

# Does SEO Relate to Success?

Study finds strong tie between search engine visits and new phone calls to firms

EVERY  
**100**  
INTERNET  
SEARCHES  
BRINGS  
**3.35**  
CALLS

4.5 calls for personal injury firms



**JUST HOW RELATED IS NEW LAW FIRM BUSINESS TO THE FIRM'S INTERNET PRESENCE**—its level of search engine optimization? “I get asked this all the time and haven't had an answer,” says Conrad Saam, vice-chair of the ABA Law Practice Division's Social Media, Legal Blogs and Websites Interest Group. “So we turned to the data.”

**USING ADVANCED CALL TRACKING**, Saam's firm, Mockingbird Marketing, looked at calls generated by visits originating from search engines and compared that number to the total number of SEO visits. The study looked at 29 law firms, 16 of them personal injury firms, which would likely get more first-time callers through the internet.

**THE STUDY FOUND A CORRELATION COEFFICIENT OF 0.70.** (For those not conversant in statistics and regression analysis, if 1 represents a perfect correlation and 0 no relation, 0.70 is pretty strong.)

**AND WHILE THERE WAS WIDE DIVERSITY IN THE NUMBER OF NEW CALLS** generated by 100 search sessions, the median was 3.35 calls, or “more than three calls from new numbers for each 100 SEO sessions,” Saam says. And for PI law firms, that number increased to 4.5 new calls.

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