5

KEY INSIGHTS FROM ANALYTICS TO

BOOST YOUR
FIRM'S CASELOAD

Consultwebs
helping law firms & clients connect

Many law firms check their website's performance in Google Analytics to see how much traffic they are getting, but often don't drill down much deeper. The information that Google provides through its Analytics tool is extremely valuable in analyzing your site at a very detailed level, and in strategizing, planning and making changes to your online marketing. This guide contains 5 key insights to help you improve your firm's online marketing efforts, bring more of the right visitors to your site, and eventually get more cases from the Web.

NOTE: *When viewing your firm's data, it may be helpful to select a large time-frame in Google Analytics to get more information from which to draw conclusions. Perhaps select the last 6 months of activity to get some relevant & recent information.*

INSIGHT #1: KNOW WHERE YOUR VISITORS ARE LOCATED!

Why is this important?

Depending on your practice, and the geographic area which your firm serves, some of your traffic may be virtually worthless. If your site is getting a ton of traffic, but very little from visitors within the area that you serve, the big numbers of visits are essentially meaningless.

Where can you find this?

On the side menu, click "Audience" then "Geo" then "Location." You'll have some options under "Primary dimension" below the map that allow you to select traffic by "city."
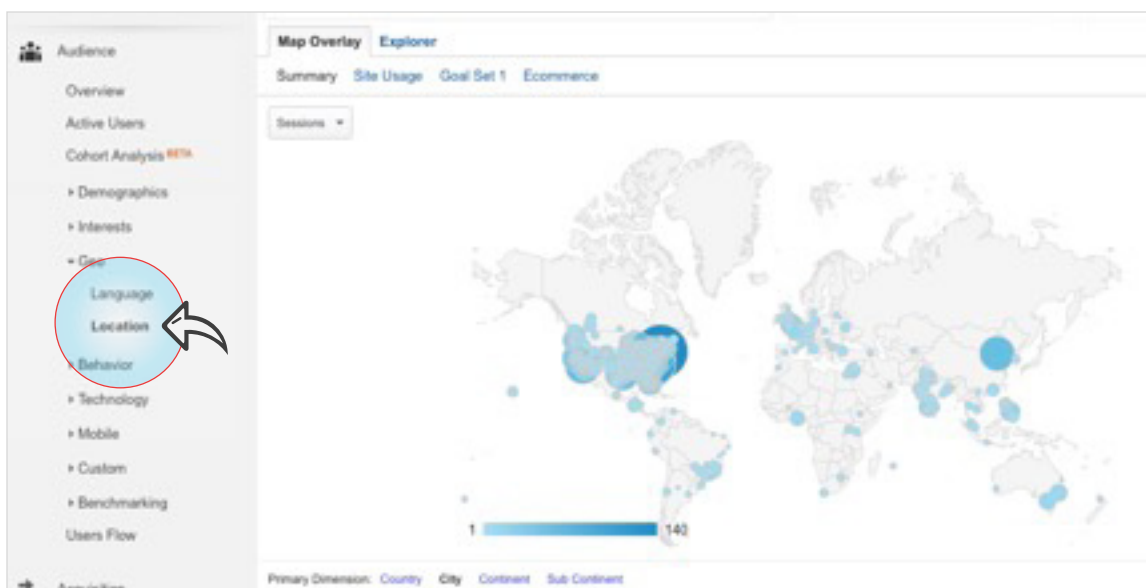
Under the map portion is a list of cities showing you the number of visits (Sessions) from each city as well as some other key information including bounce rate, and your conversions (if you have goals set up).

City	Acquisition			Behavior			Conversions Goal 1: thank-you ▼		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	thank-you (Goal 1 Conversion Rate)	thank-you (Goal 1 Completions)	thank-you (Goal 1 Value)
	18,429 % of Total: 100.00% (18,429)	69.36% Avg for View: 69.33% (0.00%)	12,783 % of Total: 100.05% (12,77%)	66.73% Avg for View: 66.73% (0.00%)	2.06 Avg for View: 2.06 (0.00%)	00:01:55 Avg for View: 00:01:55 (0.00%)	0.63% Avg for View: 0.63% (0.00%)	116 % of Total: 100.00% (116)	$0.00 % of Total: 0.00% ($0.00)
21. Miami	144 (0.78%)	82.64%	119 (0.93%)	84.72%	1.28	00:00:34	0.69%	1 (0.86%)	$0.00 (0.00%)
22. Dallas	143 (0.78%)	62.24%	89 (0.70%)	55.94%	2.06	00:02:15	1.40%	2 (1.72%)	$0.00 (0.00%)
23. Washington	132 (0.72%)	81.06%	107 (0.84%)	75.76%	1.72	00:01:06	0.00%	0 (0.00%)	$0.00 (0.00%)
24. San Diego	120 (0.65%)	85.83%	103 (0.81%)	74.17%	1.72	00:00:49	0.00%	0 (0.00%)	$0.00 (0.00%)
25. Boston	114 (0.62%)	87.72%	100 (0.78%)	78.95%	1.41	00:00:19	0.00%	0 (0.00%)	$0.00 (0.00%)
26. New Delhi	111 (0.60%)	81.08%	90 (0.70%)	69.37%	1.50	00:01:04	9.91%	11 (9.48%)	$0.00 (0.00%)
27. Apex	105 (0.57%)	30.48%	32 (0.25%)	41.90%	2.50	00:02:13	0.00%	0 (0.00%)	$0.00 (0.00%)
28. Austin	100 (0.54%)	76.00%	76 (0.59%)	67.00%	1.89	00:00:47	1.00%	1 (0.86%)	$0.00 (0.00%)
29. Paris	98 (0.53%)	98.98%	97 (0.76%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
30. Louisville	96 (0.52%)	33.33%	32 (0.25%)	56.25%	2.81	00:04:13	0.00%	0 (0.00%)	$0.00 (0.00%)

What could you discover?
You may find that your site is getting a lot of traffic, but not many meaningful visits from areas where you will take cases. In that case, you may need to focus more on your local market to build relevant traffic.

One strategy for improvement...
Improving local optimization and cleaning up your firm's citations (name, address and phone number listings) on directories and other sites so that they are consistent with one another could be helpful in gaining more visibility in Google's local results. That would lead to additional relevant visitors from your local area.

INSIGHT #2: WHAT IS YOUR VISITOR'S FIRST IMPRESSION?

Why is this important?

With so much competition online, it is vital to engage visitors in the first few seconds after they land on your site. By identifying the pages that they are seeing first (or landing pages), you can analyze the pages' performance (bounce rate, average session duration, goal conversions, etc.) to determine if improvements can be made for the user's experience.

Where can you find this?
On the side menu, click "Behavior" then "Landing Pages." This will show you your top 10 most active landing pages. Often your homepage is represented with "/", and will frequently be your busiest landing page. You'll have some options under "Primary dimension" and "Secondary Dimension" which can provide additional insights.
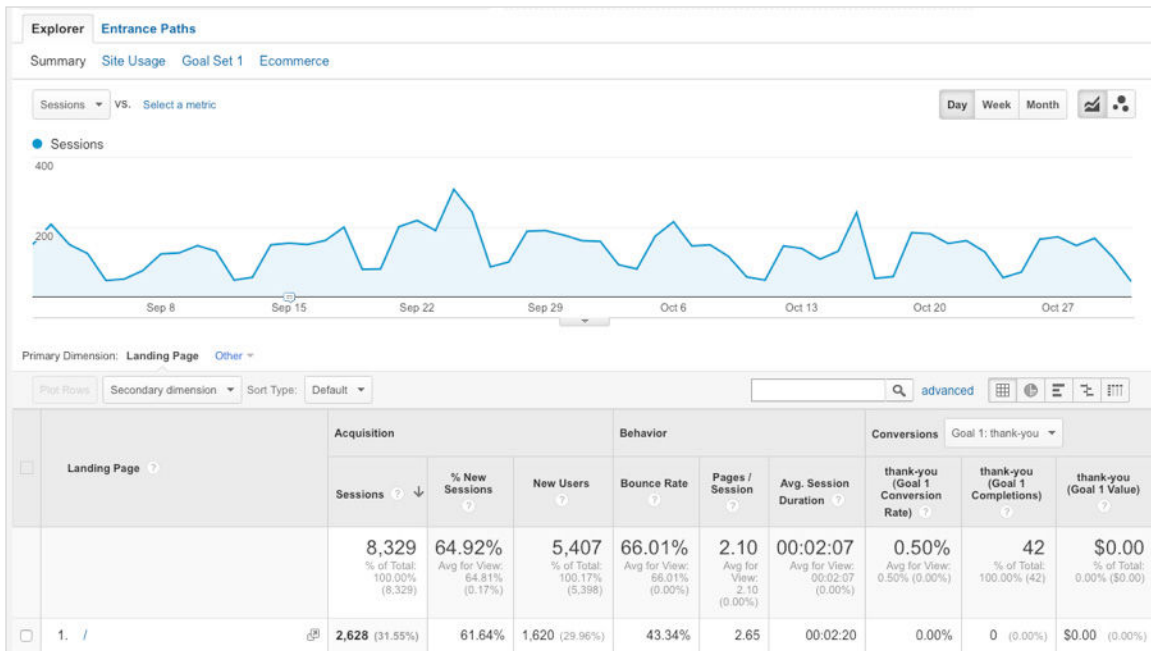
What could you discover?

Your site may have a page, or two, or more, that is ranking well for a search term and is getting a lot of visitors. However these pages may not be optimized for the user's experience, or aren't doing enough to persuade the user to contact your firm. Users may simply come to those pages, and then bounce from your site, back to the search results to find another law firm's page. By looking at the "Average Session Duration" and the "Bounce Rate" you can see how much time users are spending after landing on that page, and what percentage leave the site after viewing just that one page.

One strategy for improvement...

To improve user engagement, your firm should look into ways to keep the user interacting with your site. Some possible ways to do this are by providing additional information about the page's topic, linking to helpful related pages on your site, adding videos that answer frequently asked questions, and making sure you have obvious and easy ways for a visitor to contact your firm. By giving them a few options that may fulfill their needs, and educate them about the topic they are exploring, you are more apt to establish trust with a user. That can lead to better engagement, more contacts, and eventually more cases from the Web.

Why is this important?

First off, what is bounce rate? Bounce rate is the percentage of visits to your firm's website that end after a user views just one page and then leaves. Is it always bad to have a high bounce rate. No, not always. For example, if visitors are coming to a landing page on your site, looking for an attorney, and they end up contacting your firm because of that page and then leaving, technically that is a bounce. However, your firm has been contacted so the desired action occurred, and the page did its job. In many cases, though, a high bounce rate can be a symptom of weak or thin content, or a poor user experience. By identifying those pages, you can seek to improve them which can help you increase the number of visitors that engage with your site, click deeper, contact you, and lower your bounce rate. Additionally, it can help your search rankings by showing search engines that users are engaging with your page, showing that there is something of value for users.

Where can you find this?

On the side menu, click "Audience" then "Overview." This will show you the overall bounce rate for your site to give you a basis for comparison when you look at individual pages.
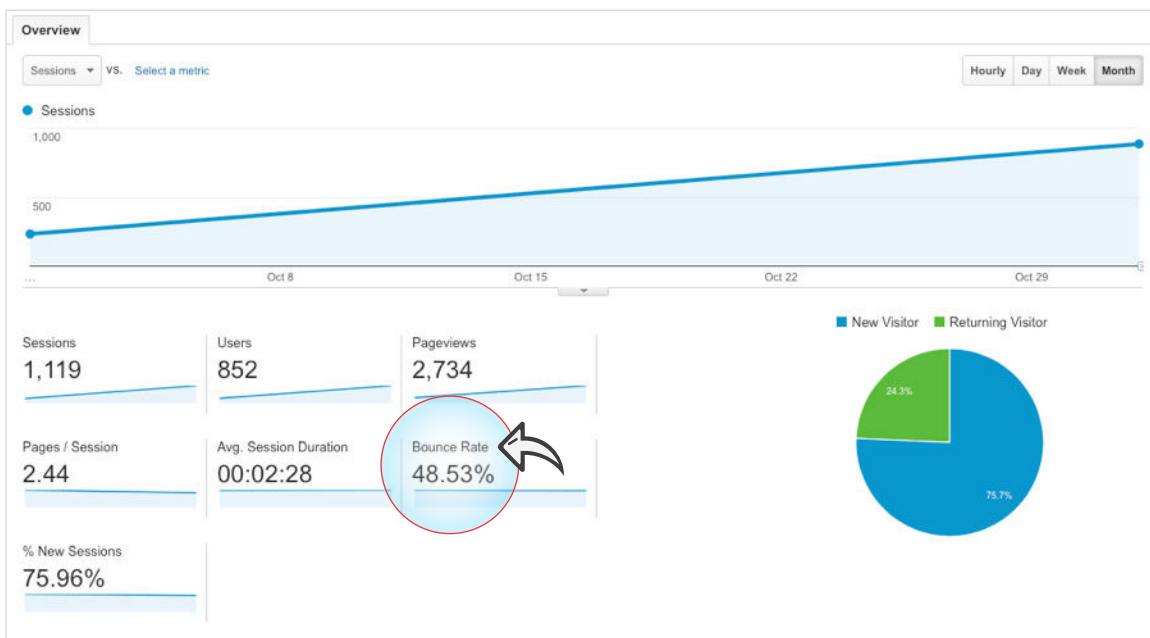
Now under "Behavior" then "Site Content" then "All Pages" you can see the individual bounce rate for various pages on your site. By clicking the arrow next to Bounce rate, Google Analytics allows you to sort your pages by bounce rate from highest to lowest, or vice versa.

What could you discover?

You may discover that many pages on your site have a very high bounce rate, and not because they are providing users everything that they need on just one page. You may see that the time on page is very low and infer that these pages are essentially not providing any value to users.

One strategy for improvement...

You may consider either improving, or removing poor performing pages from your firm's website. You can identify poor performing pages based on the number of visits, the bounce rate, the length of content on the page and other factors. A high bounce rate for a page, or your site overall, can be a negative signal to search engines. Many times the existence of that page could be doing your firm's website, and your online marketing efforts, more harm than good. Removing low quality pages can benefit your site's ability to rank for relevant terms so that prospective clients can find you more easily. Better appearance for search terms can lead to more visitors. When they find quality pages that help them with their situations, they are much more likely to see your firm as helpful and informative. This will lead to more trust, and a greater likelihood that they will contact your firm for help, leading to more cases.

INSIGHT #4: HOW ARE VISITORS GETTING TO YOUR SITE?

Why is this important?

A law firm's website and online marketing campaign require significant investments in many areas. By understand how your visitors are finding your site, it can provide insight on how various parts of your firm's marketing are performing.

Where can you find this?

On the side menu, click "Acquisition" then "Overview" which will display some statistics showing you the channels by which visitors came to your site.
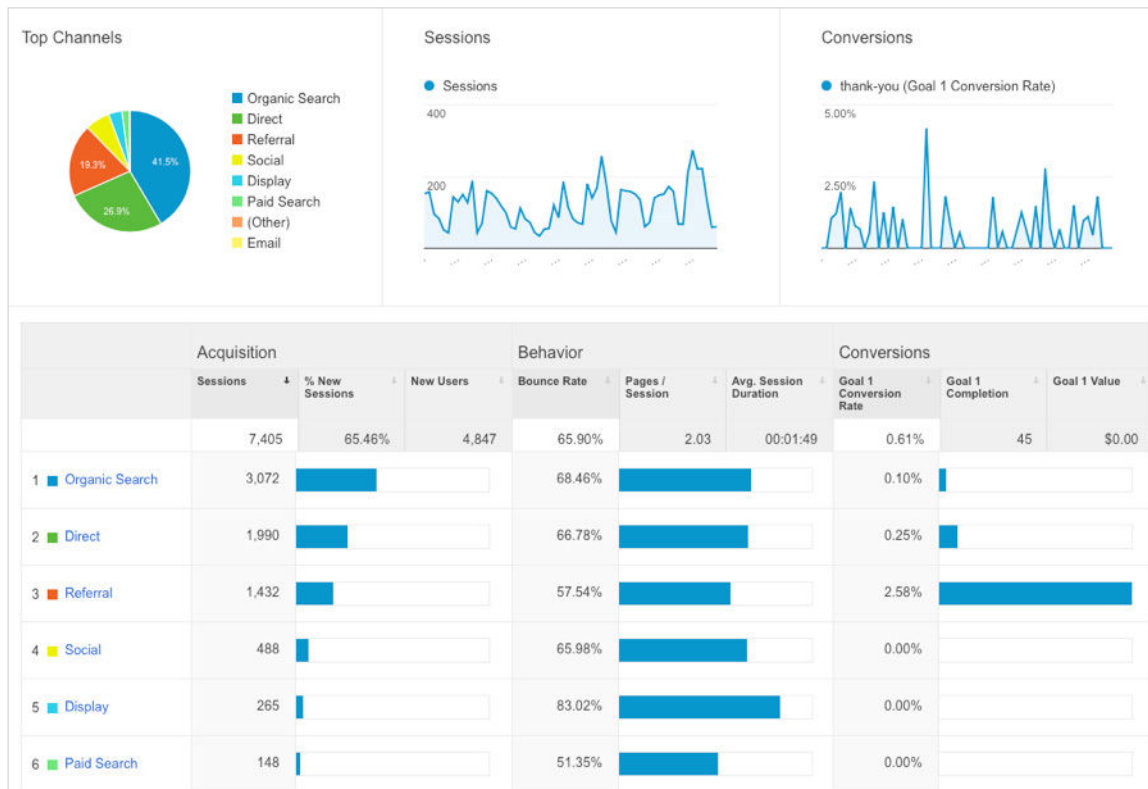
WHAT DO THESE HEADINGS MEAN?

"Organic Search" refers to visitors who found your site through a Web search like Google.

"Direct" traffic is comprised of visitors who keyed in a url for your site, those that visited by using a bookmark in their browser, and other visits which for technical reasons did not record a referring source. Some visits from social media, emails and other sources may end up classified as direct.

"Referral" traffic is that which comes from another source that can be recorded by Google analytics. For example, your firm's website may get visitors that come from Avvo or another online legal directory. Those users have been referred to your site by another.

"Social" shows visits that came from social media sites like Twitter, Facebook, LinkedIn and others.

"Display" shows traffic from display advertising campaigns that are recognized by Google Analytics.

"Paid Search" contains traffic generated by any Cost-Per-Click campaigns that are recognized by Google Analytics.

Although the classification of traffic in Google Analytics is not perfect, these categories should give you a good idea of where you traffic is coming from.

Your firm may not have all of these sources, and additional sources may be seen. Campaigns can be set up to track traffic from particular sources. Google Analytics provides great opportunities to gain insight in many ways.

By clicking "All Traffic," you can see additional information by selecting "Source/Medium" from the drop-down.
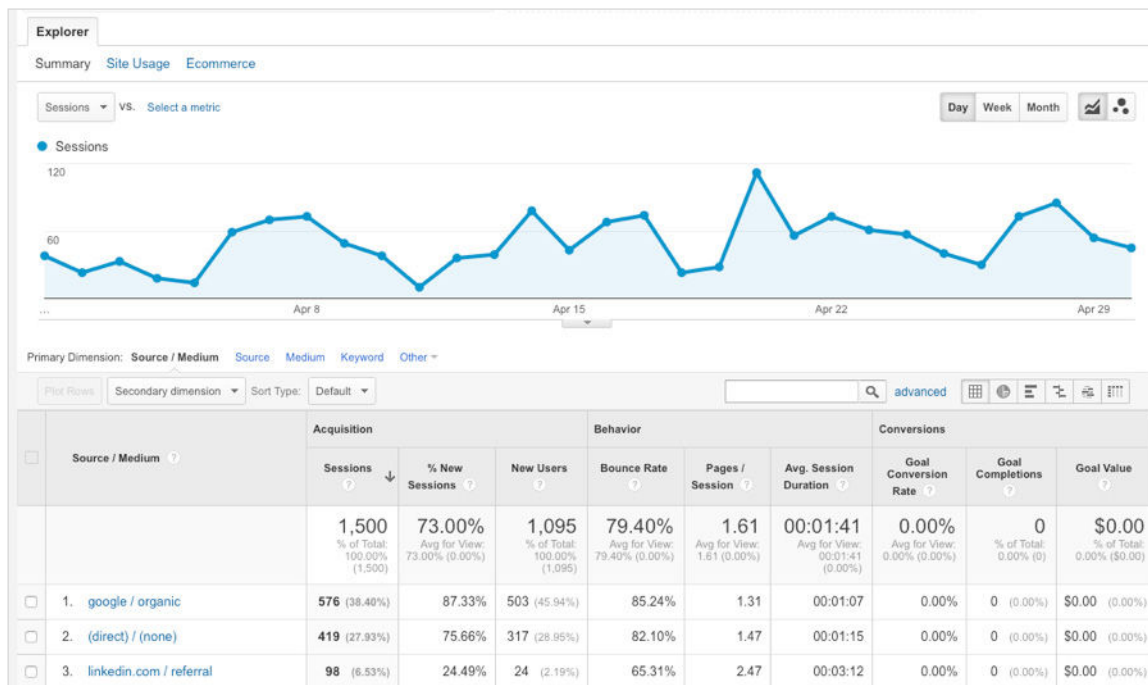
What could you discover?

You may find that despite your firm's efforts to optimize your site for search engines that you get very little traffic from organic search, or that the traffic has a very high bounce rate from search engines. You may see that you don't get much traffic to your site from social media efforts, though you may have team members that spend a good deal of time on them. You may find that you get a lot of traffic referred from one or two particular sites. Using the information in this view, you can see the bounce rates and session duration for traffic from various sources to provide insight on the differences between them. If you have goals set up in Analytics (usually for form submissions, tracked calls or online chats) you can also see what type of traffic results in the most contacts that your firm receives. These are just a few examples of what the data in this view can tell you.

One strategy for improvement...

By analyzing where your traffic is coming from, and especially where you get the highest quality visits (low bounce rate, high session duration, more goal completions) you can make efforts to maximize your exposure in those channels. By identifying activities that seem to lead to very few visits (especially quality visits) you can look to improve your efforts in those channels, or discontinue them to achieve more efficiency.

Why is this important?

Much of the investment that many law firms make in their online marketing is directed towards their blog. It's often an ongoing effort where firms post weekly, or even more frequently. If your blog is bringing traffic, educating visitors, and eventually leading to contacts and cases, it's definitely worthwhile. If your blog gets very little activity, your firm may be wasting its effort.

Where can you find this?

On the side menu, click "Behavior" then "Site Content" then "All Pages." To filter the results to show only pages from your blog, type in the name of your main blog page (often times this is "blog" but you may use a different url). See the example below.

This view will show you how many page-views your blog gets over whatever period of time you select. You can compare that to the total number of page-views on your site to see relatively how much traffic your blog gets.

You can also find out if your blog is drawing traffic to your site by selecting "Landing Pages" instead of "All Pages" to see what blog posts visitors are seeing as the first page they view on your site during a session.

What could you discover?

It is possible that your blog gets very little traffic, and that your team's efforts to publish content on the blog are being wasted. You may find that you have a blog post or two that get a good amount of traffic. You may find that others get virtually none. These comparisons can help you choose topics and give you ideas for future blog posts that may get better engagement.

One strategy for improvement...

Using insights about your blog can help you improve it. If you find that educational posts that answer visitors questions about legal matters get more visits and more people find your site through them, perhaps you will want to do more posts like them. Great helpful content is the key to engagement. You may also want to consider (if you don't already) promoting your blog articles with paid social media posts, as organic social media posts get very little exposure. Lastly, ask your clients what they found helpful about your website, and what could be improved. See how many times (if any) your blog is mentioned.

If you have any questions about the content in this guide, or additional questions about how Google Analytics can help your firm to improve it's online marketing efforts, feel free to contact us at **getmore@consultwebs.com**, **800-872-6590** or through our website, **www.consultwebs.com**.