the foundation for an authentic brand that reflects your culture and values while setting you apart from your competitors.

Interestingly, associates often offer up the most useful insight and have a better grasp of the value of brand than most partners. Recent lateral hires are also a good source for understanding the reputation of your firm's brand. Ask them why they joined.

It's crucial to look externally as well to get a well-rounded picture of how your firm is viewed in the marketplace. Your primary audience of clients, recruiters and referral firms can reveal key insights that might not be readily known or apparent to individuals on the inside. Furthermore, a thorough review of competitors can expose areas in which your firm's current brand may fall short. Closing that gap will prevent you from falling behind.

ARE YOU DETERMINED OR NOT?
































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



Want to know how your firm has scored across each of our key criteria? Please reach out to [Mark Stephenson](#) to arrange a meeting.

LAW FIRM RATINGS AND RANKINGS

 Determined
  Energetic
  Focused
  Lackluster

Living Ratings 2024 Ranking	Living Ratings 2023 Ranking	Law.com Global 200 Ranking	Firm name	Score / 1,000	%	Category
1 ↑	3	15	Hogan Lovells	997	83.08%	
2 =	2	49	Akin	996	83.00%	
3 ↑	52	36	Eversheds Sutherland	985	82.08%	
4 ↑	40	25	Mayer Brown	933	77.75%	
5 ↓	1	3	DLA Piper	890	74.17%	
6 =	–	104	Husch Blackwell	887	73.92%	
7 ↓	4	8	White & Case	886	73.83%	
8 ↓	5	96	Bird & Bird	874	72.83%	
9 ↓	6	81	Pinsent Masons	863	71.92%	
10 ↓	7	34	Covington	861	71.75%	
11 ↑	13	7	Sidley Austin	860	71.67%	
12 ↓	9	55	Ashurst	835	69.58%	
13 ↓	12	92	Simmons & Simmons	832	69.33%	
14 ↓	11	83	Slaughter and May	809	67.42%	
15 ↑	20	17	Freshfields	808	67.33%	
16 ↑	21	24	CMS	807	67.25%	
17 ↑	18	80	Fenwick	805	67.08%	
18 ↑	35	18	Goodwin	803	66.92%	
19 ↑	31	74	BCLP	797	66.42%	
20 ↓	14	12	Allen & Overy	793	66.08%	
21 ↑	61	99	McCarthy Tetrault	790	65.83%	
22 ↓	16	37	Reed Smith	778	64.83%	
23 ↓	17	21	Norton Rose Fulbright	775	64.58%	
24 ↓	8	73	Seyfarth Shaw	768	64.00%	
25 =	25	77	Polisnelli	762	63.50%	
26 ↑	34	16	Linklaters	756	63.00%	
27 ↓	19	65	Clyde & Co	755	62.92%	
28 ↓	22	2	Latham & Watkins	754	62.83%	
29 ↓	10	35	Herbert Smith Freehills	751	62.58%	
30 ↓	23	13	Clifford Chance	736	61.33%	
31 ↑	57	47	Morrison & Foerster	735	61.25%	
32 ↑	43	4	Baker McKenzie	734	61.17%	
33 ↑	36	54	Winston & Strawn	734	61.17%	
34 =	–	102	Jackson Lewis	730	60.83%	
35 =	–	100	Crowell & Moring	727	60.58%	
36 ↑	41	87	Blakes	727	60.58%	
37 ↓	15	27	McDermott	724	60.33%	
38 ↓	32	69	Fragomen	718	59.83%	
39 ↑	54	33	Holland & Knight	712	59.33%	
40 ↓	33	70	Vinson & Elkins	709	59.08%	
41 ↑	49	29	Weil	699	58.25%	
42 ↑	73	98	Ogletree	696	58.00%	
43 ↓	29	56	Troutman Pepper	692	57.67%	
44 ↑	60	5	Dentons	686	57.17%	
45 =	45	57	Foley & Lardner	676	56.33%	
46 ↓	37	89	Gowling WLG	675	56.25%	
47 ↑	77	14	Jones Day	669	55.75%	
48 ↓	44	9	Morgan Lewis	667	55.58%	
49 ↑	62	19	Greenberg Traurig	662	55.17%	
50 ↓	26	53	Squire Patton Boggs	660	55.00%	

● Energetic
 ● Determined
 ● Focused
 ● Lackluster

Living Ratings 2024 Ranking	Living Ratings 2023 Ranking	Law.com Global 200 Ranking	Firm name	Score / 1,000	%	Category
51 =	51	52	Perkins Coie	658	54.83%	●
52 ↑	67	44	King & Wood Mallesons	656	54.67%	●
53 ↓	30	95	Mintz Levin	655	54.58%	●
54 ↑	65	26	Davis Polk	654	54.50%	●
55 ↑	76	31	Paul Hastings	651	54.25%	●
56 ↓	38	62	O'Melveny & Myers	650	54.17%	●
57 ↑	98	39	Willkie Farr & Gallagher	646	53.83%	●
58 ↑	72	30	Sullivan & Cromwell	645	53.75%	●
59 ↓	50	41	Wilson Sonsini	643	53.58%	●
60 ↓	46	79	Pillsbury	640	53.33%	●
61 ↓	39	88	Fox Rothschild	639	53.25%	●
62 ↓	58	23	Cooley	636	53.00%	●
63 ↓	42	61	Arnold & Porter	635	52.92%	●
64 ↓	63	71	Shearman & Sterling	634	52.83%	●
65 ↓	55	51	K&L Gates	633	52.75%	●
66 ↑	89	42	WilmerHale	631	52.58%	●
67 ↓	24	40	Orrick	629	52.42%	●
68 =	68	82	Katten	627	52.25%	●
69 ↓	48	97	Barnes & Thornburg	626	52.17%	●
70 =	-	105	Taft	624	52.00%	●
71 =	71	6	Skadden	618	51.50%	●
72 ↑	85	67	Faegre Drinker	617	51.42%	●
73 ↓	53	32	Quinn Emanuel	616	51.33%	●
74 ↑	80	72	Baker & Hostetler	615	51.25%	●
75 ↓	47	66	Fried Frank	614	51.17%	●
76 ↓	27	48	Proskauer	612	51.00%	●
77 ↓	64	1	Kirkland & Ellis	604	50.33%	●
78 ↓	59	91	Little Mendelson	603	50.25%	●
79 ↑	90	64	McGuireWoods	601	50.08%	●
80 ↓	74	58	Alston & Bird	597	49.75%	●
81 ↓	28	22	King & Spalding	587	48.92%	●
82 ↓	70	38	Cleary Gottlieb	572	47.67%	●
83 ↓	81	45	Dechert	571	47.58%	●
84 ↑	88	28	Paul Weiss	570	47.50%	●
85 ↓	75	84	Nelson Mullins	564	47.00%	●
86 ↓	66	78	Baker Botts	558	46.50%	●
87 ↓	56	94	Cozen O'Connor	538	44.83%	●
88 ↓	84	93	Duane Morris	534	44.50%	●
89 ↑	97	86	Lewis Brisbois	523	43.58%	●
90 ↑	91	20	Simpson Thacher	520	43.33%	●
91 ↑	94	10	Gibson Dunn	512	42.67%	●
92 ↓	79	59	Sheppard Mullin	511	42.58%	●
93 ↓	69	85	Venable	505	42.08%	●
94 ↓	86	11	Ropes & Gray	503	41.92%	●
95 ↓	83	76	Hunton Andrews Kurth	501	41.75%	●
96 =	-	101	Blank Rome	470	39.17%	●
97 ↓	82	68	Cravath	459	38.25%	●
98 ↓	87	46	Milbank	449	37.42%	●
99 ↓	95	43	Debevoise & Plimpton	446	37.17%	●
100 ↓	93	63	Wachtell Lipton	359	29.92%	●

*A&O Shearman not included in the 2024 research.

*Firms with little or no digital footprint have been excluded from our analysis. Four firms outside the 'Top 100' are therefore included.

FOLLOW #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 a 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

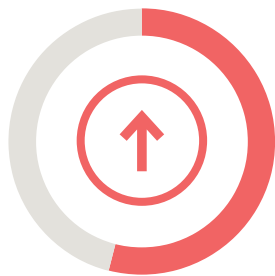
	Firm name	Engagement score (%)
1	Eversheds Sutherland	80.00%
2	Mayer Brown	79.67%
3	Allen & Overy	78.00%
4	Husch Blackwell	77.00%
5=	DLA Piper	75.00%
5=	Sidley Austin	75.00%
7	Pinsent Masons	74.67%
8	White & Case	74.33%
9	Latham & Watkins	73.17%
10	Gowling WLG	72.50%
11=	Hogan Lovells	72.00%
11=	CMS	72.00%
11=	Greenberg Traurig	72.00%
14	Akin	71.83%
15	Ashurst	71.67%
16	Baker McKenzie	71.50%
17	Reed Smith	71.33%
18=	Linklaters	71.00%
18=	Dentons	71.00%
20	McCarthy Tetrault	70.83%

EVIDENCE

	Firm name	Evidence score (%)
1=	Hogan Lovells	94.17%
1=	Akin	94.17%
3	Eversheds Sutherland	84.17%
4=	Bird & Bird	78.33%
4=	Covington	78.33%
6	Fenwick	77.50%
7	Mayer Brown	75.83%
8=	DLA Piper	73.33%
8=	White & Case	73.33%
10	Simmons & Simmons	71.67%
11	Husch Blackwell	70.83%
12	Blakes	70.00%
13=	Pinsent Masons	69.17%
13=	Slaughter and May	69.17%
15=	Sidley Austin	68.33%
15=	Goodwin	68.33%
17	Ashurst	67.50%
18	BCLP	66.67%
19=	Freshfields	65.00%
19=	Norton Rose Fulbright	65.00%

THE NUMBERS THAT DEFINE LAW FIRMS: ENGAGEMENT

54%



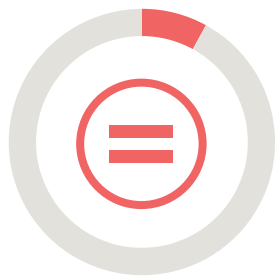
of law firm websites provide
strong information architecture (IA).
2023: 52%

14%



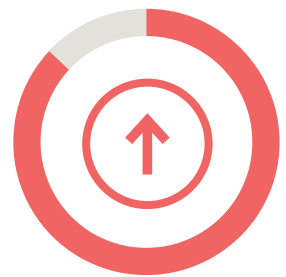
of websites deliver **intuitive user experiences**.
2023: 28%

8%



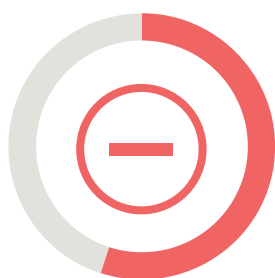
of law firm websites have a **data-driven online tool**.
2023: 8%

87%



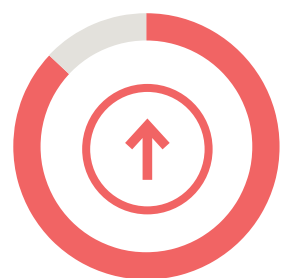
is the **average SEO score across the sector**.
2023: 84%

55%



is the **average website Ecograder score across the sector**.
2023: N/A

87%



is the **average website accessibility score across the sector**.
2023: 85%

"Search continues to be a frustrating experience on most law firm websites."

11%



of law firm websites have **high-quality search functionality & results**.
2023: 23%

61%



of law firm websites use **personalization or marketing automation**.
2023: 40%

63%



of law firms have an **active Instagram account**.
2023: 55%

100%



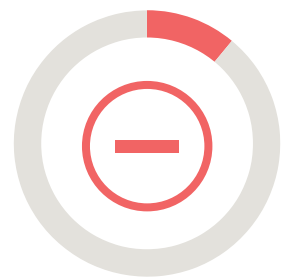
of law firms have an **active LinkedIn channel**.
2023: 97%

83%



of law firms have an **active X channel**.
2023: 85%

11%



of law firms have an **active Threads channel**.
2023: N/A

THE NUMBERS THAT DEFINE LAW FIRMS: EVIDENCE

52%



of law firms state their **brand positioning** upfront on their website home page.
2023: 35%

58%



of law firms have **brand values** on their website.
2023: 52%

9%



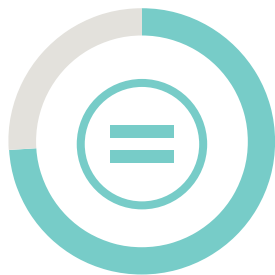
of law firm websites have **high-quality lawyer bio** pages.
2023: 20%

13%



of law firm websites have an **engaging people landing page**.
2023: 12%

74%



of law firms use **video** on their websites.
2023: 74%

41%



of law firm chairs or leaders are active on **LinkedIn**.
2023: 25%

"Many of the firms at the top of our Ratings understand the importance of setting out their value proposition."

36%



of law firm websites have a **distinctive visual language**.
2023: 45%

35%



of law firms provide **case studies** on their websites.
2023: 36%

32%



of law firms **curate their sectors & services capabilities**.
2023: 42%

74%



of law firms use **audio** on their websites.
2023: 71%

72%



of law firms have **strong engagement** levels on LinkedIn.
2023: 77%

67%

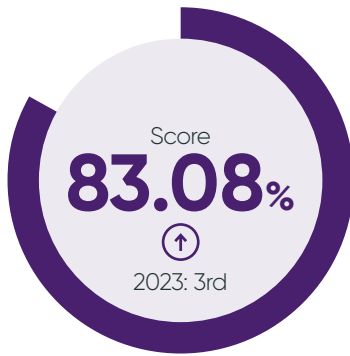


of law firms **demonstrate a cohesive social media strategy**.
2023: 57%

1ST

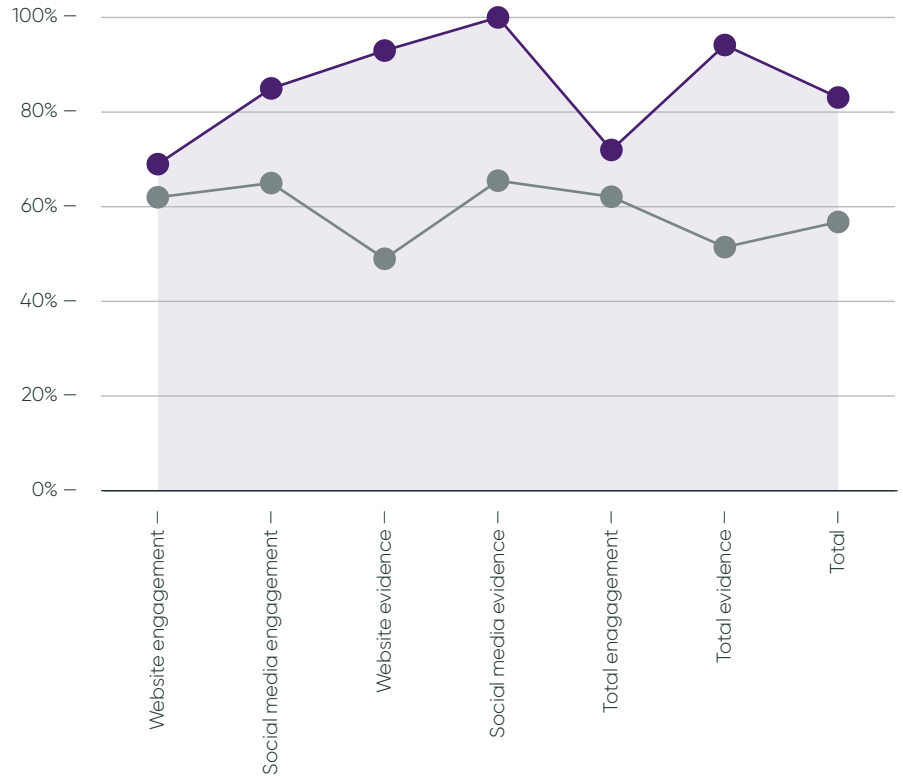
Hogan Lovells

hoganlovells.com



● Hogan Lovells
● Sector average

Classification:
▶ Determined



It's been a steady rise to the top for Hogan Lovells. Year on year we've seen improvements to the firm's website and an increasingly sophisticated use of social media.

On the website home page, Hogan Lovells confidently state how they can help their visitors (grow, protect or innovate) with links to relevant and useful content. On the outstanding people landing page visitors get a good sense of the firm's culture and scale, not just the age-old singular person search functionality that screams 'silo.'

Case studies get their own section showing a firm that's not scared to demonstrate 'how' they do business and provide the evidence. Industries and practices are also curated, as is the content throughout the site. It's a first-class user experience aligned with an innovative digital brand.

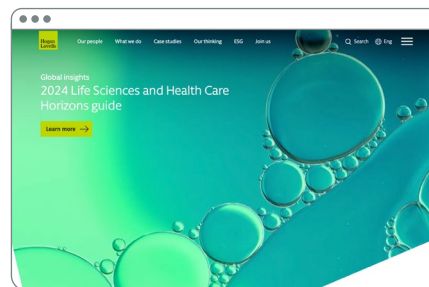
On LinkedIn, Hogan Lovells delivers a highly visual display of content, from thought leadership and news to ads and people stories using images, audio and video. It all adds up to an impressive digital footprint that scores highly in both our engagement and evidence metrics. An experience that does not stand still and continues to develop to its audiences' needs.

Images © Hogan Lovells

Key features

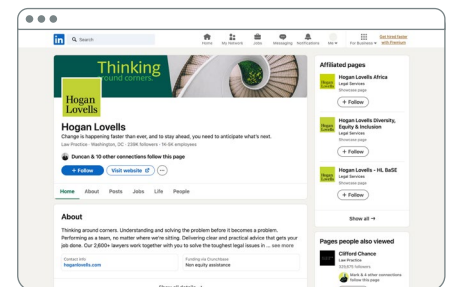
Engagement:

- ▶ Filtered and pictorial search results
- ▶ Curated and thoughtful website user experience
- ▶ Rich multi-language experience
- ▶ Fully utilized LinkedIn channel.



Evidence:

- ▶ Focused and confident online brand
- ▶ Outstanding 'Our people' landing page
- ▶ Curated services and industries in navigation
- ▶ Content enhanced by design across all channels
- ▶ An evidence-driven content strategy.



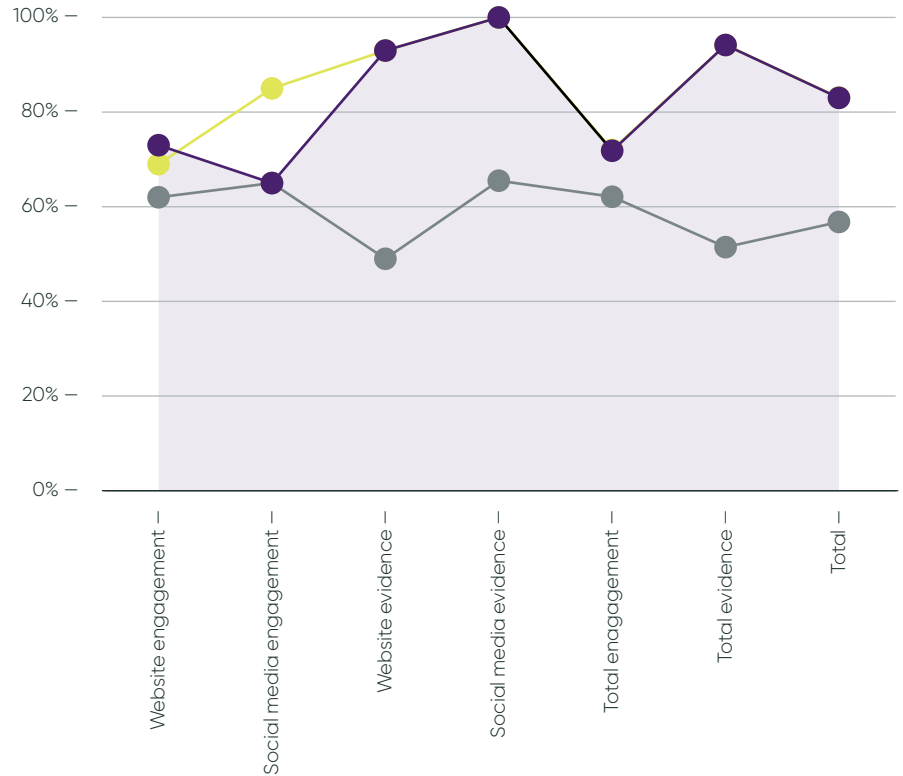
2ND Akin

akingump.com



- Akin
- Sector leader
- Sector average

Classification:
Determined



Akin is one of the few firms that has tackled the 'B-Word' (brand) issue head on.

The firm is laser focused on what makes them different, from a clear proposition home page through to beautifully crafted lawyer biographies. Curated content, delivered in bite-sized modules, is wrapped in an elegant visual identity all aimed at helping the visitor consume data.

The related content, delivered through in-session personalization, ensures that the user experience flows intuitively from page to page, with no dead ends. Filtered and pictorial search results help visitors find what they are looking for, while the firm's focused navigation delivers logical information architecture. The website is a study of form and function working perfectly together.

Across the select social channels Akin utilizes, there's more evidence of a confident business advisor where visitors can find evidence of client-first content and human stories from across the firm.

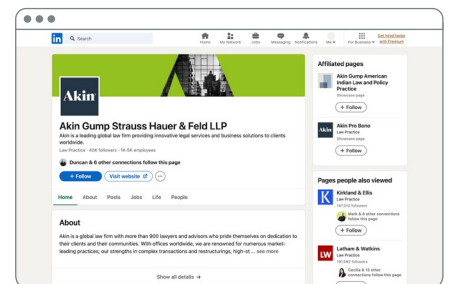
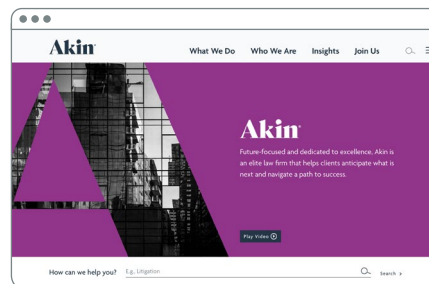
Key features

Engagement:

- Focused information architecture
- Related content throughout the website
- Filtered and pictorial search results
- Audience-first user experience.

Evidence:

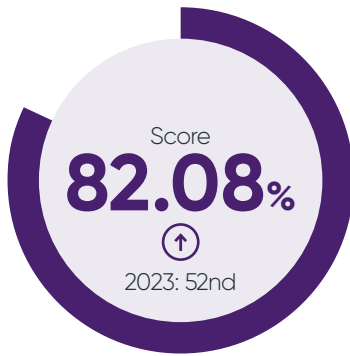
- Clear brand purpose up front
- Client case studies, presented as Client Stories, deliver evidence
- Distinctive visual language
- Industry-leading lawyer biographies
- Strong use of LinkedIn.



3RD

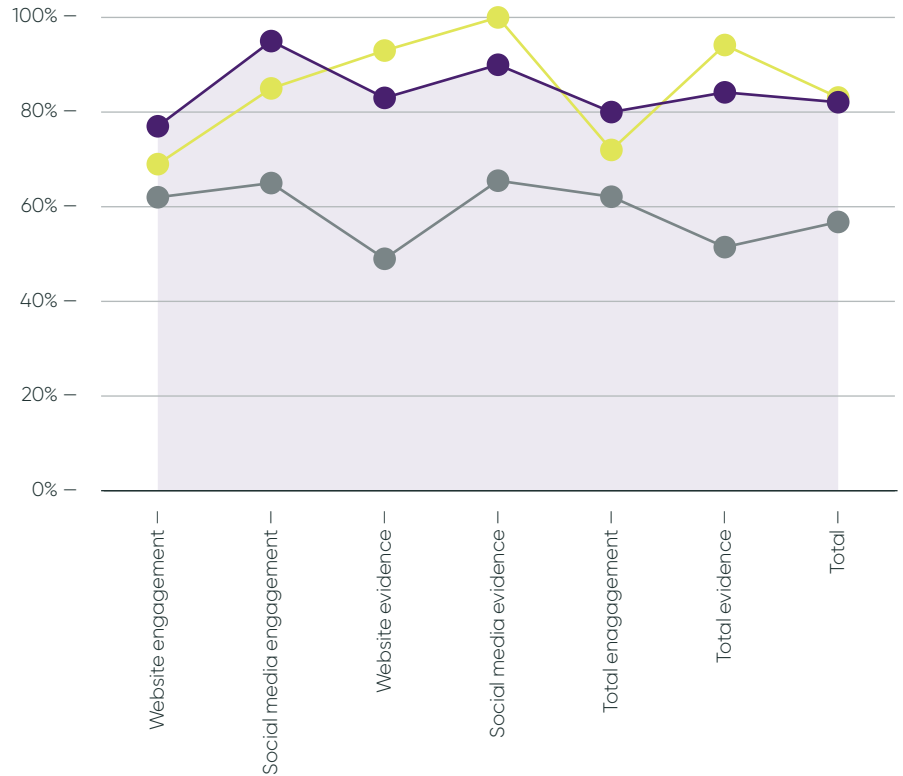
Eversheds Sutherland

eversheds-sutherland.com



- Eversheds Sutherland
- Sector leader
- Sector average

Classification:
▶ Determined



Eversheds' all new digital experience is one of our biggest 'movers and shakers' in 2024, rising an impressive 49 places from 52nd in 2023 to 3rd this year and joining Hogan Lovells and Akin as one of our three 'elite determined' law firms.

The firm's reimagined website leads the way with a clear brand proposition up front and a purpose and values section that states what Eversheds wants to be famous for. Case studies and an online tool provide a depth of content that few law firms match in our analysis.

Great online content is matched with the highest engagement score in the sector and a website that is powered by marketing automation tools and performs brilliantly from an SEO perspective. A more focused primary navigation would have seen Eversheds score even higher.

Eversheds fully utilize all social media channels and the firm's content strategy across each channel is well thought out. With the Chair active on LinkedIn, it further demonstrates leadership and support for the business' people, insights and initiatives.

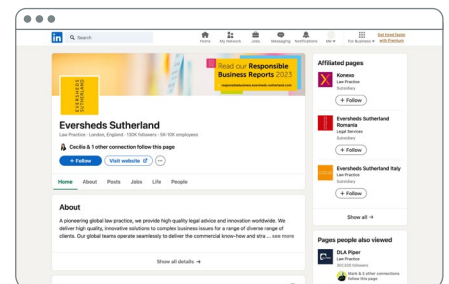
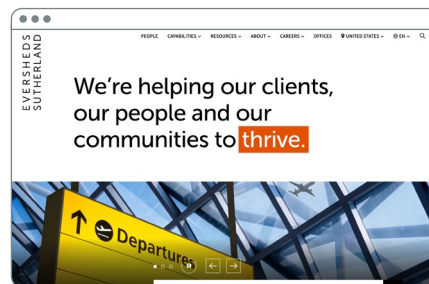
Key features

Engagement:

- ▶ Marketing automation across the website
- ▶ Online interactive tool
- ▶ High search quality and results
- ▶ Impressive SEO scores
- ▶ Fully utilized social media channels.

Evidence:

- ▶ Clear brand purpose and values
- ▶ Strong responsible business content
- ▶ Curated services and industries in navigation
- ▶ Case studies that support the firm's proposition
- ▶ Chair active on LinkedIn.



Images © Eversheds Sutherland

4TH

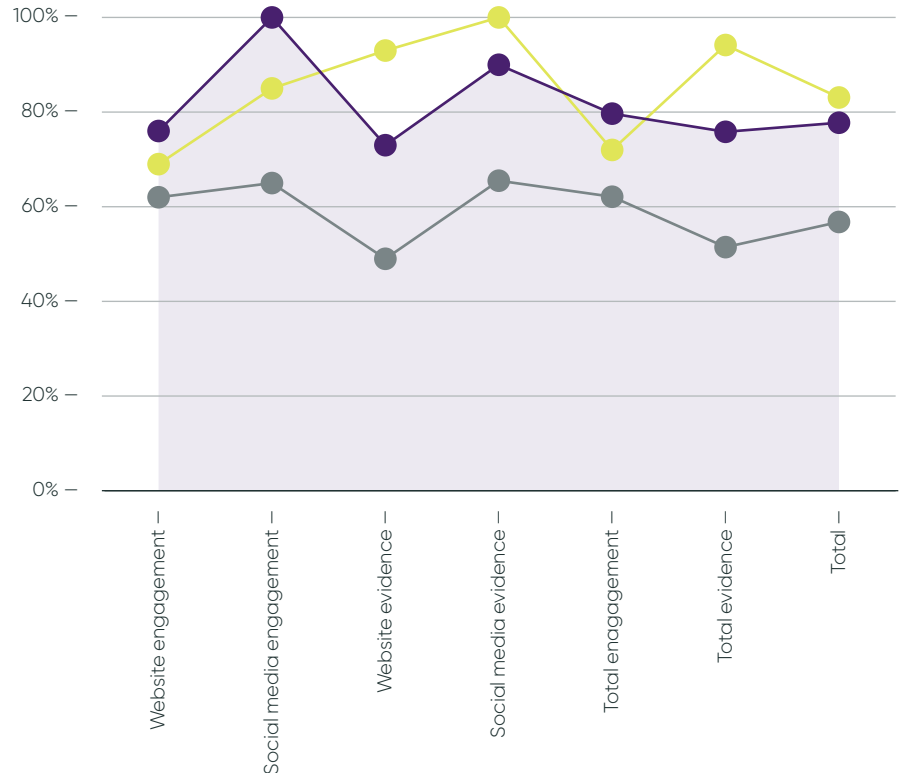
Mayer Brown

mayerbrown.com



- Mayer Brown
- Sector leader
- Sector average

Classification:
▶ Determined



Mayer Brown is another 2024 'mover and shaker' with a rise from 40th in 2023 to 4th this year.

The rise is squarely down to the firm's new website that delivers a positive evidence-based user experience, from client stories (case studies) that greet visitors as primary home page content, to focused services and industries, delivered using a distinctive visual language.

Content is beautifully curated throughout into bite-sized modules, perfect for a time pressured audience, and there's no better example of this than the firm's lawyer biographies. Related content is also used brilliantly across the site to ensure that the user journey keeps flowing. Again, a more focused primary navigation would have seen Mayer Brown's score edge towards our three 'elite' law firms. There's always room for improvement.

In summary, 2nd place in our engagement category and 7th in evidence demonstrates a great all-round digital strategy and includes the only 100% score in the sector for the firm's use of social media channels. An impressive push towards the top of our Ratings.

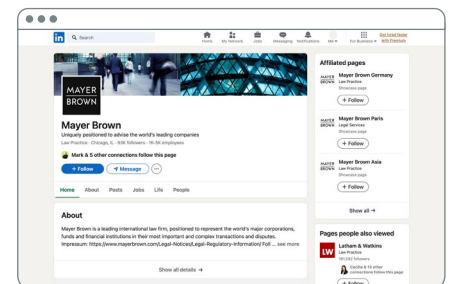
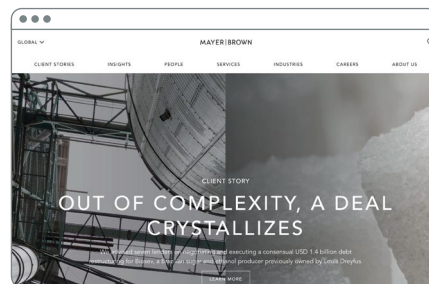
Key features

Engagement

- ▶ Intuitive user experience
- ▶ Multi-language approach
- ▶ High SEO scores
- ▶ Sector leading social media channels.

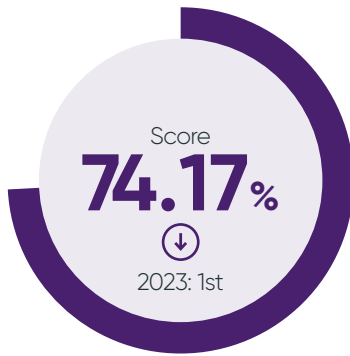
Evidence

- ▶ Client success stories up front
- ▶ Clear brand proposition and values
- ▶ Distinctive visual language throughout
- ▶ Enhanced lawyer biographies
- ▶ Issues-led content across social channels.



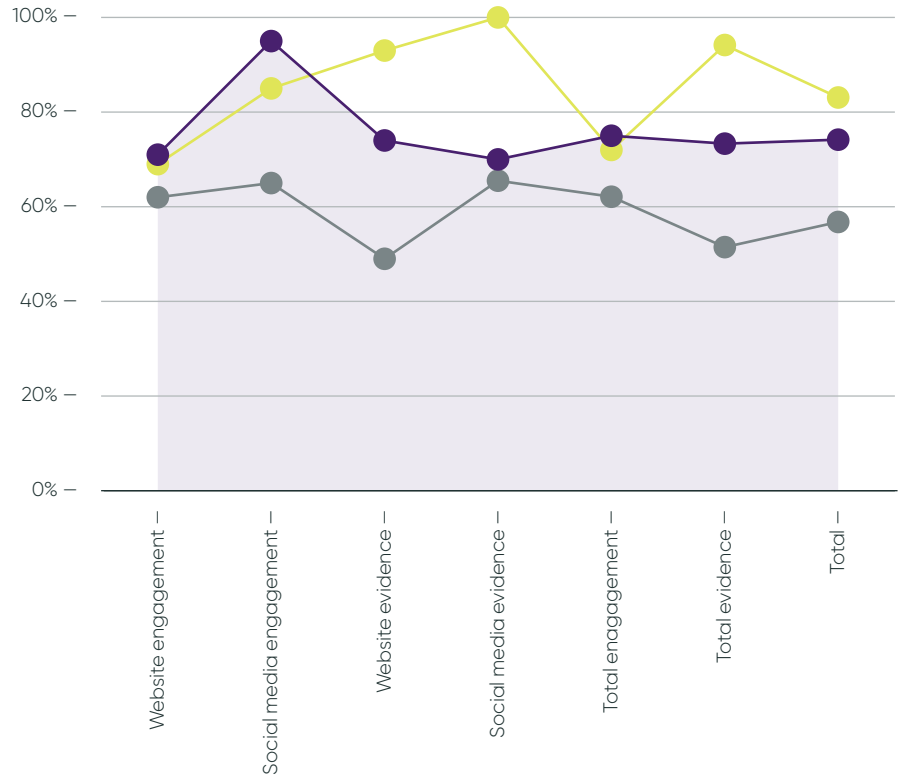
5TH DLA Piper

dlapiper.com



- DLA Piper
- Sector leader
- Sector average

Classification:
Determined



Maintaining its place in our Top 5 for the fifth-year running is DLA Piper.

Last year we reported on an impactful website that bucked the trend in the sector with confident brand-driven statements and a client-centric user experience.

The website is still one of the most impressive in the sector with a focused primary navigation, intuitive user experience and strong accessibility scores. Content assumes that visitors may not know who they are or what they do – refreshing in a sector that largely thinks the opposite. DLA Piper's brand values and purpose is also evident throughout the website, as well as distinctive visual language.

Across social media channels DLA Piper continues its pursuit of excellence, with well utilized channels and engaging content. Overall, DLA Piper's high levels of brand and digital intelligence continue to be one of the most consistent in the sector.

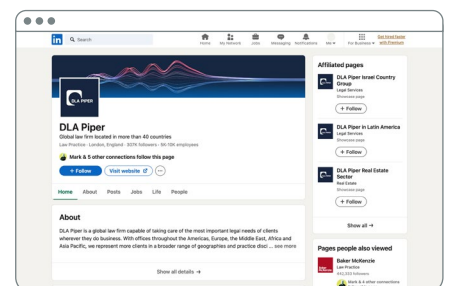
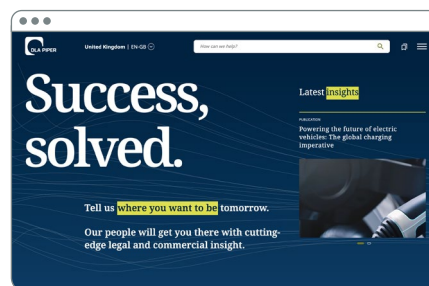
Key features

Engagement

- Focused information architecture
- Multi-language and geo-location approach
- High web accessibility scores
- Fully utilized social media channels.

Evidence

- Brand-driven website experience
- Distinctive visual language and tone of voice
- Strong use of different media
- Audience-first approach
- Impressive social media strategy.



Images © DLA Piper

6TH

Husch Blackwell

huschblackwell.com



Classification:

► Determined

Key features

- Strong brand-driven digital experience
- Focused and curated information architecture
- Chair active on LinkedIn

7TH

White & Case

whitecase.com



Classification:

► Determined

Key features

- Relevant online tools that align with the firm's business strategy
- Distinctive and confident visual language
- Client stories provide clear evidence of how the firm helps its clients

8TH

Bird & Bird

twobirds.com



Classification:

► Determined

Key features

- Sector leading case studies section
- Playful and human visual language and tone of voice
- Social media strategy that delivers issues-based content

9TH

Pinsent Masons

pinsentmasons.com



Classification:

► Determined

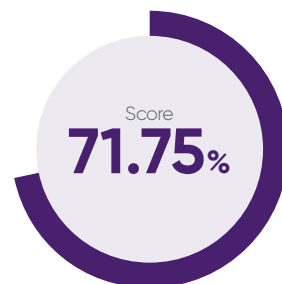
Key features

- Issue-focused content strategy
- At-a-glance intuitive search results
- Design used to enhance social media communication

10TH

Covington

cov.com



Classification:

► Determined

Key features

- Market-leading use of personalization
- Intuitive user experience that helps not hinder
- Among the leaders for brand and content across all digital channels

Discover where your firm stands and uncover opportunities for improvement by reaching out to Mark Stephenson to arrange a meeting.

OPPORTUNITIES TO LEAD



Here are three of the key opportunities that will help you achieve greater brand and digital intelligence.



Find your brand authenticity

With an increasingly savvy target audience that is surrounded by sophisticated brand experiences, a 'lick of paint' rebrand will simply not cut it in most instances. To succeed, you need to dive deep into your firm's business strategy and look outwards to external stakeholders to understand what they are looking for. Only then will you discover your firm's true and authentic brand purpose.



Less is more. More than ever

We wrote about the importance of content curation in last year's report and how taking a smart approach will pay dividends. Less 'spray and pray' and an increased 'less is more' approach. While this continues to be 100% the case, it's now time to apply the same methodology to your firm's information architecture and user experience. Your audiences are time pressured and are not naive, so don't pretend your firm is an expert at hundreds of practice areas and sectors when it's simply not true. Curate what you do and demonstrate this in a clear and logic manner.



Show me how

Too many firms focus on 'what they do' and fail to address 'how they do business' to their audiences. The 'how' allows you to tell human stories and share human opinions to connect with guess what? Humans. The same humans who are buying your services or want to join your firm. Demonstrate the benefits of working with you through well-designed landing pages linked to evidence such as case studies, thought leadership and culture. The value of the 'how' has never been greater.

THE (BRAND) VALUE OF AUTHENTICITY



No longer are we B2B, we're B2H... business to human. In fact, let's take it a step further. We're humans talking to other humans (at least for now).

In a market where firms struggle to differentiate – showing the human side of your organization isn't just a nice-to-have; it's a game-changer. If you think about it – can a person feel truly connected to an organization if they feel like they are being spoken to from a PR script or by a robot?

Connect with words

Authenticity is the secret ingredient that transforms a company from a faceless entity to someone you can relate to or trusted advisor. When organizations ditch the corporate speak and opt for a genuine, conversational tone, it's like a breath of fresh air. People want to engage with real stories and real voices, not carefully curated corporate waffle.

Being human is about creating a connection. Imagine having a chat with a colleague over coffee and telling them that you've fostered a collaborative relationship with your neighbor and you're leveraging your synergies to repair the broken fence. Or what about that friend who just talks about themselves and what they're good at. It feels like they barely know you or care about you at all.

The same goes for businesses. When we sound real and authentic, we invite our audience into a more approachable open conversation. We make them feel heard and understood and with that we start to earn their trust and build the connection.

"Living Ratings™: 58% of law firms have brand values on their website"

Distinctiveness is the new differentiation

'Being human' isn't just about adopting a warm tone of voice and peppering your website with photos of smiling employees. Although these do help tell your story and bring your brand personality to life, what helps to shape a distinctive personality are your values – your North Star guiding every decision, action, or day-to-day interaction.

Brand values form part of your firm's DNA – it's what your clients buy into as well as your products and services. They are not there just to look good on the wall of your office or your website, they are there to sprinkle the magic on what you do, and for clients it means they can truly see what makes you different.

Embedding them across your organization means socializing and operationalizing your values and demonstrating to the world, and even celebrating, how you've done it – proving that they live deep within your organization. That could be through client work – case studies that showcase your expertise and how your teams come together in a way that made it different or special for your clients – it's not just about 'what' you delivered for them, but 'how'.

"Living Ratings™: Only 35% of law firms have case studies on their website."

How do the values live in your day-to-day work and the culture of the organization? How do you bring to life those stories in your careers pages? Can we hear it in the words of the people who work there through your more human social channels, like Instagram and TikTok? Is it time to let the humans take over again?

If your firm's personality isn't shining as bright as it should – we'd like to help it radiate. Contact [Mark Stephenson](#) to talk more – human to human.

KEEPING SCORE

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

GET IN TOUCH...

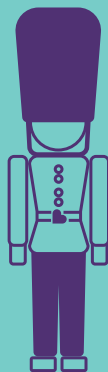


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WE ARE AGENTS OF CHANGE

Celebrating 20 years of creating difference

For two decades we've used our deep sector knowledge, uncompromised thinking and award-winning creativity to help our clients in the financial, professional services and technology sectors. We create difference through branding expressions that engage, digital experiences that disrupt, and integrated advertising campaigns that drive results.

Driven by our brand values of thoughtful, specialist, determined, genuine and independent since day one, we are passionate about what we do and continue to evolve and grow in an ever-changing business environment.

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 content rich, visually crowded and always changing, 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.

Crating 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 in 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.

Find out more: www.living-group.com

**Want to know how your firm has scored across each of our key criteria?
Please reach out to [Mark Stephenson](#) to arrange a meeting.**

iVIVA LA REVOL UTION!

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