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Accountants, Business & Financial Advisers  
A track record of providing solutions to the legal profession

# Legal Sector Breakfast Briefing

19 October 2021  
Leeds



**ArmstrongWatson<sup>®</sup>**  
Accountants, Business & Financial Advisers

# Legal Sector Breakfast Briefing

## Welcome & Introduction

Tom Blandford, Legal Sector Partner  
Armstrong Watson

Working with



The Law Society

# Legal Sector Breakfast Briefing

- 10:00 - Welcome
- 10:05 - Briefing
- 11:00 - Q & A
- 11:30 - Close

# Rory MccGwire

## Atom Content Marketing

Working with



The Law Society



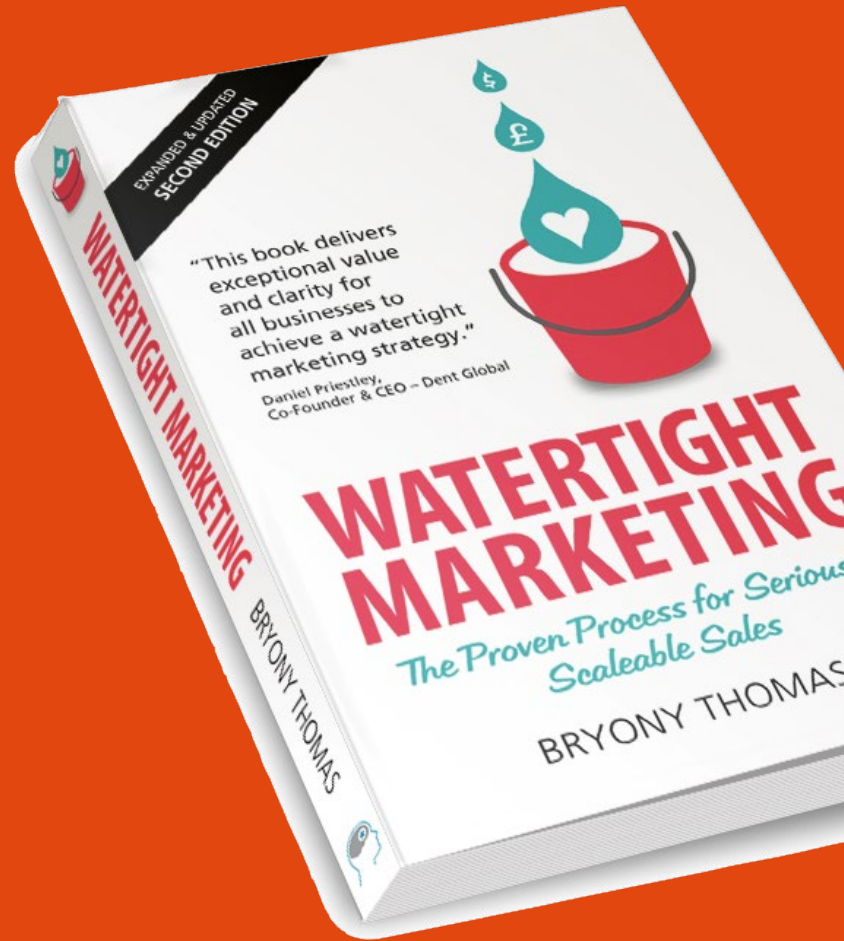
# David Gilroy

## Conscious Solutions Ltd





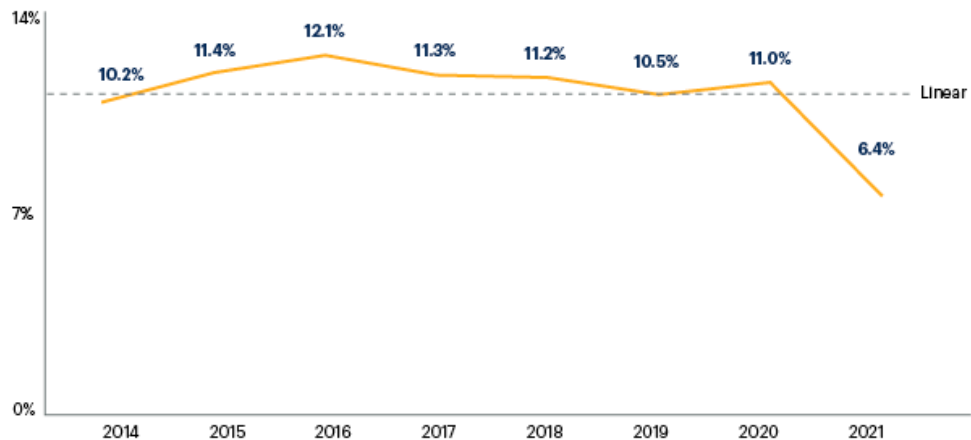
- 1) Buckets
- 2) Funnels
- 3) Taps



Oh how I  
laughed  
when I  
saw this!

## 2021 Marketing Budget of % of Total Revenue

Mean Percentage of Budget Shown



[gartner.com](https://www.gartner.com)

n = 400 marketing leaders (2021); 342 (2020); 342 (2019); 618 (2018); 350 (2017); 375 (2016); 424 (2015); 363 (2014), excluding Don't know  
Q. What percentage of your revenue is allocated to your total marketing expense budget for the current fiscal year?  
Source: Gartner CMO Spend Survey, 2021  
© 2021 Gartner, Inc. All rights reserved. PR\_138740B

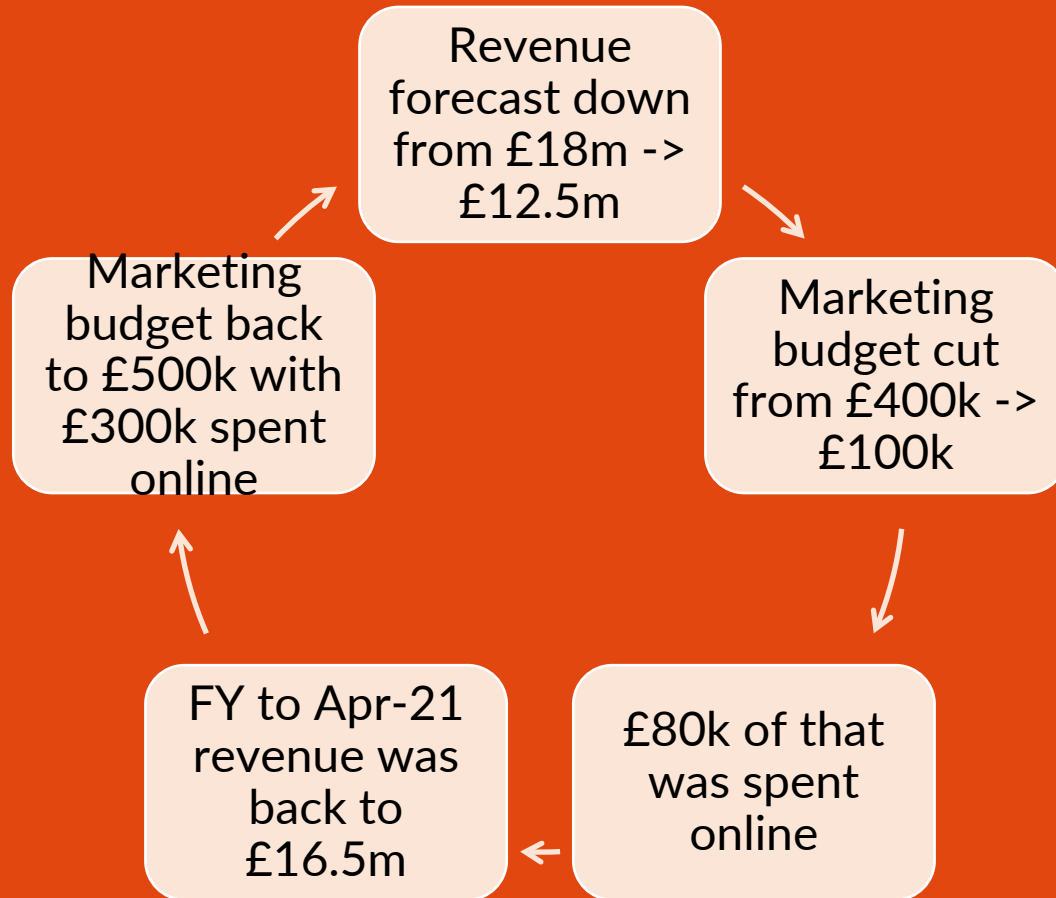
**Gartner.**



# Sustained investment in marketing is required

Firm	No. of Partners	Marketing Budget
Firm 16	20	3.4%
Firm 17	21	2.0%
Firm 18	22	1.6%
Firm 19	23	1.0%
Firm 20	24	1.9%
Firm 21	30	2.8%
Firm 22	31	3.0%
Firm 23	31	0.4%
Firm 24	33	3.0%
Firm 25	35	2.5%
Firm 26	35	3.0%
Firm 27	37	1.0%
Firm 28	38	2.0%
Firm 29	38	1.6%
Firm 30	53	2.1%
Firm 31	58	1.0%
Average		2.1%

# What happened in the pandemic?



Where are marketing **budgets** now?

**60%** spent **online**

Oh, sorry, that was **pre-pandemic!**

Let me ask you a question.

Do you want to increase your revenue  
and/or profit this financial year?

How much does it cost you to acquire a new  
client or a matter from an existing client?

**Customer**

**Lifetime**

**Value**

# Data from a £6.5m turnover law firm

Category	Spend	Matter	Cost/Matter
SEO	£8,400	177	£47.46
PPC	£17,430	28	£622.50
Website	£17,865	257	£69.51
Returning Client	£21,986	1,771	£12.41
Referral	£401,017	3,531	£113.57

# Email Marketing for Law Firms



**WHY DON'T**

**YOU DO IT?**



Excuses, excuses!

**We don't have time**

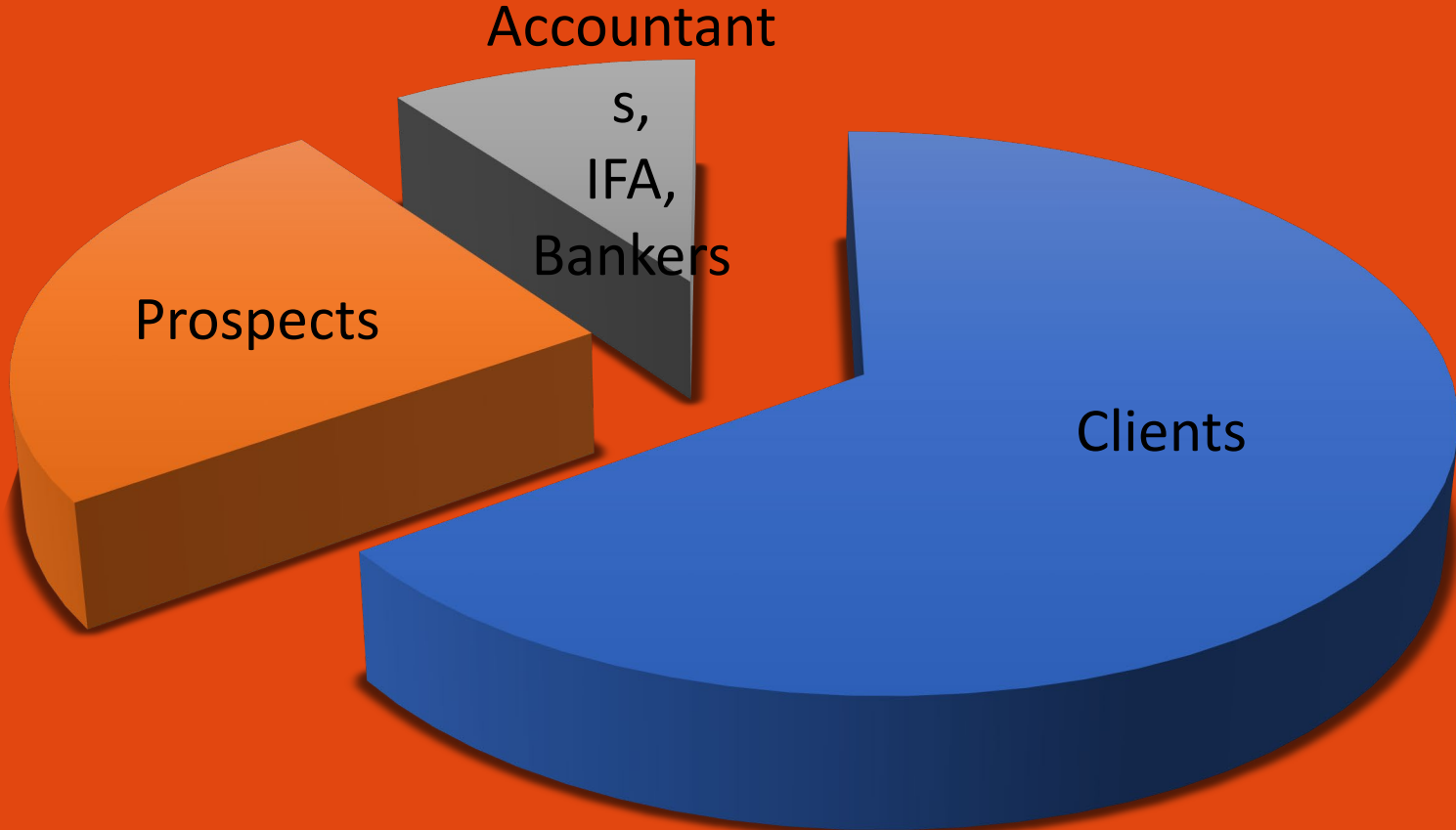
**We don't know what to write about**

**Legal content is boring**

**We do not have enough email addresses**

**No-one will read it**

# Audiences



Top 10 **Solicitors** in **Leeds** · Henry Hyams Limited · Henry Hyams Limited · Stowe Family Law LLP · Stowe Family Law LLP · Ashtons Legal trading as Heslop & Platt.

## People also ask

How much do solicitors charge for advice UK?



Can I talk to a solicitor for free?



How much can a solicitor charge per hour?



How much does the average lawyer cost UK?



Feedback

<https://www.irwinmitchell.com> › united-kingdom › leeds

### Solicitors in Leeds | Irwin Mitchell - Leeds Law Firms

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<https://www.weightmans.com> › contact › leeds

### Leeds office • Solicitors in Leeds | Weightmans

Our **Leeds** office is located at Westgate Point in **Leeds** city centre. Our **solicitors** in **Leeds**

# How Much Does PPC Cost?


 Exclude adult ideas [ADD FILTER](#) 709 keyword ideas available



Keyword view 



<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input type="checkbox"/> solicitors near me	49,500 	Medium	–	£0.94	£4.79	
<input type="checkbox"/> find a solicitor	33,100 	Low	–	£0.74	£4.05	
<input type="checkbox"/> law society find a solicitor	27,100 	Low	–	£0.58	£3.62	
<input type="checkbox"/> conveyancing solicitors	18,100 	Medium	–	£1.87	£6.23	
<input type="checkbox"/> no win no fee	4,400 	High	–	£11.99	£43.37	
<input type="checkbox"/> family law solicitors	8,100 	High	–	£5.23	£14.61	
<input type="checkbox"/> no win no fee solicitors	6,600 	High	–	£10.64	£34.67	
<input type="checkbox"/> family solicitors	5,400 	High	–	£4.75	£15.33	
<input type="checkbox"/> sra find a solicitor	5,400 	Low	–	£0.84	£3.86	

Show rows 10 

1 - 10 of 709



## Refine keywords BETA

[EXPAND ALL](#)

### Brand or Non-Brand

Non-Brands, clements solicitors, countryside... 

### Expert

property solicitors, conveyancing solicitors, f... 

### Service

employment, housing 

### Others

medical negligence, mortgage 

 [GIVE FEEDBACK](#)

# What are the key differences between Local & National SEO?

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## National

Informational – “what is the time limit to make a medical negligence claim”

Less routine legal services – “brain injury solicitors”

## Mixed

Mix of local and high-authority national sites

Queries for which there is a lot of competition and customers may choose between a local firm or a national firm with good brand recognition.

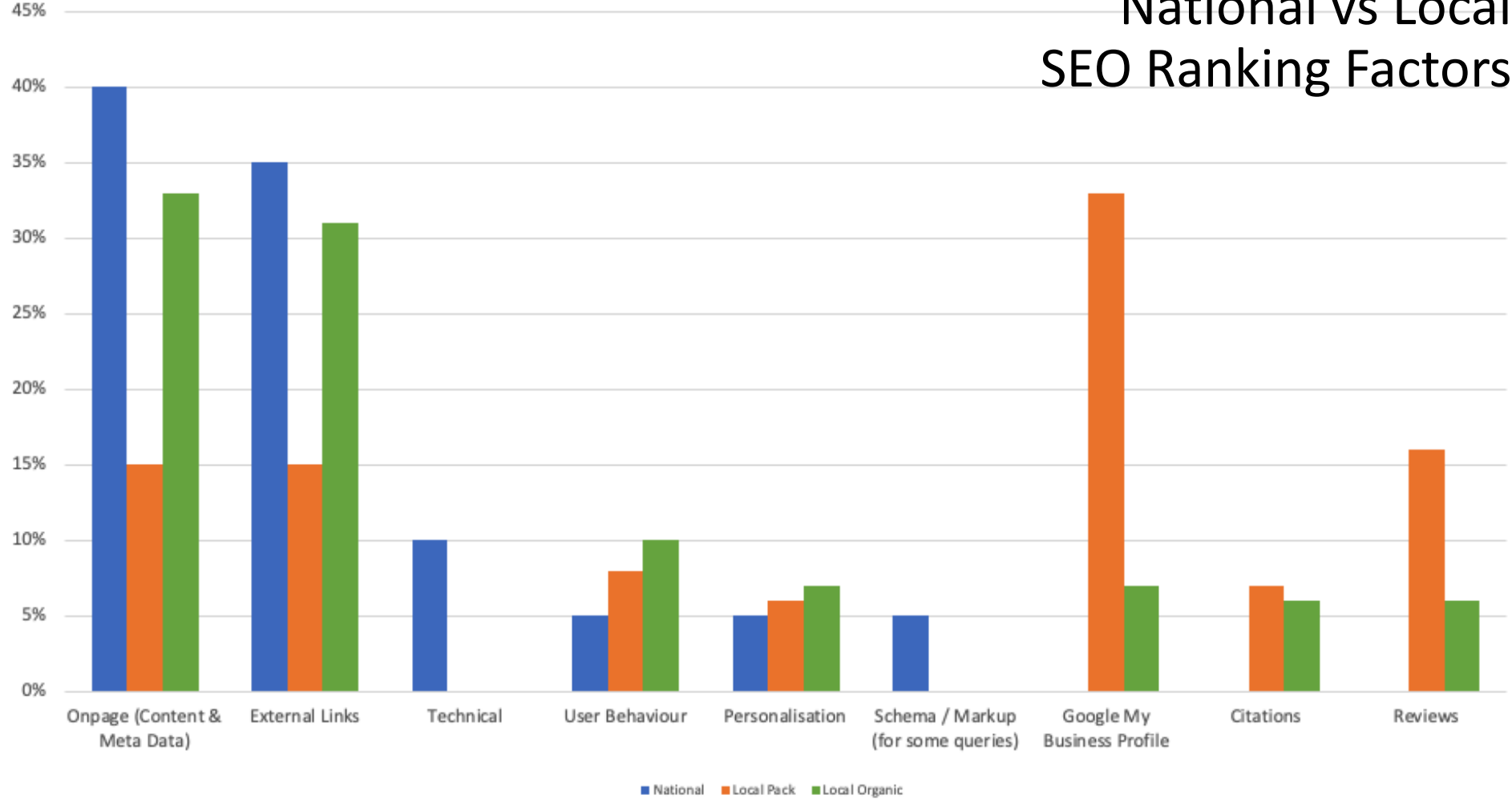
Queries like “personal injury solicitors”.

## Local

More routine legal services (e.g divorces and wills)

Search terms like “divorce solicitors”, “divorce solicitors Bristol” and “wills solicitors near me”.

# National vs Local SEO Ranking Factors



# SEO - Key Highlights & Work

Jan 1, 2021 - Mar 31, 2021

Default Channel Grouping

## Key highlights

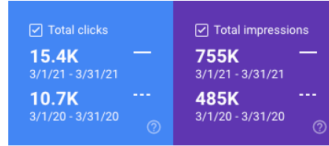
### Data comparing March 2021 with March 2020

Overall users increased by 14.26% compared to this time last year.

**SEO Organic Traffic** - Organic users increased by 14.01%, and the number of sessions were up by 14.62% - despite the cookie updates (see below)

Not all traffic being recorded since cookie consent was added in October 2020.

Google Search Console shows a large increase in organic clicks on your site and impressions compared with last year.



## Rankings

- National Keywords ranking on Page one increased from 21 to 25
- National Keywords ranking Position #1 stayed the same at 5
- Local Keywords ranking Position #1 decreased from 16 to 13, however, keywords in pos #2-5 have increased from 33 to 40

## Conversions

- Slight decrease in all tracked conversions other than enquiry forms (+9) compared to last month.

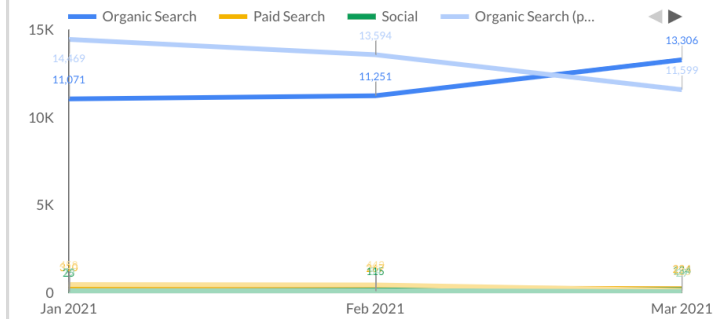
## Work completed last month

- Outreach (4 new articles)
- Monthly site crawl & health check
- Service Page - Solicitor's Letter Before Action
- Further content research

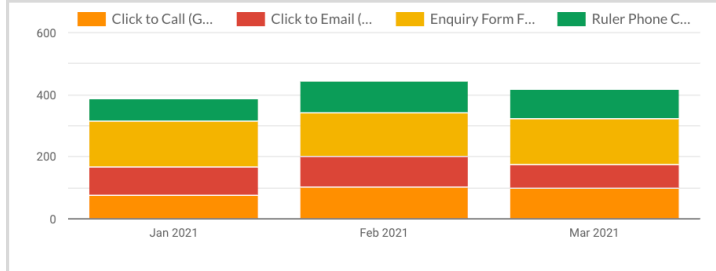
## Work planned for this month

- Outreach (4 articles planned)
- Monthly site crawl & health check
- Blog - How to recover a [redacted]
- Blog - How to recover a [redacted]
- Service Page - Bankruptcy Petitions & Orders
- Third Party Debt Orders - Service Page
- How To Serve & Enforce a County Court Judgement - Service Page

## Traffic - Last 12 months



## Conversions



Month	Click to Call (Goal 1 Completions)	Click to Email (Goal 2 Completions)	Enquiry Form Fill (Goal 3 Completions)	Ruler Phone Call (Goal 4 Completions)
Mar 2021	98	76	147	98
Feb 2021	104	99	138	104
Jan 2021	75	91	148	75

# SEO Comparison using Ahrefs

Firm	Ahrefs Rank	DR	Backlinks	Referring Domains	Organic Keywords
Berwins Solicitors Limited	3,841,375	30	331	167	1,400
Blacks Solicitors LLP	1,388,680	41	2,170	400	2,500
Bury & Walkers LLP	12,741,708	15	1,090	79	483
Clarion Solicitors Limited	1,770,048	38	8,210	349	11,800
Goodman Grant Solicitors Limited	10,018,517	18	1,310	83	827
Greenstone Solicitors Ltd	20,641,696	9	48	14	16
J.M. Glendinning Group Limited	1,768,073	38	1,220	292	632
Langleys Solicitors LLP	3,142,167	32	2,020	413	1,700
LCF Law Barber Titleys	3,111,464	32	3,560	588	1,500
Morrish Solicitors LLP	3,624,226	31	45,700	492	5,400
Myerson Solicitors LLP	1,864,226	37	10,400	387	6,500
Ridley & Hall LLP	5,580,673	27	3,500	166	1,900
Stowe Family Law LLP	137,098	67	47,600	1,810	14,000
Thornton Jones Family Law	17,173,066	11	434	82	786
Thrive Law	2,447,002	35	401	174	2,000
Walker Morris LLP	798,798	48	10,300	1,230	17,800
Wrigleys Solicitors LLP	1,168,719	43	3,870	405	5,000

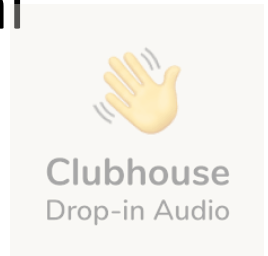


# What social media platforms should you be on?

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The two most important things to consider:

- Who is your target audience and what platforms are they on?
- How much time do you have to invest in social media?



# What social media platforms should you be on?

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- Sketch out your ideal target persona (this can be more than one)
- Consider newer/more niche platforms as well as the usual LinkedIn, Facebook and Twitter.
- Don't be afraid to experiment
- Make a plan (more on this later)

No more questions?

Good!

I'm just going to leave.

Goodbye.

# Legal Sector Breakfast Briefing

Questions & Conclusion

Mike Holloway, Relationship Director  
RBS

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# Tom Blandford

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