



Category: Communications/PR - Research

Campaign Name: Lead Form Response Time Study



Challenge.

We Contacted 701 Law Firms to Test Their Lead Form Response Time. Here's What Happened.

In late 2020, an existing client expressed their excitement that organic web traffic had increased but frustration that their leads had not. Aware that the data was positioning them well for success, and yet this key metric for their SEO campaign was under-performing. We had a hunch that it had something to do with their intake process. To further analyze our conclusion, we mystery-shopped our client and sent an inquiry through the lead form on their website. It took them days to get back to us: a lag time that, in the legal industry, means you've already lost that lead.

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Opportunity.

As a result of this experience, and knowing lead generation is a key metric for our clients' SEO campaigns, we developed a study to establish a baseline of lead form responsiveness insights for our clients - and for the industry. We researched how quickly law firms across the U.S. respond to lead inquiries through their websites. We compiled a list of 701 firms that appear on multiple top law firm lists including the DMA Report, A-List for 2020, and A-List for 2019.

Strategy.

To collect a large sample size, we went through multiple published lists of top U.S. law firms to ensure our study group was expansive and covered multiple law practice areas across the nation. For us to be as consistent as possible—and to get reliable data—we created guidelines for uniformity. As a control, we submitted lead form inquiries between 10AM and 12PM in law firms' local time zones. We then tracked and recorded the dates and times of their responses to our inquiry for up to seven days after we submitted our information. Past that point, firms were considered 'unresponsive.' This structure helped us meet our objective of measuring how long it took for law firms to respond to lead form submissions on their websites.

Strategy, cont'd.

Using an alias, we designed several stories we knew, from our industry experience, would elicit a response from law firms as a legitimate potential lead. Those stories changed when targeting different legal practice areas, ranging from car accidents and construction accidents to identity theft and divorce/family law. Of the 701 law firms we contacted, 588 firms received our car accident story, 5 firms received our construction injury story, 35 firms received our identity theft story, and 27 received our hernia mesh story, with the rest receiving a story that aligned with their primary law practice area.

From there, we were able to track responses and identify the fastest- and slowest-responding cities across the nation and calculate median response times by case type/law practice area.

Strategy, cont'd.

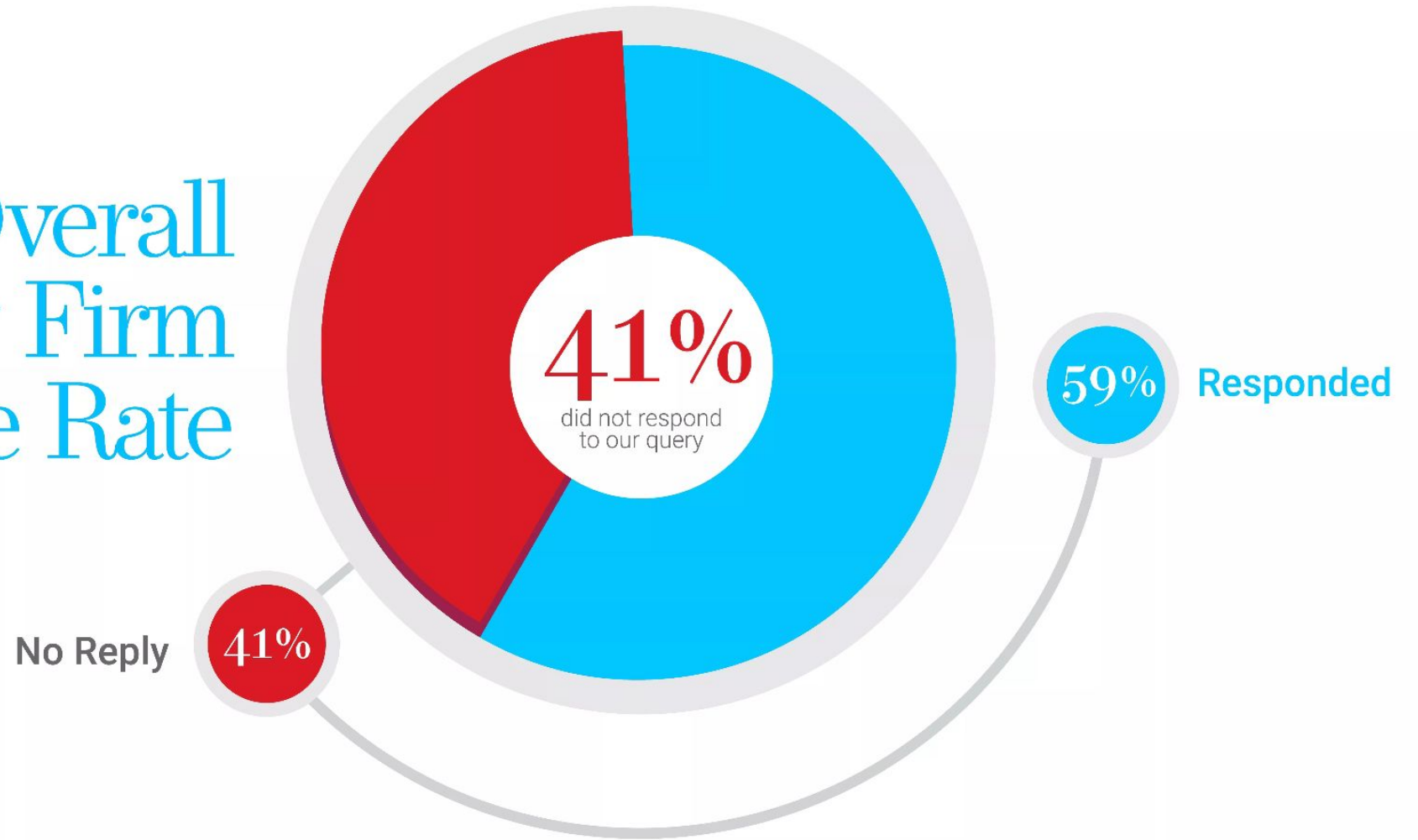
Because we reached out with our phone number, we were able to not only track who called us back, but even how many times that law firm called and texted us. With this being the 21st century, it was encouraging to note the different, sometimes personalized methods companies are using to contact potential clients.

Outcome.

Looking over the data, the most notable thing we noticed was how many law firms never replied to their lead form inquiry. Only 59.3% of firms responded to our lead form submission at all, meaning that 41% of law firms we contacted left a potential lead on the table.

The vast majority of law firms we contacted were personal injury firms that received our car accident story. Of the 614 total firms that were personal injury-focused, 64% responded and 36% never did. Diving deeper into the data, 23% of these firms responded within 10 minutes and it took 13% of firms more than two hours to contact us back. The median response time for firms responding to car accident cases was 19 minutes.

Overall Law Firm Response Rate



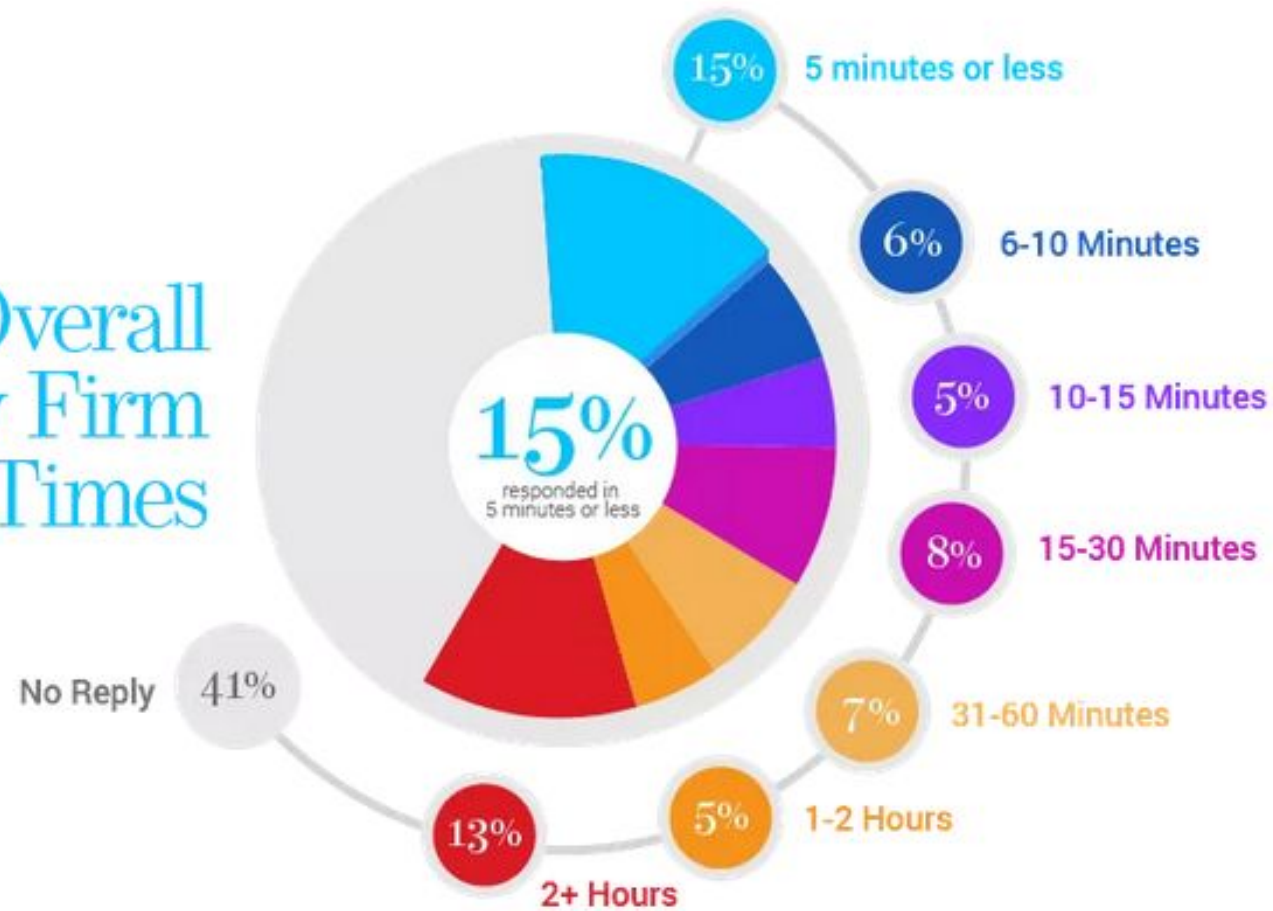
Outcome, cont'd.

The other two fastest-responding practice areas were identity theft and hernia mesh. When we reached out to 35 law firms with our identity theft story, only 40% responded. 21% of responding firms got back to us within 5 minutes, and 71% responded within 2 hours. The median response time for identity theft cases was 40 minutes.

For hernia mesh cases, we contacted 27 firms. Incredibly, only 30% of those firms even responded to our inquiry. Of those that responded, 25% did so within 30 minutes, and 75% did within two hours. The median response time for hernia mesh cases was just under an hour at 54.5 minutes. Across all case types, 70% of law firms responded within one hour.

We also broke down the fastest- and slowest-responding firms by location, as well as the highest- and lowest- responding rates by location.

Overall Law Firm Response Times



Outcome, cont'd.

After visiting each of these firms' websites and experiencing how differently law firms responded (or did not respond) to lead form inquiries, we derived additional insights and published a report complete with baseline data and a list of best practices. The methodology for the study will serve as a playbook for an annual report going forward, and our list of best practices to applying insights from the data includes advice ranging from the design and placement of website lead forms to general best practices in responding to leads. (For example, some firms failed to leave a callback number that worked; other firms misspelled or mispronounced our alias' name. On the positive end, some firms included a business card in their text message so there was no confusion as to who was reaching out to us.)

Outcome, cont'd.

While we published findings of our study, covered it with clients and pushed to press and the industry, our efforts didn't stop there. Hennessey Digital created delivered awards to 180 law firms that were in the study, recognizing them for having the fastest-responding times to lead forms or leading their market on response times. Much to their surprise, beautiful awards they could feel proud of and display at their firm started to arrive at their doors, along with badges for their website and social media, that link back to the study, to elevate their recognition to current and prospective clients. This has resulted in multiple organic posts by law firms on social media and numerous new business conversations for Hennessey Digital.

The study has generated fresh conversation and industry discussions about leads generated through SEO and responsiveness for companies, especially law firms. As a result, this client, along with our other clients, are taking a closer look at their internal practices to ensure their business is set up for lead generation success their SEO strategies are delivering.

Awards Distributed to Fastest-Responding Law Firms

2021
**FASTEST-RESPONDING
LAW FIRMS**

Hennessey Digital proudly recognizes
COMPANY NAME
for serving clients well with response times to online
lead forms in under 10 minutes.

2021 LAW FIRM
RESPONSIVENESS STUDY



Gauthier Amedee
@GauthierAmedee1

We are so honored to be named one of the 2021 Fastest Responding Law Firms by @HennesseyDgtl!

Special thank you to April Lawless for all of her hard work in ensuring our clients receive the quick response they deserve.

Thank you, April!

#BatonRougeLA #AscensionParish



2021
FASTEST-RESPONDING
LAW FIRMS
HENNESSEY DIGITAL PROUDLY RECOGNIZES
GAUTHIER AMEDEE
PERSONAL INJURY LAW
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2021
FASTEST-RESPONDING
LAW FIRMS
HENNESSEY DIGITAL PROUDLY RECOGNIZES
**GARY MARTIN
HAYS & ASSOCIATES**
For caring for clients and being among the
fastest-responding law firms in Atlanta.
HENNESSEY

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Website & Social Media Badges for Fastest-Responding Law Firms



2021
FASTEST-RESPONDING
LAW FIRMS