

# Consumers and quality indicators – pilot research

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June 2023

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# Executive summary

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The 5,154 respondents taking part in this research were asked to imagine themselves in a scenario relating to one of three areas of law; either conveyancing, family or employment law. Each respondent only answered questions about a scenario in one area of law – buying a house, getting divorced or potentially being made redundant. The scenario respondents were to imagine themselves in was explained to them, they were told they had been advised to find a solicitor and that the only source of information available to them to find the initial support they needed, was the Internet.

At the start of the survey respondents were asked to choose how they would start this search – would they use a solicitor’s website, a review site or a price comparison site to find a solicitor? At the end of the survey, when the respondents had been shown mock ups of comparison site landing pages and subsequent follow-on pages as well as those from a solicitor’s websites, they were asked the same question again. The difference in the proportions of respondents that would use a review website to find solicitors before they were shown information on Digital Comparison Tools (DCTs) and afterwards is significant at the 99% confidence level for all three areas of law. We can be 99% confident that this difference is real and not due to sampling error. This suggests that having been shown what information is available on DCTs, respondents in all three areas of law are more likely to use them to find a solicitor.

## Starting their online search

Respondents were shown a mock-up of a DCT landing page and asked about the importance of the attributes shown in helping them choose a solicitor. From the information available on a DCT landing page, around 95% find star rating important in helping to choose a solicitor across all three areas of law. The area of law a firm specialises in was also important to around 95% of respondents seeking Family and Employment solicitors; this was not asked of conveyancing respondents. The number of reviews was important to at least 88% of respondents across all three areas of law.

Distance from home is the least important consideration, from the information listed on the landing page, when initially seeking a solicitor, with around 60% finding this important. However, whilst there is no significant difference in the importance of distance from home for those seeking conveyancing and employment legal services, there is a significant difference (95% confidence level) for family law. Distance from home is more important at this initial stage when choosing a solicitor for family law than for conveyancing or employment law.

Respondents were then asked which piece of information on the landing page has the **most influence on the firm(s) they would choose to click through to find more information about**. Star rating has the most influence on the firms which respondents seeking conveyancing would click through to with 45% citing this, followed by number of reviews and distance from home. The area of law a firm specialises in was not asked of conveyancing respondents, so significance testing is not possible between this area and others.

For respondents seeking family and employment solicitors, the area of law the firm specialises in was the most common attribute used to determine which firms to click through to. There is a significant difference (95% confidence level) between the proportion of respondents seeking employment solicitors citing area of specialism has having the most influence on which firms they click through to (36%) compared with those seeking family solicitors (31%). This suggests respondents seeking employment solicitors value specialisms more than those seeking family solicitors. Star ratings were the second most

used attribute for around 30% of respondents in these two areas of law with around a fifth using the number of reviews when determining which firms to click through to.

Respondents selecting the area of law a firm specialises in as important said they did so because they wanted a specialist with relevant experience. Respondents citing star rating as being the most influential attribute in determining whether to click through felt this was a good indicator of how well the solicitor is likely to perform as the ratings are based on other peoples' experiences of that firm. Around ten percent of respondents would use star rating in combination with the number of reviews and some respondents seeking family and employment solicitors would use star ratings to avoid poorly performing firms.

Respondents selecting number of reviews felt the more reviews, the more reliable the information and the better the track record and experience of the firm. Respondents saw the number of reviews as an indication of the volume of people receiving good service.

Reasons given by respondents citing distance from home as being the most influential in deciding which firms to click through to favoured nearby, convenient locations. The desire for personal interaction was also important to them particularly for respondents seeking employment solicitors.

Respondents that would click through to all firms on the landing page want to look at all the available information. In addition, a small proportion of respondents looking for conveyancing and employment law would supplement this with independent research.

Respondents were asked whether there was any other information they would like to see for each firm listed on a review website landing page to help shortlist which firm to look at in more detail. Around 30% did not require any further information at this stage. Amongst those suggesting further information, price was most cited.

When asked how likely they would be to click through to multiple firms from a DCT landing page to compare them, across all three areas of law around 97% of respondents indicated there were likely to do so. There are no significant differences between areas of law.

In summary, star rating and the area of law a firm specialises in are most important in helping respondents choose a solicitor on a DCT landing page; specialisms are more important to those seeking employment solicitors here. Distance from home is more important to respondents seeking family solicitors and the desire for personal interaction is higher amongst respondents seeking employment solicitors. An indication of price was favoured and the vast majority of respondents would click through to multiple firms.

## DCT solicitor page

Respondents were then shown an image intended to represent what a respondent might see having clicked through from the landing page to gain further information on a particular firm. They were asked to indicate how important various pieces of information on the page were to them in helping to choose a firm.

Across all three areas of law, star rating was the most important information respondents cited in helping them choose a firm; around 95% of respondents indicated this attribute. The proportion of respondents citing this is significantly higher than for any other attribute in all three areas of law. The number and content of reviews were also important to around 90% of respondents in all three areas. However, there is a significant difference in the proportion of conveyancing respondents citing number of reviews as being important when helping to choose a firm compared with those seeking family and employment solicitors. The number of reviews is more important to respondents seeking conveyancing solicitors than family and employment.

Ranking is important to three quarters of respondents, there being no significant difference by area of law. Amongst respondents seeking a family solicitor, there is a significant difference between the importance placed on accreditations, the summary of the firm and distance from home then the other two areas of law. These attributes are more important to respondents seeking family solicitors.

Whilst staff details are important to around half of respondents seeking family and employment solicitors, this figure is 43% for conveyancing suggesting staff details are less important in helping those seeking conveyancing select a firm (significant difference@95%). Staff details for conveyancing respondents was the only area across all attributes in all three areas of law not felt by most respondents to be important in helping to choose a firm.

Respondents were asked to imagine that they had clicked through to find out more information about several firms and were asked which pieces of information they would use to **compare different legal service providers** when using review websites. Star rating is the main attribute used to compare legal services followed by the number of reviews for all three areas of law. The higher percentage of conveyancing respondents citing star rating and number of reviews are important is significantly different from family and employment suggesting these attributes are more important when comparing conveyancing providers.

Around two thirds of respondents use the review content and over half use the ranking of the firm to compare providers; there are no significant differences in these attributes by area of law. Whilst around 40% would compare providers using Legal Ombudsman (LeO) data, there being no difference by area of law, only 22% would use the Land Registry data to compare conveyancing providers. Land Registry data were not asked about for family and employment providers.

Staff details and a summary about the firm are less important comparators to conveyancing respondents than those seeking family or employment solicitors.

Respondents were asked how likely there would be to click through from the DCT solicitor page to the solicitor firm's own website. Ninety one percent of conveyancing and employment respondents indicated they were likely to do this, this figure being 93% amongst respondents seeking family solicitors. This difference is significant at the 95% confidence level suggesting people seeking family solicitors are more likely to click through to the firm's website than for the other two areas of law.

In summary, star rating is the most important attribute in choosing and comparing solicitors on solicitor's pages on a DCT site followed by number of reviews. The number of reviews is more important to respondents seeking and comparing conveyancing whereas details of staff and the firm are less important. Respondents seeking family solicitors place more importance on accreditations, the firm summary and distance from home when choosing a solicitor.

## Firm webpage

At this stage of the questionnaire, respondents were split into two separate samples, half were shown an image of a firm's website with detailed information from the LeO, half were shown an image with less information from the Legal Ombudsman. Respondents were asked to imagine it is a website of a firm of solicitors and asked to spend a few minutes looking at the image and then rate how important each piece of information was to help them choose a solicitor.

Except for staff details, most respondents felt that all attributes were important. The proportion of conveyancing respondents finding staff details important (41%) is significantly lower (95% confidence level) than for the other two areas of law where at least half found

this important. Customer reviews and the area of law a firm specialises in were the two most important attributes for all areas of law with at least 89% finding these attributes important when choosing a solicitor.

Respondents seeking family and employment solicitors rate the area of law a firm specialises in as more important than customer reviews, the opposite being true for respondents seeking conveyancing. The proportion of conveyancing respondents finding customer reviews important (95%) is significantly higher than for respondents seeking family or employment solicitors (92% and 91% respectively). The area of law a firm specialises in is more important to respondents seeking employment solicitors with most citing this as 'very important'. There are significant differences for this attribute for all areas of law – 96% of employment respondents cite this attribute as important compared with 94% for family and 89% for conveyancing.

Accreditations are significantly less important to respondents seeking conveyancing solicitors (76%) than those seeking family (79%) or employment solicitors (78%). Amongst respondents seeking conveyancing, the LeO data are seen as more important than the Land Registry data; this difference being significant at the 95% confidence level. There are no differences in the importance placed on Leo data between the three areas of law with around 70% finding this attribute important when choosing a solicitor.

Respondents were asked how likely they would be to look at the website of more than one solicitor. Across the three areas of law around 96% of respondents indicated there were likely to do so; there are no significant differences between areas of law.

Respondents were then asked which pieces of information on a solicitor's website they would use to compare them. The top three are:

- Customer reviews
- Price
- Area of law a firm specialises in

Customer reviews is the most cited attribute for all three areas of law with at least 82% of respondents indicating this as important. Price and the area of law a firm specialises in are the next most important attributes when comparing solicitors via their websites. For conveyancing, there is a significant difference between the importance respondents place on price (78%) and the area of law a firm specialises in (64%) but this is not the case for respondents seeking family and employment solicitors where only a two percent difference occurs between price and law specialisations. There are significant differences placed on the importance of the area of law a firm specialises in between respondents in the different areas of law. This attribute is most important to respondents seeking employment solicitors (78%). Although only accounting for just under a quarter of responses, staff details are significantly more important to respondents seeking family solicitors than respondents seeking conveyancing or employment solicitors.

Respondents were asked whether there is any other information they would like to see on solicitor firm's websites to help them shortlist which firm to approach. Around three quarters of respondents did not require any further information. Of the respondents that did require more information, the largest proportion mentioned price. Completion times, customer testimonials along with information on previous cases, success rates and years and levels of experience were also popular. A small number of respondents felt that support information would be beneficial such as having legal terms and processes explained.

In summary, customer reviews and the areas of law a firm specialises in are most important when choosing a solicitor from their website. The area of law they specialise in is more

important than customer reviews for respondents seeking family and employment solicitors, the opposite being true for conveyancing. Accreditations are less important for conveyancing. Whilst around 40% would use LeO data to compare providers, 70% find this an important attribute on a firm's website.

Almost all respondents would look at the website of more than one solicitor comparing customer reviews, price and area of law, this being especially important to respondents seeking employment solicitors. However, whilst price is significantly more important than any law specialism for conveyancing, this is not the case for respondents seeking to compare family and employment solicitors as the difference between these two attributes is not significant. Staff details are more important to those seeking family solicitors.

## Overall views

All respondents were asked how helpful they think review websites are for people needing to find legal services; 92% indicated they were helpful. Most respondents would prefer the information to be on the solicitor's website as well as on the review website.

Respondents were then asked how important it is to them that legal service review websites are accredited by a regulator. i.e. they follow an agreed code of practice about their independence and accuracy. 94% of respondents think this is important; three quarters of which think it is very important.

# Introduction

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## Overview

The SRA designed a questionnaire as part of its collaborative pilot with the Council for Licensed Conveyancers, and CILEx Regulation, to capture views from consumers to determine which aspects of quality information they find most helpful when deciding on a law firm. The questionnaire was uploaded to Prolific's consumer panel on 8 March 2022 and 5,000 responses were sought. The sample was achieved quickly.

The questionnaire was set up so that respondents only saw one of three areas of law; around a third of respondents were asked about conveyancing, a third were asked about family law and a third about employment law. The respondent was given an imaginary scenario to place themselves in and asked what they would look for when searching for a legal services provider to help them with the given situation. They were advised that their only source of information was the Internet.

Respondents were initially asked about the nature of the website they would use for their search (review, price comparison, solicitor's own) and then they were shown images of DCT landing pages, DCT webpages for solicitors and solicitor websites. They were asked which information they found useful and whether any further information would help with their search as well as their likelihood of comparing firms. Having seen the type of information available, at the end of the questionnaire, respondents were asked again about the nature of the website they would use for their search.

## Sample

5,154 respondents took part in the survey:

- 1,872 were asked about conveyancing (36%)
- 1,657 were asked about family law (32%)
- 1,625 were asked about employment law (32%)

A minority of individuals revoked consent for specific demographic data to be used so the numbers below appear slightly smaller than the full sample and will differ across demographic variables.

- Sex: male = 2,525 (50.1%); female = 2,511 (49.9%)
- Nationality (birth country): United Kingdom = 4,549 (88.3%); outside United Kingdom 605 (11.7%) – all respondents live in the UK
- Age: Mean = 39; Max = 89; Min = 18

The distribution across the three groups by all demographic variables was consistent. All demographic variables can be considered nationally representative.

## Layout of this report

Following this introduction, Section 2 details the findings from conveyancing respondents, Section 3 covers family law and employment law is covered in Section 4. Section 5 provides the responses on questions asked of all respondents and Section 6 compares responses across all three areas of law.



# Conveyancing

## Search method

Respondents were asked to imagine that they want to make an offer to buy a house. They were told that friends had suggested they look for a solicitor to help them and they only have the Internet to find the initial support they need. They were told that having used a search engine (Google/DuckDuckGo/Chrome etc) a list of options appeared and were asked which one of the options they would do first (n=1,872)

- 35% would look at solicitor's website
- 49% would use a review website to find solicitors
- 14% would use a price comparison site
- 2% did not know

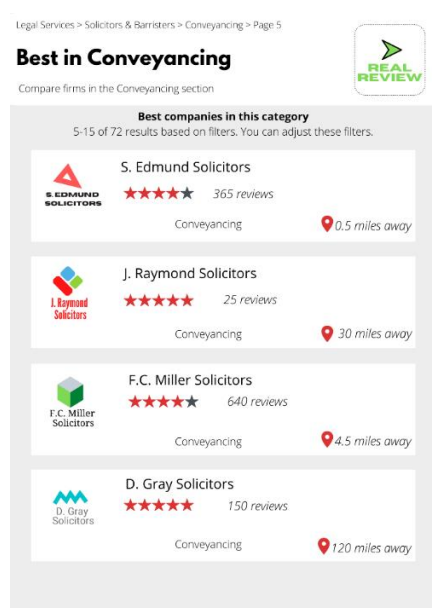
When asked this question at the end of the questionnaire having been shown review websites (n=1,821):

- 22% would look at solicitor's website
- 62% would use a review website to find solicitors
- 15% would use a price comparison site
- 1% did not know

The difference in the proportions of respondents that would use a review website to find solicitors before they were shown information on DCTs and afterwards is significant at the 99% confidence level. The same applies to those that would look at a solicitor's website. We can be 99% confident that this difference is real and not due to sampling error. This suggests that having been shown what information is available on DCTs, respondents are more likely to use them.

## DCT Landing page

The image below is a mock-up of what people might see on the landing page of a DCT website having searched for 'conveyancing solicitor'.



Conveyancing respondents were shown the above image and asked how important each item of information was in helping them choose a solicitor (n=1,842). **Table C1** shows the findings that star ratings are very important to the majority of respondents with 96% of respondents finding star ratings important (very important/important). Number of reviews are important (very important/important) to 92% of respondents this figure being 58% for distance from home.

**Table C1: Importance of information in helping you choose a solicitor (n=1,842).**

	very unimportant	unimportant	neither	important	very important
Distance from home	5%	19%	18%	45%	13%
Star rating	1%	~1%	2%	41%	55%
Number of reviews	1%	1%	6%	48%	44%

Respondents were advised that by clicking on the name of a firm on the landing page they will be shown a separate page for each firm. This page will have more information about the firm they are interested in. They were asked which piece of information on the landing page has the most influence on the firm(s) they would choose to click through to find more information about. These data are shown in **Table C2**. Star rating is the most common item influencing which firm to click through (45%) followed by the number of reviews (29%); 14% would click through to all firms.

**Table C2: Information which has most influence when deciding to click through**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Distance from home	195	3.8	10.6	10.6
	Star rating	826	16.0	44.8	55.4
	Number of reviews	525	10.2	28.5	83.9
	None, I'd click through to all firms	261	5.1	14.2	98.1
	None of this information is useful	12	.2	.7	98.8
	Don't know	23	.4	1.2	100.0
	Total	1842	35.7	100.0	
Missing	System	3316	64.3		
Total		5158	100.0		

Respondents were asked to explain why they gave the response they did. **Tables C3 to C7** show reasons given for each response.

Respondents citing distance from home as being the most influential in deciding which conveyancing firms to click through to (11%) favoured nearby, convenient locations not wanting to travel far to sign paperwork. However, 15% of these respondents indicated that personal interaction is important to them and 8% felt a local firm would know the area better.

**Table C3: Why distance from home selected as most influence when deciding to click through**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	personal interaction important	30	.6	15.3	15.3
	speeds up process if local (doc drop off)	2	.0	1.0	16.3
	don't want to travel far to sign paperwork	39	.8	19.9	36.2
	wants somewhere close/convenient	99	1.9	50.5	86.7
	easier to deal with if there's a problem	6	.1	3.1	89.8
	they will know the area	16	.3	8.2	98.0
	ratings can be manipulated	1	.0	.5	98.5
	easier to know and trust a local firm	2	.0	1.0	99.5
	Friends/family may have experience if local	1	.0	.5	100.0
	Total	196	3.8	100.0	
Missing	System	4962	96.2		
Total		5158	100.0		

Respondents citing star rating as being the most influential on whether to click through (45%) felt this was a good indicator of how well the solicitor is likely to perform as the ratings are based on other peoples' experiences of that firm. Ten percent of respondents would use star rating in combination with the number of reviews.

**Table C4: Why star rating selected as most influence when deciding to click through**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	good indicator of how good/professional solicitor is/compared with other firms	467	9.1	56.6	56.6
	can avoid those that perform poorly	31	.6	3.8	60.4
	gauge how previous work gone	2	.0	.2	60.6
	look at in combination with number of reviews	84	1.6	10.2	70.8
	service quality is important to me	26	.5	3.2	73.9
	indicates if they are trustworthy	22	.4	2.7	76.6
	safest way to compare as comes direct from users/other people's experiences	193	3.7	23.4	100.0
	Total	825	16.0	100.0	
Missing	System	4333	84.0		
Total		5158	100.0		

Respondents citing number of reviews as being the most influential on whether to click through (29%) felt the more reviews, the more reliable the information and the better the track record of the firm. Respondents saw the number of reviews as an indication of the number of people receiving good service providing a good ratio of the star ratings.

**Table C5: Why number of reviews selected as most influence when deciding to click through**

		#	Percent	Valid Percent	Cumulative Percent
Valid	indicated number of people having good service	59	1.1	11.3	11.3
	the more reviews, the more reliable the info.	215	4.2	41.0	52.3
	the more reviews, the more experience/track record	156	3.0	29.8	82.1
	proven track record/confidence	29	.6	5.5	87.6
	get good idea of ratio of stars	54	1.0	10.3	97.9

	people's views are honest	2	.0	.4	98.3
	review need to be up to date, recommending staff	1	.0	.2	98.5
	potentially find someone recommended to contact	1	.0	.2	98.7
	see for yourself what people say	7	.1	1.3	100.0
	Total	524	10.2	100.0	
Missing	System	4634	89.8		
Total		5158	100.0		

Respondents that would click through to all firms (14%) want to look at all available information with almost a fifth of this group supplementing this with independent research.

**Table C6: Why click through to all**

		#	%	Valid Percent	Cumulative Percent
Valid	would also do independent research	46	.9	17.5	17.5
	want info from website, don't use review sites	2	.0	.8	18.3
	reviews may not reflect ability	29	.6	11.0	29.3
	want to look at all available options/information	164	3.2	62.4	91.6
	likes to read and check all comments	6	.1	2.3	93.9
	want to compare local firms with higher rated ones	1	.0	.4	94.3
	would use a solicitor I know	1	.0	.4	94.7
	I want quotes/check prices	10	.2	3.8	98.5
	have no interest in other people's thoughts	1	.0	.4	98.9
	front page ones likely to have paid to be there	1	.0	.4	99.2
	want info on experience/qualifications	2	.0	.8	100.0
	Total	263	5.1	100.0	
Missing	System	4895	94.9		
Total		5158	100.0		

**Table C7: Why none of the information is useful**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	star reviews and ratings can be misleading	2	.0	20.0	20.0
	ask proper humans/friends/relatives	3	.1	30.0	50.0
	It's very unspecific	3	.1	30.0	80.0
	I'd go with the cheapest	1	.0	10.0	90.0
	Website more beneficial	1	.0	10.0	100.0
	Total	10	.2	100.0	
Missing	System	5148	99.8		
Total		5158	100.0		

Respondents were asked whether there was any other information they would like to see, for each firm listed on a review website landing page to help shortlist which firm to look at in more detail. The findings are shown in **Table C8** (n=1,837). Over a quarter of respondents did not require any further information at this stage however, 29% would like information on price. Nine percent each would like information on areas of specialism for the firm and reviews or testimonials and six percent would like to see the number of years the firm has been established.

**Table C8: Further information like to see on landing page**

		#	%	Valid %	Cumulative %
Valid	Not sure/no/fine for landing page	502	9.7	27.3	27.3
	Price/price range	535	10.4	29.1	56.5
	opening times	10	.2	.5	57.0
	contact details	27	.5	1.5	58.5
	average value of properties handled	7	.1	.4	58.8
	specialisms/experience	158	3.1	8.6	67.4
	review comments/testimonials/% use again/keywords	157	3.0	8.5	76.0

Accreditations	19	.4	1.0	77.0
response times/customer service levels	34	.7	1.9	78.9
number of successful cases/case success rate	32	.6	1.7	80.6
years established/time in business	110	2.1	6.0	86.6
number of reviews/ in last 3 months	58	1.1	3.2	89.8
availability/number of solicitors	40	.8	2.2	91.9
how results are ordered	2	.0	.1	92.1
regulated bodies they belong to	13	.3	.7	92.8
picture of their premises/pictures of staff	6	.1	.3	93.1
number of complaints/how resolved	8	.2	.4	93.5
an official rating similar to Defaqto	1	.0	.1	93.6
if free initial consultation	5	.1	.3	93.8
solicitor details/staff info	21	.4	1.1	95.0
any restrictions	1	.0	.1	95.0
bookable online appointments	1	.0	.1	95.1
wouldn't use online reviews	1	.0	.1	95.2
star ratings for range of criteria (speed/price)	8	.2	.4	95.6
link to their website	4	.1	.2	95.8
Trustpilot review (or similar) to verify	10	.2	.5	96.4
Special offers	3	.1	.2	96.5
Don't trust this information	1	.0	.1	96.6
awards (Industry/consumer)	9	.2	.5	97.1
mission statement/company info/USP	30	.6	1.6	98.7
whether offer online services	6	.1	.3	99.0
languages they understand	1	.0	.1	99.1

	difference between valued and actual price paid for properties	1	.0	.1	99.1
	Accessibility	2	.0	.1	99.2
	filters to sort information how I want/a compare button	7	.1	.4	99.6
	details of reviewer (first time buyer/demographic)	1	.0	.1	99.7
	Their social media presence	1	.0	.1	99.7
	general listings of houses that are available	1	.0	.1	99.8
	All the details	2	.0	.1	99.9
	environmental/ethical performance	1	.0	.1	99.9
	a live chat helpline	1	.0	.1	100.0
	Total	1837	35.6	100.0	
Missing	System	3321	64.4		
Total		5158	100.0		

Conveyancing respondents were asked how likely they are to click through to more than one firm to compare them (**Table C9**); 97% indicated they were likely to do so.

**Table C9: How likely are you to click through to more than one firm to compare them?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	13	.3	.7	.7
	Unlikely	14	.3	.8	1.5
	Neither likely nor unlikely	21	.4	1.1	2.6
	Likely	324	6.3	17.6	20.2
	Very likely	1464	28.4	79.5	99.7
	Don't know	6	.1	.3	100.0
	Total	1842	35.7	100.0	
Missing	System	3316	64.3		
Total		5158	100.0		



## DCT Solicitor page

Conveyancing respondents were then shown the image below. It is intended to represent what a respondent might see having clicked through from the landing page to gain further information on a particular firm.

**L. Worden Solicitors Conveyancing**  
 1.2 miles away from you  
 1,745 reviews  
 63rd out of 6779

**About**  
 Founded in 2005, our mission is to provide an efficient and professional conveyancing service to meet all of your property needs. We are one of England's largest residential conveyancing law firms with exceptional experience and knowledge of the regional market.

**Reviews**  
 The team was super helpful during the purchase of my property, answering all my questions quickly. I particularly found Lindsey Worden to be personable.  
 - James

**Staff**  
 Our managing partner Lindsey Worden brings over 20 years of experience to the conveyancing sector. She ranks highly for client satisfaction in the region.

**LEGAL OMBUDSMAN**  
 Between 1 January 2021 and 31 December 2021, 1 client of this law firm escalated complaints about the firm to the Legal Ombudsman.  
 0 complaints were upheld by the Legal Ombudsman. 1 was resolved.  
 1 related to conveyancing services  
 View the details of these on the Legal Ombudsman's website by clicking [here](#).

**This firm's recent applications to the Land Registry**  
 When a firm helps clients to buy or sell property in England and Wales, it applies to the Land Registry to change the record of ownership. Sometimes the Land Registry will ask for more information - which may be because the transaction is complex, or because of an error in the application. The level of requests for information can therefore give a general idea of the accuracy of a firm's conveyancing work, compared with other firms.

According to Land Registry data from June to December 2021, this firm:	
Made 1,576 applications to the Land Registry	34% were applications to create titles for new properties 62% were applications to transfer ownership of existing property titles 4% were other applications 35% of all its applications involved a request from the Land Registry for more information from the firm

Respondents were asked to spend a few minutes looking at page imagining they are looking to buy a house and having looked at the landing page of a review website, have clicked through to find more information about a firm. They were asked how important each piece of information is in helping them choose a solicitor (**Table C10**).

When 'very important' and 'important' are combined, the majority of respondents found all, bar one, piece of information important. Only staff details were not deemed important by the majority of respondents.

Over 90% of respondents found star rating (96%), number (92%) and content of (91%) reviews to be important (very important/important). Around three quarters found accreditations (78%) and ranking (75%) to be important. Sixty nine percent of respondents found the LeO data important and just over half (52%) of conveyancing respondents found the Land Registry data to be important.

**Table C10: Importance of information in helping you choose a firm (n=1,834).**

	very unimportant	unimportant	neither	important	very important
Summary of firm (about)	1%	8%	19%	59%	13%
Distance from home	4%	19%	21%	44%	12%
Star rating	~1%	~1%	4%	47%	49%
Number of reviews	~1%	1%	7%	49%	43%
Content of reviews	~1%	1%	7%	47%	44%
Ranking	1%	4%	20%	57%	18%
Staff details	2%	18%	37%	35%	8%
Accreditations	1%	4%	17%	52%	26%

Land Registry data	2%	13%	33%	40%	12%
Legal Ombudsman data	1%	7%	23%	46%	23%

Respondents were asked to imagine that they had clicked through to find out more information about several firms and were asked which pieces of information they would use to **compare different legal service providers** when using review websites. (**Table C11**). Star rating is the main source used to compare legal services followed by the number of reviews. Over two thirds of respondents use the review content and over half use the ranking of the firm to compare providers. Whilst almost 40% would compare providers using LeO data, only around a fifth would use the Land Registry data to compare conveyancing providers.

**Table C11: Information used to compare different legal services (n=1,833).**

	Would use
Star rating	83%
Number of reviews	72%
Content of reviews	66%
Ranking	52%
Accreditations	48%
Distance from home	42%
Legal Ombudsman data	39%
Firm summary (About)	28%
Land Registry data	22%
Staff details	16%
I wouldn't compare firms this way	1%
Don't know	1%

Respondents were asked how likely they were to click through to a firms' own website from the review site (**Table C12**). Ninety one percent (n=1,834) indicated they would be likely to do so.

**Table C12: How likely are you to click through to the firms' own website from the review website?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	9	.2	.5	.5
	Unlikely	39	.8	2.1	2.6
	Neither likely nor unlikely	116	2.2	6.3	8.9
	Likely	1105	21.4	60.3	69.2
	Very likely	565	11.0	30.8	100.0
	Total	1834	35.6	100.0	
Missing	System	3324	64.4		
Total		5158	100.0		

Conveyancing respondents were asked whether there is any other information that they would like to see in review website's individual solicitor pages to help them choose which firm to approach (**Table C13**); almost 60% said no. Of the 758 respondents that would like to see further information to help them choose a solicitor, price information was most commonly cited (20% overall, 53% of those wanting more info.). Respondents also wished to see information about the experience of the firm – the number of cases closed and their success rate as well as client testimonials. Speed of completion was also mentioned as additional information conveyancing respondents would like to see.

A few conveyancing respondents made further comments about the Land Registry information. A couple of people wanted more detail on why further information was requested – was it due to an error by the solicitor? Five people wanted an average for the industry for individual firms to be compared against.

*“Would it be possible to see the Land Registry information on returns broken down into returned due to errors and returned for more information on a complex case?”*

*“For the percentage about the Land Registry having to request further information, I would like to get a sense of how that compares with other solicitors.”*

*“The Land Registry information is incomplete. It gives the details for this firm but does not show how these compare with other firms so the information doesn't really mean very much.”*

**Table C13: Other information on DCT landing page**

	Frequency	%	Valid %	Cumulative %
Valid	No	1070	20.7	58.5
	average figure to compare Land Registry % with	5	.1	.3
	Prices/price range	399	7.7	21.8
	client testimonials	52	1.0	2.8
	how proactive they are/how responsive	11	.2	.6
	Accreditation	6	.1	.3
	photos of office/staff	20	.4	1.1
	number of solicitors working at firm/staff details	24	.5	1.3
	support offered to first time buyers/process details	5	.1	.3
	number of cases closed/experience/success	59	1.1	3.2
	Land Registry data broken down by reasons for return (do they need more info. or was it error)	2	.0	.1
	bad reviews	6	.1	.3
	success rate of mortgage applications	1	.0	.1
	complaints process/nature and how resolved	6	.1	.3
	speed of completion	42	.8	2.3
	opening hours	4	.1	.2
	how long been in business	18	.3	1.0
	contact information/location	20	.4	1.1
	date of review	8	.2	.4
	friendly/approachable/clear format	4	.1	.2
	company details	3	.1	.2
	breakdown of star rating	2	.0	.1

show how ratings calculated (whether paid for)/verified	5	.1	.3	96.9
Trustpilot/Which? review to verify solicitor	4	.1	.2	97.2
awards won	3	.1	.2	97.3
highest and lowest scoring review	3	.1	.2	97.5
whether have online portal to upload docs/work remotely	6	.1	.3	97.8
number of reviews	4	.1	.2	98.0
comparable sub-categories for ratings (friendliness/speed)	3	.1	.2	98.2
gender ratio within the company	1	.0	.1	98.2
nature of complaints to Ombudsman	1	.0	.1	98.3
full transparency	3	.1	.2	98.5
FAQ page	1	.0	.1	98.5
location map and how to access by public transport	2	.0	.1	98.6
Specialisms	14	.3	.8	99.4
Their USP/benefits of choosing them	2	.0	.1	99.5
Regulating body	1	.0	.1	99.6
Ombudsman are corrupt	1	.0	.1	99.6
Kinds of properties they have access to	1	.0	.1	99.7
service promises	1	.0	.1	99.7
ability to compare against each other	2	.0	.1	99.8
environmental and ethical performance	2	.0	.1	99.9
chat bot (live)	1	.0	.1	100.0
Total	1828	35.4	100.0	
Missing System	3330	64.6		

Total	5158	100.		
		0		

## Firm webpage

At this stage of the questionnaire, conveyancing respondents were split into two separate samples. Half were shown an image of a firm's website with detailed information from the LeO, half were shown an image with less information from the LeO. Respondents were asked to imagine it is a website of a firm of solicitors and asked to spend a few minutes looking at the image and then rate how important each piece of information is to help them choose a solicitor. The image below contains detailed LeO information.

The screenshot shows the L. Worden Solicitors website. At the top, there is a navigation menu with 'HOME', 'SERVICES', 'BLOG', and 'CAREERS'. Below the menu is a search bar and a list of services: 'Property Sale • Property Purchase • Right to Buy • Freehold • Leasehold'. The main content area is divided into several sections:

- About:** Founded in 2005, our mission is to provide an efficient and professional service to meet all of your conveyancing needs. We are one of England's largest residential conveyancing law firms with exceptional experience and knowledge of the regional market.
- Staff:** Our managing partner Lindsey Worden brings over 20 years of experience to the conveyancing sector. She ranks highly for client satisfaction in the region, and has managed hundreds of cases in her career.
- Reviews:** The team was super helpful during my property purchase, answering all my questions quickly. I particularly found the managing partner, Lindsey Worden, to be personable. I would recommend L. Worden Solicitors to a friend.
- Accredited service at an affordable price:** Accredited by Conveyancing Quality and Lexcel.
- Our recent applications to the Land Registry:** When we help clients to buy or sell property in England and Wales, we apply to the Land Registry to change the record of ownership. Sometimes the Land Registry will ask us for more information – which may be because the transaction is complex, or because of an error in our application. The level of requests for information can therefore give a general idea of the accuracy of our conveyancing work, compared with other firms.
- Legal Ombudsman:** Between 1 January 2021 and 31 December 2021, 1 client of our law firm escalated complaints about the firm to the Legal Ombudsman. 0 complaints were upheld by the Legal Ombudsman. 1 was resolved. \*1 related to conveyancing. View the details of these on the Legal Ombudsman's website by clicking here.
- Land Registry Data (June to December 2021):**
  - Made 1,576 applications to the Land Registry
  - 34% were applications to create titles for new properties
  - 62% were applications to transfer ownership of existing property titles
  - 4% were other applications
  - 35% of all its applications involved a request from the Land Registry for more information from the firm

Contact: +44 1010 101010 • lindsey@wordensolicitors.org

**Table C14** shows how respondents rated the importance of each piece of information. The majority of respondents felt that all pieces of information, bar one, were important; only 39% felt staff details are important. Almost all respondents cited customer reviews as important (94%) and almost 90% felt the same about the area of law a firm specialises in. The LeO data are seen as more important than the Land Registry data; this difference being significant at the 95% confidence level.

**Table C14: Importance of information on firm's website (n=887).**

	very unimportant	unimportant	neither	important	very important
Summary of firm (about)	1%	11%	22%	55%	11%
Contact details	1%	6%	15%	42%	36%

Customer reviews	0%	2%	4%	47%	47%
Area of law firm specialises in	~1%	1%	9%	52%	37%
Staff details	3%	18%	40%	34%	5%
Accreditations	1%	6%	17%	55%	21%
Land Registry data	2%	11%	34%	41%	12%
Legal Ombudsman data (detailed)	1%	8%	22%	49%	20%

The image below is the less detailed LeO information.

The screenshot shows the L. Worden Solicitors website. At the top, there is a navigation menu with 'HOME', 'SERVICES', 'BLOG', and 'CAREERS'. Below the menu is a search bar and a list of services: 'Property Sale • Property Purchase • Right to Buy • Freehold • Leasehold'. The main content area features several boxes: 'About' (founded in 2005, mission statement), 'Staff' (Lindsey Worden, 20 years experience), 'Reviews' (testimonial from James), 'Accredited service at an affordable price' (Lexcel Legal Practice Quality Mark), and 'Our recent applications to the Land Registry' (summary of 1,576 applications). A 'LEGAL OMBUDSMAN' box mentions 1 client complaint in 2021. Contact information is provided at the bottom: +44 1010 101010 and lindsey@wordensolicitors.org.

**Table C15** shows how respondents rated the importance of each piece of information; these data mirror those of respondents seeing the firm website with more detailed LeO information. **Table D7** in the final section of this report combines responses to these two questions.

**Table C15: Importance of information on firm's website (n=938).**

	very unimportant	un-important	neither	important	very important
Summary of firm (about)	1%	9%	21%	58%	11%
Contact details	1%	5%	12%	46%	36%

Customer reviews	0%	1%	4%	48%	47%
Area of law firm specialises in	~1%	1%	10%	51%	38%
Staff details	2%	18%	38%	34%	8%
Accreditations	1%	5%	18%	54%	22%
Land Registry data	2%	13%	33%	39%	13%
Legal Ombudsman (less detailed)	1%	9%	23%	47%	19%

To determine whether any differences between the importance placed on information from the two images of the firm websites are real, significance testing has been done at the 95% confidence level. For this, the percentages of respondents finding each attribute important (important/very important) are compared. **Table C15a** shows no significant difference in the importance placed on the LeO data whether the information is detailed or less detailed.

**Table C15a: Importance of information on firm's website (comparison)**

	Important (detailed) n=887	Important (less detailed) n=938	Significant difference (95%)
Summary of firm (about)	66%	69%	no
Contact details	78%	82%	yes
Customer reviews	94%	95%	no
Area of law firm specialises in	89%	89%	no
Staff details	39%	42%	no
Accreditations	76%	76%	no
Land Registry data	53%	52%	no
Legal Ombudsman data	69%	66%	no

Conveyancing respondents were asked how likely they are to look at the website of more than one solicitor (**Table C16**); 96% are likely to look at more than one website.



**Table C16 How likely are you to look at the website of more than one solicitor?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	3	.1	.2	.2
	Unlikely	13	.3	.7	.9
	Neither likely nor unlikely	51	1.0	2.8	3.7
	Likely	713	13.8	39.1	42.8
	Very likely	1042	20.2	57.2	100.0
	Total	1822	35.3	100.0	
Missing	System	3336	64.7		
Total		5158	100.0		

Respondents were then asked which pieces of information they would use from solicitors' websites to compare them (**Table C17**). Customer reviews was the most cited means of comparison followed by price. The area of law a firm specialises in and the accreditations they have are also important to respondents when comparing firms.

**Table C17: Information used on solicitor's website to compare providers (n=1,822).**

	Would use
Customer reviews	88%
Price	78%
Area of law firm specialises in	64%
Accreditations	52%
Location	48%
Legal Ombudsman data	40%
Firm summary (About)	34%
Land Registry data	25%

Staff details	19%
Don't know	1%

Respondents were asked whether there is any other information they would like to see on solicitor firm's websites to help them shortlist which firm to approach (**Table C18**). Over three quarters of respondents did not require any further information. Of the 441 respondents that did require more information price was most mentioned (8% overall, 32% of those wanting more info.) Completion times, timescales and customer testimonials were also popular along with information on previous cases, success rates and years and levels of experience. Fifteen people felt that support information would be beneficial such as having legal terms and processes explained.

*"A FAQ page could be helpful which would answer generic questions I may have."*

*"Information or a guide for a first-time homeowner or some sort of 'what to expect' section."*

*"Legal terms and processes are often confusing, so a catalogue of these broken down explaining each stage of the buying process and the legal terms in layman's terms."*

**Table C18: other website info**

		#	%	Valid %	Cumulative %
Valid	No	1378	26.7	75.8	75.8
	average figure to compare Land Registry % with	1	.0	.1	75.8
	Price	142	2.8	7.8	83.6
	star rating	14	.3	.8	84.4
	complaints process	2	.0	.1	84.5
	customer testimonials/satisfaction/showing service used	35	.7	1.9	86.4
	Availability	7	.1	.4	86.8
	completion speed/timescales	36	.7	2.0	88.8
	bad reviews/failures	4	.1	.2	89.0
	pictures/pictures of staff	8	.2	.4	89.4
	number of employees	4	.1	.2	89.7
	opening times	8	.2	.4	90.1

length of time business been in operation	12	.2	.7	90.8
examples of their cases	17	.3	.9	91.7
Trustpilot/independent reviews links to verify	7	.1	.4	92.1
names of large clients/high profile cases	2	.0	.1	92.2
staff expertise	14	.3	.8	93.0
how professional the site looks/user experience	10	.2	.5	93.5
Any restrictions	1	.0	.1	93.6
% of completed sales/success rates	14	.3	.8	94.3
whether trying to be net zero carbon/enviro credentials	4	.1	.2	94.6
promise or guarantee/service packages	2	.0	.1	94.7
support offered/legal terms explained/processes	15	.3	.8	95.5
number of reviews	9	.2	.5	96.0
number of offices	4	.1	.2	96.2
contact details	14	.3	.8	97.0
customer service/time taken to respond	8	.2	.4	97.4
gender/diversity split of staff	3	.1	.2	97.6
recommendations from property professionals	2	.0	.1	97.7
customer services awards	4	.1	.2	97.9
comparison to competitors/rankings	8	.2	.4	98.4
whether can complete work remotely/digitally	4	.1	.2	98.6
payment options	1	.0	.1	98.6
scale of business to put Ombudsman info. into context	2	.0	.1	98.7
Social media link	1	.0	.1	98.8
their USP/what makes them different/values	6	.1	.3	99.1
cases against them/complaints	5	.1	.3	99.4
specialisms/local knowledge	8	.2	.4	99.8

	any Housing Association contacts	1	.0	.1	99.9
	chat box	2	.0	.1	100.0
	Total	1819	35.3	100.0	
Missing	System	3339	64.7		
Total		5158	100.0		

# Family Law

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## Search method

Respondents were asked to imagine that they were seeking a divorce. They were told that friends had suggested they look for a solicitor to help them and they only have the Internet to find the initial support they need. They were told that having used a search engine (Google/DuckDuckGo/Chrome etc) a list of options appeared and were asked which one of the options they would do first (n=1,657)

- 42% would look at solicitor's website
- 48% would use a review website to find solicitors
- 8% would use a price comparison site
- 2% did not know

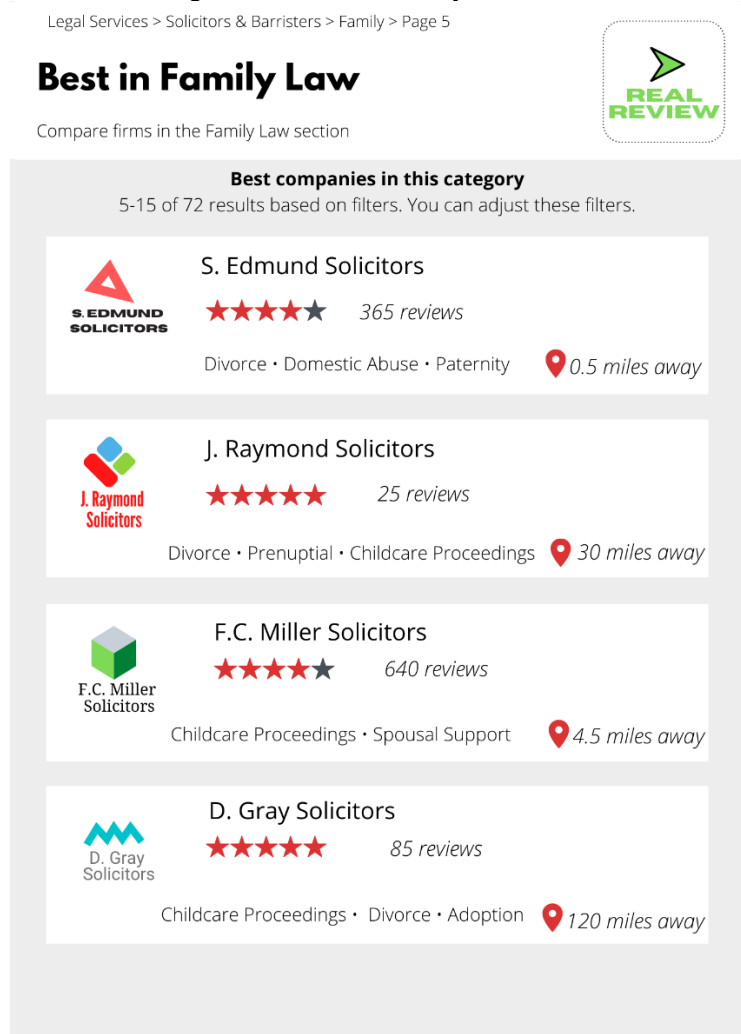
When asked this question at the end of the questionnaire having been shown review websites (n=1,624):

- 29% would look at solicitor's website
- 61% would use a review website to find solicitors
- 9% would use a price comparison site
- 1% did not know

The difference in the proportions of respondents that would use a review website to find solicitors before they were shown information on DCTs and afterwards is significant at the 99% confidence level. The same applies to those that would look at a solicitor's website. We can be 99% confident that this difference is real and not due to sampling error. This suggests that having been shown what information is available on DCTs, respondents are more likely to use them.

## DCT Landing page

The image below is a mock-up of what people might see on the landing page of a DCT website having searched for 'family solicitor'.



Family law respondents were shown the above image and asked how important each piece of information was in helping them choose a solicitor (n=). **Table F1** shows the findings. The area of law a firm specialises in is 'very important' to 60% of respondents; 95% when 'important' is included. Star rating is also 'very important' to just over half of respondents; 95% when 'important' is included.

**Table F1: Importance of information in helping you choose a solicitor (n=1,656).**

	very unimportant	unimportant	neither	important	very important
Distance from home	3%	15%	20%	50%	12%
Star rating	1%	1%	3%	44%	51%
Number of reviews	1%	2%	8%	52%	37%

Area of law firm specialises in	1%	~1%	4%	35%	60%
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Respondents were advised that by clicking on the name of a firm on the landing page they will be shown a separate page for each firm. This page will have more information about the firm they are interested in. They were asked which piece of information on the landing page has the most influence on the firm(s) they would choose to click through to find more information about. These data are shown in **Table F2**. The area of law a firm specialises in and star rating are most influential in selecting which firm to click through to.

**Table F2: Information which has most influence when deciding to click through**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Distance from home	116	2.2	7.1	7.1
	Star rating	492	9.5	29.9	37.0
	Number of reviews	309	6.0	18.8	55.8
	Area of law a firm specialises in	509	9.9	31.0	86.8
	None, I'd click through to all firms	198	3.8	12.1	98.8
	None of this information is useful	5	.1	.3	99.1
	Don't know	14	.3	.9	100.0
	Total	1643	31.9	100.0	
Missing	System	3515	68.1		
Total		5158	100.0		

Respondents were asked to explain why they gave the response they did. **Tables F3 to F7** show reasons given for each response. Amongst respondents citing distance from home is important when deciding which family law firms to click through to find more information (7%), 71% did so for convenience and 20% felt personal interaction is important.

**Table F3: Why distance from home selected as most influence when deciding to click through**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	personal interaction important	23	.4	19.8	19.8
	don't want to travel far to sign paperwork	6	.1	5.2	25.0
	wants somewhere close/convenient	82	1.6	70.7	95.7
	easier to know and trust a local firm	4	.1	3.4	99.1
	no need to meet in person due to technology	1	.0	.9	100.0
	Total	116	2.2	100.0	
Missing	System	5042	97.8		
Total		5158	100.0		

Amongst respondents citing star rating is important when deciding which family law firms to click through (30%), almost 90% felt star ratings are a good indicator of the how well the solicitor is likely to perform as the ratings are based on other peoples' experiences of that firm. A further three percent each stated star ratings indicate whether the firm is trustworthy and that poorly performing firms can be avoided. Four percent would look at star ratings in combination with the number of reviews.

**Table F4: Why star rating selected as most influence when deciding to click through**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	good indicator of how good/professional solicitor is/compared with other firms	390	7.6	79.3	79.3
	can avoid those that perform poorly	13	.3	2.6	81.9
	gauge how previous work gone	2	.0	.4	82.3
	look at in combination with number of reviews	18	.3	3.7	86.0
	service quality is important to me	2	.0	.4	86.4



	indicates if they are trustworthy	15	.3	3.0	89.4
	safest way to compare as comes direct from users/other people's experiences	48	.9	9.8	99.2
	not valid response / reason not given	4	.1	.8	100.0
	Total	492	9.5	100.0	
Missing	System	4666	90.5		
Total		5158	100.0		

Amongst respondents citing the number of reviews is important when deciding which family law firms to click through (19%), over 40% feel the more reviews a firm has, the more reliable the information with a further 30% citing these indicate the number of people receiving good service.

**Table F5: Why number of reviews selected as most influence when deciding to click through**

		#	Percent	Valid Percent	Cumulative Percent
Valid	indicated number of people having good service	93	1.8	30.1	30.1
	the more reviews, the more reliable the info.	127	2.5	41.1	71.2
	the more reviews, the more experience/track record	38	.7	12.3	83.5
	proven track record/confidence	8	.2	2.6	86.1
	get good idea of ratio of stars	2	.0	.6	86.7
	Peoples' views are honest	13	.3	4.2	90.9
	see for yourself what people say	25	.5	8.1	99.0
	not a valid response	3	.1	1.0	100.0
	Total	309	6.0	100.0	
Missing	System	4849	94.0		
Total		5158	100.0		

Amongst respondents citing the area of law a firm specialises in is important when deciding which family law firms to click through to find more information (31%), 71% did so because they wanted a specialist with relevant experience. A further 20% indicated that using a specialist was important to them.

**Table F5a: Why area of law selected as most influence when deciding to click through**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	want relevant experience/specialist lawyer	362	7.0	71.1	71.1
	relevant/important to me	103	2.0	20.2	91.4
	greater chance of success/best results	36	.7	7.1	98.4
	not sure	2	.0	.4	98.8
	useful / reliable information	4	.1	.8	99.6
	combination area and stars	2	.0	.4	100.0
	Total	509	9.9	100.0	
Missing	System	4649	90.1		
Total		5158	100.0		

Respondents that would click through to all firms (12%) want to look at all available information.

**Table F6: Why click through to all**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	would also do independent research	2	.0	1.0	1.0
	want info from website, don't use review sites	7	.1	3.5	4.5
	reviews may not reflect ability	4	.1	2.0	6.6
	want to look at all available options/information	172	3.3	86.9	93.4
	likes to read and check all comments	7	.1	3.5	97.0

	want to compare local firms with higher rated ones	2	.0	1.0	98.0
	I want quotes/check prices	1	.0	.5	98.5
	have no interest in other people's thoughts	1	.0	.5	99.0
	front page ones likely to have paid to be there	1	.0	.5	99.5
	not a valid response	1	.0	.5	100.0
	Total	198	3.8	100.0	
Missing	System	4960	96.2		
Total		5158	100.0		

**Table F7: Why none of the information is useful**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ask proper humans/friends/relatives	1	.0	20.0	20.0
	look at variety of information but one wouldn't be influential	4	.1	80.0	100.0
	Total	5	.1	100.0	
Missing	System	5153	99.9		
Total		5158	100.0		

Respondents were asked whether there was any other information they would like to see, for each firm listed on a review website landing page to help shortlist which firm to look at in more detail. The findings are shown in **Table F8**.

Just under a third did not think any further information was required. Of the 1,125 respondents that suggested further information, price was not commonly mentioned (27% overall, 39% of those that requested more info.). Reviews/testimonials, success rates, specialisms and years of experience were also cited.

**Table F8: Further information like to see on landing page**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Not sure/no/fine for landing page	516	10.0	31.4	31.4
Price/price range	443	8.6	27.0	58.4
opening times	9	.2	.5	59.0
contact details	22	.4	1.3	60.3
specialisms/experience	85	1.6	5.2	65.5
review comments/testimonials/% use again/keywords	148	2.9	9.0	74.5
Accreditations	16	.3	1.0	75.5
response times/customer service levels	12	.2	.7	76.2
number of successful cases/case success rate	66	1.3	4.0	80.3
years established/time in business	91	1.8	5.5	85.8
number of reviews/ in last 3 months	37	.7	2.3	88.1
availability/number of solicitors	47	.9	2.9	90.9
regulated bodies they belong to	1	.0	.1	91.0
picture of their premises/pictures of staff	11	.2	.7	91.7
number of complaints/how resolved	4	.1	.2	91.9
an official rating similar to Defaqto	2	.0	.1	92.0
if free initial consultation	12	.2	.7	92.7
solicitor details/staff info	56	1.1	3.4	96.2
star ratings for range of criteria (speed/price/area of law)	10	.2	.6	96.8
link to their website	4	.1	.2	97.0

	Trustpilot review (or similar) to verify	8	.2	.5	97.5
	Don't trust this information	1	.0	.1	97.6
	awards (Industry/consumer)	6	.1	.4	97.9
	mission statement/company info/USP	10	.2	.6	98.5
	whether offer online services	4	.1	.2	98.8
	filters to sort information how I want/a compare button	1	.0	.1	98.8
	details of reviewer (first time buyer/demographic)	1	.0	.1	98.9
	All the details	2	.0	.1	99.0
	not a valid response	5	.1	.3	99.3
	equality and diversity	3	.1	.2	99.5
	information key	4	.1	.2	99.8
	recommendation percentage	4	.1	.2	100.0
	Total	1641	31.8	100.0	
Missing	System	3517	68.2		
Total		5158	100.0		

Family law respondents were asked how likely they are to click through to more than one firm to compare them (**Table F9**); 98% are likely to do so.

**Table F9: How likely are you to click through to more than one firm to compare them?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	9	.2	.5	.5
	Unlikely	6	.1	.4	.9
	Neither likely nor unlikely	15	.3	.9	1.8
	Likely	283	5.5	17.2	19.1

	Very likely	1327	25.7	80.8	99.8
	Don't know	3	.1	.2	100.0
	Total	1643	31.9	100.0	
Missing	System	3515	68.1		
Total		5158	100.0		

## DCT Solicitor page

Family law respondents were then shown the following image. It is intended to represent what a respondent might see having clicked through from the landing page to gain further information on a particular firm.



L. Worden Solicitors  
Family Law

1.2 miles away from you

1,745 reviews

63rd out of 6779

The Law Society  
Family Law Advanced  
Children Law

### About

Founded in 2005, our mission is to provide an efficient and professional service to meet all of your family law needs. We are one of England's largest family law firms with exceptional experience and knowledge in divorce, child law, international family law and financial separation.

### Reviews

[click for more](#)

*The team was super helpful during my divorce proceedings, answering all my questions quickly. I particularly found Lindsey Worden to be personable.*

- James

### Staff

[click for more](#)



Our managing partner Lindsey Worden brings over 20 years of experience to the family law sector. She ranks highly for client satisfaction in the region.

### LEGAL OMBUDSMAN

Between 1 January 2021 and 31 December 2021, **1** client of this law firm escalated complaints about the firm to the Legal Ombudsman.

**0** complaints were upheld by the Legal Ombudsman. **1** was resolved.

**1** related to family services

View the details of these on the Legal Ombudsman's website by clicking [here](#).

Respondents were asked to spend a few minutes looking at page imagining they are looking to get a divorce and having looked at the landing page of a review website, have clicked through to find more information about a firm. They were asked how important each piece of information is in helping them choose a solicitor (**Table F10**).

When ‘very important’ and ‘important’ are combined, all information pieces are important to respondents when choosing a solicitor. Star rating and number of reviews are important to at least 90% of respondents.

**Table F10: Importance of information in helping you choose a firm (n=1,636).**

	very unimportant	unimportant	neither	important	very important
Summary of firm (about)	1%	5%	15%	62%	17%
Distance from home	2%	14%	24%	49%	11%
Star rating	~1%	1%	5%	51%	43%
Number of reviews	~1%	2%	8%	52%	38%
Content of reviews	~1%	2%	9%	48%	41%
Ranking	~1%	5%	19%	57%	19%
Staff details	1%	13%	35%	39%	12%
Accreditations	~1%	3%	15%	52%	30%
Legal Ombudsman data	1%	7%	20%	44%	28%

Respondents were asked to imagine that they had clicked through to find out more information about several firms and were asked which pieces of information they would use to compare different legal service providers (**Table F11**). Star rating is the main source used to compare legal services providers followed by the number and content of reviews. Just over half would also use a firm’s ranking and their accreditations when making comparisons.

**Table F11: Information used to compare different legal services (n=1,637).**

	Would use
Star rating	79%
Number of reviews	67%
Content of reviews	62%
Ranking	51%



Accreditations	51%
Distance from home	45%
Legal Ombudsman data	42%
Firm summary (About)	33%
Staff details	23%
I wouldn't compare firms this way	1%
Don't know	1%

Respondents were asked how likely they were to click through to a firms' own website from the review site (**Table F12**); 93% were likely to do so.

**Table F12: How likely are you to click through to the firm's own website from the review website?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	7	.1	.4	.4
	Unlikely	20	.4	1.2	1.7
	Neither likely nor unlikely	88	1.7	5.4	7.0
	Likely	974	18.9	59.5	66.6
	Very likely	547	10.6	33.4	100.0
	Total	1636	31.7	100.0	
Missing	System	3522	68.3		
Total		5158	100.0		

Family law respondents were asked whether there is any other information that they would like to see in review website's individual solicitor pages to help them choose which firm to approach (**Table F13**). Fifty nine percent did not require any further information. Of the 671 respondents suggesting further information, the most common item was price.

**Table F13: Other information on DCT landing page**

		Frequency	%	Valid %	Cumulative Percent
Valid	No	965	18.7	59.0	59.0
	Prices/price range	352	6.8	21.5	80.5
	client testimonials	17	.3	1.0	81.5
	how proactive they are/how responsive	5	.1	.3	81.8
	Accreditation	1	.0	.1	81.9
	photos of office/staff	28	.5	1.7	83.6
	number of solicitors working at firm/staff details	42	.8	2.6	86.2
	support offered/process details	1	.0	.1	86.2
	number of cases closed/experience/success	84	1.6	5.1	91.4
	bad reviews	8	.2	.5	91.9
	complaints process/nature and how resolved/solicitor response	2	.0	.1	92.0
	speed of completion	1	.0	.1	92.1
	opening hours	3	.1	.2	92.2
	how long been in business	21	.4	1.3	93.5
	contact information/location	14	.3	.9	94.4
	date of review	4	.1	.2	94.6
	friendly/approachable/clear format	4	.1	.2	94.9
	company details	1	.0	.1	94.9
	breakdown of star rating	9	.2	.6	95.5
	show how ratings calculated (whether paid for)/verified	4	.1	.2	95.7
	Trustpilot/Which? review to verify solicitor	1	.0	.1	95.8

	whether have online portal to upload docs/work remotely	2	.0	.1	95.9
	number of reviews	1	.0	.1	96.0
	comparable sub-categories for ratings (friendliness/speed)	1	.0	.1	96.0
	gender ratio within the company	2	.0	.1	96.1
	nature of complaints to Ombudsman	4	.1	.2	96.4
	specialisms	23	.4	1.4	97.8
	Their USP/benefits of choosing them	1	.0	.1	97.9
	Ombudsman are corrupt	1	.0	.1	97.9
	ability to compare against each other	8	.2	.5	98.4
	chat bot (live)	2	.0	.1	98.5
	not a valid response	1	.0	.1	98.6
	whether initial consultation free	9	.2	.6	99.1
	link to firm website	9	.2	.6	99.7
	social media links	5	.1	.3	100.0
	Total	1636	31.7	100.0	
Missing	System	3522	68.3		
Total		5158	100.0		

## Firm webpage

At this stage of the questionnaire family law respondents were split into two separate samples. Half were shown an image of a firm's website with detailed information from the LeO, half were shown an image with less information from the LeO. Respondents were asked to imagine it is a website of a firm of solicitors and asked to spend a few minutes looking at the image and then rate how important each piece of information is to help them choose a solicitor. The image below contains detailed LeO information.



- HOME
- SERVICES
- BLOG
- CAREERS

Divorce • Childcare Proceedings • Adoption  
• Prenuptial • Domestic Abuse

**About**

Founded in 2005, our mission is to provide an efficient and professional service to meet all of your family law needs. We are one of England's largest family law firms with exceptional experience and knowledge in complex family law and divorce cases.

**Staff**

Our managing partner Lindsey Worden brings over 20 years of experience to the family law sector. She ranks highly for client satisfaction in the region, and has managed hundreds of cases in her career.

[click for more](#)

**Reviews**

The team was super helpful during my dispute, answering all my questions quickly. I particularly found the managing partner, Lindsey Worden, to be personable. I would recommend L. Worden Solicitors to a friend.

- James

[click for more](#)

Accredited service at an affordable price

Family Law Advanced Children Law

**LEGAL OMBUDSMAN**

Between 1 January 2021 and 31 December 2021, 1 client of our law firm escalated complaints about the firm to the Legal Ombudsman. 0 complaints were upheld by the Legal Ombudsman. 1 was resolved.

•1 related to family services

View the details of these on the Legal Ombudsman's website by clicking [here](#).

This table shows the three types of family law cases in which we acted for the most clients between January 2020 and January 2021, and the number of clients for whom we acted.

Specialism	Number of clients
<b>Getting a divorce</b> – where you legally end your marriage	53
<b>Applying for maintenance</b> – where a court order is requested to make sure regular money payments are made to you or a child	42
<b>Support during care proceedings</b> – where lawyers support families at hearings involving children that are being considered for care arrangements	28

Contact: +44 1010 101010 • [lindsey@wordensolicitors.org](mailto:lindsey@wordensolicitors.org)

**Table F14** shows how respondents rated the importance of each piece of information. The majority of respondents felt that all pieces of information were important (very important/important). The area of law a firm specialises in and customer reviews are important to over 90% of respondents.

**Table F14: Importance of information on firm's website (n=818).**

	very unimportant	unimportant	neither	important	very important
Summary of firm (about)	1%	6%	21%	58%	14%
Contact details	1%	5%	15%	46%	33%
Customer reviews	~1%	1%	8%	51%	40%
Area of law firm specialises in	~1%	1%	5%	41%	53%
Staff details	1%	13%	35%	42%	9%
Accreditations	~1%	4%	17%	53%	26%
Legal Ombudsman data (detailed)	1%	6%	22%	45%	26%

The image below is the less detailed LeO information.

The screenshot shows the L. Worden Solicitors website. At the top, there are navigation buttons for HOME, SERVICES, BLOG, and CAREERS. Below these is a search bar and a list of services: Divorce, Childcare Proceedings, Adoption, Prenuptial, and Domestic Abuse. A hand icon points to the SERVICES button.

On the right side, there are two boxes:
 

- About:** Founded in 2005, our mission is to provide an efficient and professional service to meet all of your family law needs. We are one of England's largest family law firms with exceptional experience and knowledge in complex family law and divorce cases.
- Staff:** The managing partner Lindsey Worden brings over 20 years of experience to the family law sector. She ranks highly for client satisfaction in the region, and has managed hundreds of cases in her career. [click for more](#)

On the left side, there are two boxes:
 

- Reviews:** The team was super helpful during my dispute, answering all my questions quickly. I particularly found the managing partner, Lindsey Worden, to be personable. I would recommend L. Worden Solicitors to a friend. - James [click for more](#)
- LEGAL OMBUDSMAN:** Between 1 January 2021 and 31 December 2021, 1 client of our law firm escalated complaints about the firm to the Legal Ombudsman. View the details of these on the Legal Ombudsman's website by clicking [here](#).

At the bottom left, contact information is provided: **Contact: +44 1010 101010 • lindsey@wordensolicitors.org**

This table shows the three types of family law cases in which we acted for the most clients between January 2020 and January 2021, and the number of clients for whom we acted.

Specialism	Number of clients
<b>Getting a divorce</b> – where you legally end your marriage	53
<b>Applying for maintenance</b> – where a court order is requested to make sure regular money payments are made to you or a child	42
<b>Support during care proceedings</b> – where lawyers support families at hearings involving children that are being considered for care arrangements	28

**Table F15** shows how respondents rated the importance of each piece of information; these data mirror those of respondents seeing the firm website with more detailed LeO information. **Table D7** in the final section of this report combines responses to these two questions.

**Table F15: Importance of information on firm's website (n=811).**

	very unimportant	unimportant	neither	important	very important
Summary of firm (about)	1%	7%	19%	61%	12%
Contact details	1%	8%	16%	42%	33%
Customer reviews	~1%	1%	6%	55%	38%
Area of law firm specialises in	~1%	1%	5%	43%	51%
Staff details	1%	13%	34%	42%	10%
Accreditations	~1%	5%	16%	56%	23%
Legal Ombudsman (less detailed)	1%	7%	21%	49%	22%

To determine whether any differences between the importance placed on information from the two images of the firm websites are real, significance testing has been done at the 95% confidence level. For this, the percentages of respondents finding each attribute important (important/very important) are compared. **Table F15a** shows there are no significant differences at the 95% confidence level for any element. The level of detail provided in the LeO information does not impact on the importance placed on it when comparing firms.

**Table F15a: Importance of information on firm’s website (comparison)**

	Important (detailed) n=818	Important (less detailed) n=811	Significant difference (95%)
Summary of firm (about)	72%	73%	no
Contact details	79%	75%	no
Customer reviews	91%	93%	no
Area of law firm specialises in	94%	94%	no
Staff details	51%	52%	no
Accreditations	79%	79%	no
Legal Ombudsman data	71%	71%	no

Family law respondents were asked how likely they are to look at the website of more than one solicitor (**Table F16**); 95% would.

**Table F16: How likely are you to look at the website of more than one solicitor?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	3	.1	.2	.2
	Unlikely	18	.3	1.1	1.3
	Neither likely nor unlikely	57	1.1	3.5	4.8
	Likely	644	12.5	39.6	44.4
	Very likely	903	17.5	55.6	100.0
	Total	1625	31.5	100.0	
Missing	System	3533	68.5		
Total		5158	100.0		

Respondents were then asked which pieces of information they would use from solicitors’ websites to compare them (**Table F17**). Customer reviews, price and the area of law a firm specialises are most commonly cited.

**Table F17: Information used on solicitor’s website to compare providers (n=1,547).**

	Would use
Customer reviews	83%
Price	76%
Area of law firm specialises in	74%
Accreditations	55%
Location	49%
Legal Ombudsman data	45%
Firm summary (About)	36%
Staff details	24%
Don’t know	1%

Respondents were asked whether there is any other information they would like to see on solicitor firm’s websites to help them shortlist which firm to approach (**Table F18**); 73% said no. Of the 444 respondents that suggested further information, price was cited by the largest proportion of respondents (11% overall, 39% of those requesting more info.).

**Table F18: other website info**

		#	%	Valid %	Cumulative %
Valid	No	1181	22.9	72.7	72.7
	Price	172	3.3	10.6	83.3
	star rating	16	.3	1.0	84.2
	complaints process	1	.0	.1	84.3
	customer testimonials/satisfaction/showing service used	24	.5	1.5	85.8
	availability	17	.3	1.0	86.8
	completion speed/timescales	13	.3	.8	87.6
	bad reviews/failures	2	.0	.1	87.8
	pictures/pictures of staff	18	.3	1.1	88.9
	number of employees	10	.2	.6	89.5
	opening times	7	.1	.4	89.9
	length of time business been in operation	9	.2	.6	90.5
	examples of their cases	14	.3	.9	91.3
	Trustpilot/independent reviews links to verify	4	.1	.2	91.6
	names of large clients/high profile cases	1	.0	.1	91.6
	staff expertise	17	.3	1.0	92.7
	how professional the site looks/user experience	4	.1	.2	92.9
	% of completed sales/success rates	48	.9	3.0	95.9
	whether trying to be net zero carbon/envirom credentials	1	.0	.1	95.9
	promise or guarantee/service packages	1	.0	.1	96.0
support offered/legal terms explained/processes	10	.2	.6	96.6	
number of reviews	8	.2	.5	97.1	
number of offices	1	.0	.1	97.2	



	contact details	5	.1	.3	97.5
	gender/diversity split of staff	2	.0	.1	97.6
	recommendations from property/industry professionals	1	.0	.1	97.7
	customer services awards/awards	1	.0	.1	97.7
	comparison to competitors/rankings	6	.1	.4	98.1
	whether can complete work remotely/digitally	3	.1	.2	98.3
	scale of business to put Ombudsman info into context	1	.0	.1	98.3
	Social media link	1	.0	.1	98.4
	their USP/what makes them different/values	1	.0	.1	98.5
	cases against them/complaints/how resolved	2	.0	.1	98.6
	specialisms/local knowledge	4	.1	.2	98.8
	not a valid response	2	.0	.1	99.0
	whether free initial consultation	9	.2	.6	99.5
	FAQ	3	.1	.2	99.7
	equality and diversity	2	.0	.1	99.8
	affiliations / accreditation	2	.0	.1	99.9
	no details of previous clients as GDPR breach	1	.0	.1	100.0
	Total	1625	31.5	100.0	
Missing	System	3533	68.5		
Total		5158	100.0		

# Employment law

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## Search method

Respondents were asked to imagine that their boss has told them that their role is being considered for redundancy and they want to understand their rights and options. They were told that friends had suggested they look for a solicitor to help them and they only have the Internet to find the initial support they need. They were told that having used a search engine (Google/DuckDuckGo/Chrome etc) a list of options appeared and were asked which one of the options they would do first (n=1,625)

- 41% would look at solicitor's website
- 49% would use a review website to find solicitors
- 7% would use a price comparison site
- 3% did not know

When asked this question at the end of the questionnaire having been shown review websites (n=1,580):

- 25% would look at solicitor's website
- 63% would use a review website to find solicitors
- 10% would use a price comparison site
- 2% did not know

The difference in the proportions of respondents that would use a review website to find solicitors before they were shown information on DCTs and afterwards is significant at the 99% confidence level. The same applies to those that would look at a solicitor's website. We can be 99% confident that this difference is real and not due to sampling error. This suggests that having been shown what information is available on DCTs, respondents are more likely to use them.


## DCT Landing page

The image below is a mock-up of what people might see on the landing page of a DCT website having searched for 'employment solicitor'.


Legal Services > Solicitors & Barristers > Employment > Page 5

### Best in Employment


Compare firms in the Employment section




**Best companies in this category**  
5-15 of 72 results based on filters. You can adjust these filters.




**S. Edmund Solicitors**  
★★★★★ 365 reviews  
Contracts • Dismissals • Redundancy 0.5 miles away



**J. Raymond Solicitors**  
★★★★★ 25 reviews  
Dismissals • Pay and wages • TUPE 30 miles away



**F.C. Miller Solicitors**  
★★★★★ 640 reviews  
Contracts • TUPE • Discrimination 4.5 miles away



**D. Gray Solicitors**  
★★★★★ 85 reviews  
Redundancy • Equal Pay • Dismissals 120 miles away

Employment law respondents were shown the above image and asked how important each piece of information was in helping them choose a solicitor (n=1,601). **Table E1** shows the findings. Sixty two percent of respondents seeking an employment solicitor cited that the area of law the firm specialises in is 'very important' this increasing to 96% when combined with 'important'. Star rating and number of reviews are also important to around 90% of respondents.

**Table E1: Importance of information in helping you choose a solicitor (n=1,601).**

	very unimportant	unimportant	neither	important	very important
Distance from home	4%	16%	22%	47%	11%

Star rating	1%	1%	3%	44%	51%
Number of reviews	1%	2%	8%	51%	38%
Area of law firm specialises in	~1%	1%	3%	34%	62%

Respondents were advised that by clicking on the name of a firm on the landing page they will be shown a separate page for each firm. This page will have more information about the firm they are interested in. They were asked which piece of information on the landing page has the most influence on the firm(s) they would choose to click through to find more information about. These data are shown in **Table E2**. The area of law a firm specialises in influences the highest proportion (over a third) of respondents to click through, followed by star rating and number of reviews.

**Table E2: Information which has most influence when deciding to click through**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Distance from home	109	2.1	6.8	6.8
	Star rating	432	8.4	27.0	33.8
	Number of reviews	282	5.5	17.6	51.4
	Area of law a firm specialises in	579	11.2	36.2	87.6
	None, I'd click through to all firms	174	3.4	10.9	98.4
	None of this information is useful	3	.1	.2	98.6
	Don't know	22	.4	1.4	100.0
	Total	1601	31.0	100.0	
Missing	System	3557	69.0		
Total		5158	100.0		

Respondents were asked to explain why they gave the response they did. **Tables E3 to E7** show reasons given for each response.

Amongst the 7% of respondents selecting distance from home as having the most influence on their decision to click through to a firm, convenience was cited by over half of respondents. 40% of this group cited that personal interaction was important.

**Table E3: Why distance from home selected as most influence when deciding to click through**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	personal interaction important	43	.8	39.8	39.8
	don't want to travel far to sign paperwork	2	.0	1.9	41.7
	wants somewhere close/convenient	60	1.2	55.6	97.2
	they will know the area	1	.0	.9	98.1
	easier to know and trust a local firm	2	.0	1.9	100.0
	Total	108	2.1	100.0	
Missing	System	5050	97.9		
Total		5158	100.0		

Amongst the 27% of respondents selecting star rating as having the most influence on their decision to click through to a firm, almost three quarters feel this was a good indicator of how well the solicitor is likely to perform as the ratings are based on other peoples' experiences of that firm. A further 11% use star ratings to avoid poorly performing firms.

**Table E4: Why star rating selected as most influence when deciding to click through**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	good indicator of how good/professional solicitor is/compared with other firms	225	4.4	52.0	52.0
	can avoid those that perform poorly	49	.9	11.3	63.3
	look at in combination with number of reviews	33	.6	7.6	70.9
	service quality is important to me	10	.2	2.3	73.2

	indicates if they are trustworthy	17	.3	3.9	77.1
	safest way to compare as comes direct from users/other peoples' experiences	99	1.9	22.9	100.0
	Total	433	8.4	100.0	
Missing	System	4725	91.6		
Total		5158	100.0		

Amongst the 18% of respondents selecting number of reviews as having the most influence on their decision to click through to a firm, 40% indicated that the more reviews available, the more reliable the information with a further 22% feeling that the more reviews, the more experienced the firm. Almost a quarter of respondents felt the number of reviews indicated the number of people having good service.

**Table E5: Why number of reviews selected as most influence when deciding to click through**

		#	%	Valid Percent	Cumulative Percent
Valid	indicated number of people having good service	66	1.3	23.4	23.4
	the more reviews, the more reliable the info.	114	2.2	40.4	63.8
	the more reviews, the more experience/track record	61	1.2	21.6	85.5
	proven track record/confidence	16	.3	5.7	91.1
	get good idea of ratio of stars	19	.4	6.7	97.9
	Peoples' views are honest	1	.0	.4	98.2
	review need to be up to date with staff recommendations	1	.0	.4	98.6
	see for yourself what people say	4	.1	1.4	100.0
	Total	282	5.5	100.0	
Missing	System	4876	94.5		
Total		5158	100.0		

Amongst the 36% of respondents selecting area of law a firm specialises in as having the most influence on their decision to click through to a firm, 87% did so as they want a legal services provider with experience in their matter.

**Table E5a: Why area of law selected as most influence when deciding to click through**

		#	%	Valid Percent	Cumulative Percent
Valid	want relevant experience/specialist lawyer	503	9.8	86.9	86.9
	relevant/important to me	43	.8	7.4	94.3
	greater chance of success/best results	28	.5	4.8	99.1
	reviews can be fake/misleading	5	.1	.9	100.0
	Total	579	11.2	100.0	
Missing	System	4579	88.8		
Total		5158	100.0		

Almost three quarters of respondents that would click through to all firms (11%) want to look at all available information. A further 13% would also conduct independent research.

**Table E6: Why click through to all**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	would also do independent research	23	.4	13.1	13.1
	want info from website/don't use review sites	4	.1	2.3	15.4
	reviews may not reflect ability	11	.2	6.3	21.7
	want to look at all available options/information	128	2.5	73.1	94.9
	likes to read and check all comments	8	.2	4.6	99.4
	not a valid response	1	.0	.6	100.0

Total		175	3.4	100.0
Missing	System	4983	96.6	
Total		5158	100.0	

**Table E7: Why none of the information is useful**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	star reviews and ratings can be misleading	1	.0	50.0	50.0
	wouldn't use this sort of site	1	.0	50.0	100.0
	Total	2	.0	100.0	
Missing	System	5156	100.0		
Total		5158	100.0		

Respondents were asked whether there was any other information they would like to see, for each firm listed on a review website landing page to help shortlist which firm to look at in more detail. The findings are shown in **Table E8**; 30% would not require any further information. Of the 1,121 respondents suggesting further information, 28% suggested price. Review comments/testimonials, success rate and number of years established were also mentioned.

**Table E8: Further information like to see on landing page**

		Frequency	%	Valid %	Cumulative Percent
Valid	Not sure/no/fine for landing page	478	9.3	29.9	29.9
	Price/price range	452	8.8	28.3	58.2
	opening times	4	.1	.3	58.4
	contact details	43	.8	2.7	61.1
	specialisms/experience	60	1.2	3.8	64.9



review comments/testimonials/% use again/keywords	132	2.6	8.3	73.1
Accreditations	4	.1	.3	73.4
response times/customer service levels	9	.2	.6	73.9
number of successful cases/case success rate	86	1.7	5.4	79.3
years established/time in business	72	1.4	4.5	83.8
number of reviews/ in last 3 months	27	.5	1.7	85.5
availability/number of solicitors	47	.9	2.9	88.4
regulated bodies they belong to	9	.2	.6	89.0
picture of their premises/pictures of staff	8	.2	.5	89.5
number of complaints/how resolved	1	.0	.1	89.6
an official rating similar to Defaqto	4	.1	.3	89.8
if free initial consultation	6	.1	.4	90.2
solicitor details/staff info	50	1.0	3.1	93.3
star ratings for range of criteria (speed/price/area of law)	10	.2	.6	93.9
link to their website	5	.1	.3	94.2
Trustpilot review (or similar) to verify	9	.2	.6	94.8
Special offers	1	.0	.1	94.9
Don't trust this information	1	.0	.1	94.9
awards (Industry/consumer)	4	.1	.3	95.2
mission statement/company info/USP	11	.2	.7	95.9
whether offer online services	7	.1	.4	96.3
languages they understand/spoken	1	.0	.1	96.4
Accessibility	1	.0	.1	96.4
filters to sort information how I want/a compare button	3	.1	.2	96.6

details of reviewer (first time buyer/demographic)	3	.1	.2	96.8
Their social media presence	1	.0	.1	96.9
environmental/ethical performance	3	.1	.2	97.1
not a valid response	2	.0	.1	97.2
date last reviewed	10	.2	.6	97.8
colour scheme and layout matter/clear presentation	2	.0	.1	97.9
case studies	23	.4	1.4	99.4
Credit	1	.0	.1	99.4
link to Law Society website/Law Society rating	2	.0	.1	99.6
their legal 500 rating	1	.0	.1	99.6
big names they work with/high profile wins	3	.1	.2	99.8
firm's financial performance	1	.0	.1	99.9
owners/shareholders	1	.0	.1	99.9
whether they work with Unions	1	.0	.1	100.0
Total	1599	31.0	100.0	
Missing System	3559	69.0		
Total	5158	100.0		

Employment law respondents were asked how likely they are to click through to more than one firm to compare them (**Table E9**); 97% would.

**Table E9: How likely are you to click through to more than one firm to compare them?**

	Frequency	Percent	Valid Percent	Cumulative Percent
--	-----------	---------	---------------	--------------------

Valid	Very unlikely	15	.3	.9	.9
	Unlikely	7	.1	.4	1.4
	Neither likely nor unlikely	23	.4	1.4	2.8
	Likely	270	5.2	16.9	19.7
	Very likely	1279	24.8	79.9	99.6
	Don't know	7	.1	.4	100.0
	Total	1601	31.0	100.0	
Missing	System	3557	69.0		
Total		5158	100.0		

## DCT Solicitor page

Employment law respondents were then shown the following image. It is intended to represent what a respondent might see having clicked through from the landing page to gain further information on a particular firm.



The image shows a website header for L. Worden Solicitors. On the left is a logo with a green and grey arch over the text 'L. WORDEN Solicitors'. To the right, the firm's name 'L. Worden Solicitors' and 'Employment Law' are displayed. Below this is a five-star rating, with four red stars and one grey star. Accreditation logos for 'The Law Society', 'Lexcel Legal Practice Quality Mark', and 'ela' are shown at the bottom. On the right side, there are three icons: a location pin with '1.2 miles away from you', a person icon with '1,745 reviews', and a trophy icon with '63rd out of 6779'.

### About

Founded in 2005, our mission is to provide an efficient and professional service to meet all of your employment law needs. We are one of England's largest family law firms with exceptional experience and knowledge in complex employment law and dispute cases.

### Reviews

[click for more](#)

*The team was super helpful during my dispute, answering all my questions quickly. I particularly found Lindsey Worden to be personable.*

- James

### Staff

[click for more](#)



Our managing partner Lindsey Worden brings over 20 years of experience to the employment law sector. She ranks highly for client satisfaction in the region.

### LEGAL OMBUDSMAN

Between 1 January 2021 and 31 December 2021, **1** client of this law firm escalated complaints about the firm to the Legal Ombudsman.

**0** complaints were upheld by the Legal Ombudsman. **1** was resolved.

**1** related to employment services

View the details of these on the Legal Ombudsman's website by clicking [here](#).

Respondents were asked to spend a few minutes looking at page imagining they may be being made redundant and having looked at the landing page of a review website, have

clicked through to find more information about a firm. They were asked how important each piece of information is in helping them choose a solicitor (**Table E10**); all elements were important to the majority of respondents. Star rating, content and number of reviews were held the highest importance.

**Table E10: Importance of information in helping you choose a firm (n=1,593).**

	very unimportant	unimportant	neither	important	very important
Summary of firm (about)	1%	6%	17%	59%	17%
Distance from home	3%	17%	24%	45%	11%
Star rating	~1%	1%	4%	54%	41%
Number of reviews	1%	3%	9%	51%	37%
Content of reviews	~1%	1%	8%	49%	41%
Ranking	1%	4%	19%	56%	20%
Staff details	1%	14%	33%	42%	10%
Accreditations	~1%	4%	16%	50%	29%
Legal Ombudsman data	1%	6%	21%	47%	25%

Respondents were asked to imagine that they had clicked through to find out more information about several firms and were asked which pieces of information they would use to compare different legal service providers (**Table E11**). Star rating, number and content of reviews were most likely to be used to compare different legal services.

**Table E11: Information used to compare different legal services (n=1,594).**

	Would use
Star rating	78%
Number of reviews	66%
Content of reviews	63%
Ranking	54%

Accreditations	51%
Distance from home	43%
Legal Ombudsman data	41%
Firm summary (About)	34%
Staff details	22%
I wouldn't compare firms this way	1%
Don't know	1%

Respondents were asked how likely they were to click through to a firms' own website from the review site (**Table E12**); 91% were.

**Table E12: How likely are you to click through to the firms' own website from the comparison site?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	17	.3	1.1	1.1
	Unlikely	24	.5	1.5	2.6
	Neither likely nor unlikely	104	2.0	6.5	9.1
	Likely	978	19.0	61.4	70.5
	Very likely	470	9.1	29.5	100.0
	Total	1593	30.9	100.0	
Missing	System	3565	69.1		
Total		5158	100.0		

Employment law respondents were asked whether there is any other information that they would like to see in review website's individual solicitor pages to help them choose which firm to approach (**Table E13**); 59% said no. Of the 671 respondents that made suggestions, most cited price (22% overall, 52% of those making further info. suggestions). The experience/success of the firm, their specialisms and length of time in business were also suggested.

**Table E13: Other information on DCT landing page**

		Frequency	%	Valid %	Cumulative Percent
Valid	No	965	18.7	59.0	59.0
	Prices/price range	352	6.8	21.5	80.5
	client testimonials	17	.3	1.0	81.5
	how proactive they are/how responsive	5	.1	.3	81.8
	accreditation	1	.0	.1	81.9
	photos of office/staff	28	.5	1.7	83.6
	number of solicitors working at firm/staff details	42	.8	2.6	86.2
	support offered/process details	1	.0	.1	86.2
	number of cases closed/experience/success	84	1.6	5.1	91.4
	bad reviews	8	.2	.5	91.9
	complaints process/nature and how resolved/solicitor response	2	.0	.1	92.0
	speed of completion	1	.0	.1	92.1
	opening hours	3	.1	.2	92.2
	how long been in business	21	.4	1.3	93.5
	contact information/location	14	.3	.9	94.4
	date of review	4	.1	.2	94.6
	friendly/approachable/clear format	4	.1	.2	94.9
	company details	1	.0	.1	94.9
	breakdown of star rating	9	.2	.6	95.5
	show how ratings calculated (whether paid for)/verified	4	.1	.2	95.7
	Trustpilot/Which? review to verify solicitor	1	.0	.1	95.8

	whether have online portal to upload docs/work remotely	2	.0	.1	95.9
	number of reviews	1	.0	.1	96.0
	comparable sub-categories for ratings (friendliness/speed)	1	.0	.1	96.0
	gender ratio within the company	2	.0	.1	96.1
	nature of complaints to Ombudsman	4	.1	.2	96.4
	specialisms	23	.4	1.4	97.8
	Their USP/benefits of choosing them	1	.0	.1	97.9
	Ombudsman are corrupt	1	.0	.1	97.9
	ability to compare against each other	8	.2	.5	98.4
	chat bot (live)	2	.0	.1	98.5
	not a valid response	1	.0	.1	98.6
	whether initial consultation free	9	.2	.6	99.1
	link to firm website	9	.2	.6	99.7
	social media links	5	.1	.3	100.0
	Total	1636	31.7	100.0	
Missing	System	3522	68.3		
Total		5158	100.0		

## Firm webpage

At this stage of the questionnaire employment law respondents were split into two separate samples. Half were shown an image of a firm's website with detailed information from the LeO, half were shown an image with less information from the LeO. Respondents were asked to imagine it is a website of a firm of solicitors and asked to spend a few minutes looking at the image and then rate how important each piece of information is to help them choose a solicitor. The image below contains detailed LeO information.





- HOME
- SERVICES
- BLOG
- CAREERS

Employment Contracts • Dismissals • Pay and Wages  
• Redundancy • TUPE Transfers

**About**

Founded in 2005, our mission is to provide an efficient and professional service to meet all of your employment law needs. We are one of England's largest employment law firms with exceptional experience and knowledge in complex employment law and dispute cases.

**Staff**

Our managing partner Lindsey Worden brings over 20 years of experience to the employment law sector. She ranks highly for client satisfaction in the region, and has managed hundreds of cases in her career.

[click for more](#)

**Reviews**

The team was super helpful during my dispute, answering all my questions quickly. I particularly found the managing partner, Lindsey Worden, to be personable. I would recommend L. Worden Solicitors to a friend.

- James

[click for more](#)

Accredited service at an affordable price

Lexcel Legal Practice Quality Mark

ela The Law Society

**LEGAL OMBUDSMAN**

Between 1 January 2021 and 31 December 2021, 1 client of our law firm escalated complaints about the firm to the Legal Ombudsman. 0 complaints were upheld by the Legal Ombudsman. 1 was resolved.

•1 related to employment services

View the details of these on the Legal Ombudsman's website by clicking [here](#).

Contact: +44 1010 101010 • [lindsey@wordensolicitors.org](mailto:lindsey@wordensolicitors.org)

This table shows the three types of employment disputes in which we acted for the most clients between January 2020 and January 2021, the type of clients for whom we acted (employer or individual), and how the disputes were resolved.

Specialism	Client mix	How disputes were resolved
<b>Employment contracts</b> – including what should be in a contract, changes to contracts, zero hours contracts, and employment status and rights	We acted for 7 employers and for 3 individuals	70% by early settlement 20% by settlement after starting a formal claim 10% by tribunal or court decision - 100% of all these decisions were partly or wholly in our clients' favour
<b>Dismissals</b> – including unfair and wrongful dismissal, constructive dismissal, notice periods and pay	We acted for 25 employers and for 25 individuals	40% by early settlement 40% by settlement after starting a formal claim 20% by tribunal or court decision - 50% of all these decisions were partly or wholly in our clients' favour
<b>Pay and wages</b> – including minimum wage, deductions from wages, and maternity pay	We acted for 30 employers and for 70 individuals	60% by early settlement 40% by settlement after starting a formal claim

**Table E14** shows how respondents rated the importance of each piece of information. With the exception of staff details, felt to be important by half of respondents, the majority of respondents felt all other elements are important. The majority of respondents felt the area of law that a firm specialises in is 'very important' with almost all indicating this when 'very important' and 'important' are combined. Over 90% feel customer reviews are important information to have on a firm's website.

**Table E14: Importance of information on firm's website (n=785).**

	very unimportant	unimportant	neither	important	very important
Summary of firm (about)	1%	8%	21%	57%	13%
Contact details	1%	6%	18%	42%	33%
Customer reviews	~1%	2%	7%	52%	39%
Area of law firm specialises in	0%	1%	3%	42%	54%
Staff details	1%	16%	33%	42%	8%
Accreditations	1%	4%	17%	56%	22%
Legal Ombudsman data (detailed)	1%	7%	22%	47%	23%

The image below is the less detailed LeO information.

The screenshot shows the L. Worden Solicitors website. At the top, there are navigation buttons for HOME, SERVICES, BLOG, and CAREERS. Below these is a search bar and a list of services: Employment Contracts, Dismissals, Pay and Wages, Redundancy, and TUPE Transfers. The main header features the L. Worden Solicitors logo and a green hand cursor pointing to the services area.

On the right side, there are two boxes:
 

- About:** Founded in 2005, our mission is to provide an efficient and professional service to meet all of your employment law needs. We are one of England's largest employment law firms with exceptional experience and knowledge in complex employment law and dispute cases.
- Staff:** The managing partner Lindsey Worden brings over 20 years of experience to the employment law sector. She ranks highly for client satisfaction in the region, and has managed hundreds of cases in her career.

On the left side, there are two boxes:
 

- Reviews:** A testimonial from James stating: "The team was super helpful during my dispute, answering all my questions quickly. I particularly found the managing partner, Lindsey Worden, to be personable. I would recommend L. Worden Solicitors to a friend." A "click for more" link is provided.
- LEGAL OMBUDSMAN:** A notice stating: "Between 1 January 2021 and 31 December 2021, 1 client of our law firm escalated complaints about the firm to the Legal Ombudsman. View the details of these on the Legal Ombudsman's website by clicking here." A "click for more" link is provided.

At the bottom left, contact information is provided: "Contact: +44 1010 101010 • lindsey@wordensolicitors.org".

In the center, there is a table titled "Accredited service at an affordable price" with logos for Lexcel, ela, and The Law Society. Below this is a table showing the three types of employment disputes in which they acted for the most clients between January 2020 and January 2021.

Specialism	Client mix	How disputes were resolved
<b>Employment contracts</b> – including what should be in a contract, changes to contracts, zero hours contracts, and employment status and rights	We acted for 7 employers and for 3 individuals	70% by early settlement 20% by settlement after starting a formal claim 10% by tribunal or court decision - 100% of all these decisions were partly or wholly in our clients' favour
<b>Dismissals</b> – including unfair and wrongful dismissal, constructive dismissal, notice periods and pay	We acted for 25 employers and for 25 individuals	40% by early settlement 40% by settlement after starting a formal claim 20% by tribunal or court decision - 50% of all these decisions were partly or wholly in our clients' favour
<b>Pay and wages</b> – including minimum wage, deductions from wages, and maternity pay	We acted for 30 employers and for 70 individuals	60% by early settlement 40% by settlement after starting a formal claim

**Table E15** shows how respondents rated the importance of each piece of information; these data mirror those in the more detailed LeO data section above. **Table D7** in the final section of this report combines responses to these two questions.

**Table E15: Importance of information on firm's website (n=799).**

	very unimportant	unimportant	neither	important	very important
Summary of firm (about)	2%	7%	23%	55%	13%
Contact details	1%	6%	16%	47%	30%
Customer reviews	~1%	2%	7%	53%	38%
Area of law firm specialises in	0%	1%	3%	42%	54%
Staff details	1%	15%	34%	40%	10%
Accreditations	~1%	5%	17%	53%	24%
Legal Ombudsman (less detailed)	1%	6%	24%	48%	21%

To determine whether any differences between the importance placed on information from the two images of the firm websites are real, significance testing has been done at the 95% confidence level. For this, the percentages of respondents finding each attribute important (important/very important) are compared. **Table E15a** shows there are no significant differences at the 95% confidence level for any element. The level of detail provided in the LeO data does not impact on the importance placed on it when comparing firms.

**Table E15a: Importance of information on firm’s website (comparison)**

	Important (detailed) n=785	Important (less detailed) n=799	Significant difference (95%)
Summary of firm (about)	70%	68%	no
Contact details	75%	77%	no
Customer reviews	91%	91%	no
Area of law firm specialises in	96%	96%	no
Staff details	50%	50%	no
Accreditations	78%	77%	no
Legal Ombudsman data	70%	69%	no

Employment law respondents were asked how likely they are to look at the website of more than one solicitor (**Table E16**); 96% are.

**Table E16: How likely are you to look at the website of more than one solicitor?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	6	.1	.4	.4
	Unlikely	16	.3	1.0	1.4
	Neither likely nor unlikely	46	.9	2.9	4.3
	Likely	666	12.9	42.1	46.4
	Very likely	849	16.5	53.6	100.0
	Total	1583	30.7	100.0	
Missing	System	3575	69.3		
Total		5158	100.0		

Respondents were then asked which pieces of information they would use from solicitors’ websites to compare them (**Table E17**). For employment law, customer reviews and the

area of law a firm specialises in the main sources of information used for comparing providers; price is the third most important factor.

**Table E17: Information used on solicitor’s website to compare providers (n=1,583).**

	Would use
Customer reviews	82%
Area of law firm specialises in	78%
Price	76%
Accreditations	54%
Location	46%
Legal Ombudsman data	44%
Firm summary (About)	35%
Staff details	21%
Don’t know	1%

Respondents were asked whether there is any other information they would like to see on solicitor firm’s websites to help them shortlist which firm to approach (**Table E18**); 75% said there was not. Of the 390 respondents indicating what further information they would like to see on a solicitor firm’s website, price was most commonly cited, (7% overall, 29% of those wanting further info.). Success rates, customer testimonials and case examples were also commonly cited.

**Table E18: other website info**

		#	%	Valid %	Cumulative Percent
Valid	No	1193	23.1	75.4	75.4
	Price	114	2.2	7.2	82.6
	star rating	9	.2	.6	83.1

complaints process	1	.0	.1	83.2
customer testimonials/satisfaction/showing service used	21	.4	1.3	84.5
Availability	8	.2	.5	85.0
completion speed/timescales	15	.3	.9	86.0
pictures/pictures of staff	5	.1	.3	86.3
number of employees	9	.2	.6	86.9
opening times	4	.1	.3	87.1
length of time business been in operation	9	.2	.6	87.7
examples of their cases	15	.3	.9	88.6
names of large clients/high profile cases	1	.0	.1	88.7
staff expertise	8	.2	.5	89.2
how professional the site looks/user experience	14	.3	.9	90.1
% of completed sales/success rates	58	1.1	3.7	93.7
support offered/legal terms explained/processes	13	.3	.8	94.6
number of reviews	9	.2	.6	95.1
contact details	17	.3	1.1	96.2
customer service/time taken to respond	7	.1	.4	96.7
recommendations from property/industry professionals	2	.0	.1	96.8
customer services awards/awards	4	.1	.3	97.0
comparison to competitors/rankings	9	.2	.6	97.6
whether can complete work remotely/digitally	4	.1	.3	97.9
payment options	1	.0	.1	97.9
Social media link	1	.0	.1	98.0
their USP/what makes them different/values	3	.1	.2	98.2

	cases against them/complaints/how resolved	4	.1	.3	98.4
	specialisms/local knowledge	11	.2	.7	99.1
	chat box	3	.1	.2	99.3
	not a valid response	2	.0	.1	99.4
	whether free initial consultation	6	.1	.4	99.8
	has firm paid to be on review site and does site get commission	1	.0	.1	99.9
	dates on reviews	1	.0	.1	99.9
	clarity on whether success for client or employer in success data	1	.0	.1	100.0
	Total	1583	30.7	100.0	
Missing	System	3575	69.3		
Total		5158	100.0		

## All respondents

All respondents were asked how helpful they think review websites are for people needing to find legal services (**Table 19**); 92% indicated they were helpful.

**Table 19: How helpful do you think review websites are for people needing to find legal services?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unhelpful	15	.3	.3	.3
	Unhelpful	50	1.0	1.0	1.3
	Neither helpful nor unhelpful	323	6.3	6.4	7.7
	Helpful	3065	59.4	61.0	68.7
	Very helpful	1571	30.5	31.3	100.0
	Total	5024	97.4	100.0	
Missing	System	134	2.6		
Total		5158	100.0		

Respondents were then asked where they would prefer all the information they require for helping to choose a solicitor be; on a solicitor's website or on a review website (**Table 20**). Most respondents (61%, n=5,024) would prefer the information to be on the solicitor's website and the review website.

**Table 20: Would you rather all the information you require to help to choose a solicitor is on a solicitor's own website or on review websites?**

		#	Percent	Valid Percent	Cumulative Percent
Valid	I would prefer the information to be on the solicitor's own website	875	17.0	17.4	17.4
	I would prefer the information to be on a review website	977	18.9	19.4	36.9
	I would prefer the information to both be on the solicitor's website and the review website	3074	59.6	61.2	98.0
	Don't know	98	1.9	2.0	100.0

Total	5024	97.4	100.0
Missing System	134	2.6	
Total	5158	100.0	

Respondents were then asked how important it is to them that legal service review websites are accredited by a regulator. i.e. they follow an agreed code of practice about their independence and accuracy. **Table 21** shows that 94% of respondents think this is important; three quarters of which think it is very important. (n=5,024).

**Table 21: How important to you is it that legal service review websites are accredited by a regulator? i.e. they follow an agreed code of practice about their independence and accuracy**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very unimportant	93	1.8	1.9	1.9
Unimportant	23	.4	.5	2.3
Neither important nor unimportant	137	2.7	2.7	5.0
Important	967	18.7	19.2	24.3
Very important	3741	72.5	74.5	98.7
Don't know	63	1.2	1.3	100.0
Total	5024	97.4	100.0	
Missing System	134	2.6		
Total	5158	100.0		



## Differences by areas of law

The following section looks at each question comparing responses across the three areas of law covered by this study to determine whether there are any differences. Significant differences at the 95% confidence level are shown in green. The Executive Summary provides commentary on these data.

**Table D1: Most important information on DCT landing page when helping choose solicitor.**

	Convey (n=1,842) %	Family (n=1,656) %	Employ (n=1,601) %
Distance from home	58	62	58
Star rating	96	95	95
Number of reviews	88	89	89
specialism	Not asked	95	96

**Table D2: Most influence on whether to click through from landing page to firm page.**

As this is a single response question and area of law was not asked of conveyancing respondents, significance testing is not possible for that area of law as responses are split over one less option.

	Convey (n=1,842) %	Family (n=1,643) %	Employ (n=1,601) %
Distance	11	7	7
Star	45	30	27
Number	29	19	18
Area of law	Not asked	31	36
None all	14	12	11

**Table D3: Likelihood of clicking through to multiple firms from DCT landing page**

C (n=1,842) %	F (n=1,643) %	E (n=1,601) %
97	98	97

**Table D4: Importance of information in helping you choose a firm**

	Combined Conveyancing (n= 1,834) %	Combined Family (n= 1,636) %	Combined Employment (n= 1,593) %	Combined % all areas of law (n= 5,063 expect for HMLR where n=1,834)
Star rating	96	94	95	95
Content of reviews	91	89	90	90
Number of reviews	92	90	88	90
Accreditations	78	82	79	80
Ranking	75	76	76	76
Summary of firm (about)	72	79	76	76
Legal Ombudsman data	69	72	72	70
Distance from home	56	60	56	57
Land Registry data	52	Not asked	NA	52
Staff details	43	51	52	48

**Table D5: Info. use to compare solicitors using review websites**

	Convey (n=1,833) %	Family (n=1,637) %	Employ (n=1,594) %
Star rating	83	79	78
Number of reviews	72	67	66
Content of reviews	66	62	63
Ranking	52	51	54
Accreditations	48	51	51
Distance from home	42	45	43
Legal Ombudsman data	39	42	41
Firm summary (About)	28	33	34
Land Registry data	22	Not asked	NA
Staff details	16	23	22
I wouldn't compare firms this way	1	1	1
Don't know	1	1	1

**Table D6: Likelihood of clicking through to firm's own website**

C (n=1,834) %	F (n=1,636) %	E (n=1,593) %
91	93	91

For this section, respondents for each areas of law were split into two groups; half were shown a website image with detailed LeO data and half were shown a website with less detailed LeO information. Respondents were then asked to indicate the importance of each attribute on the website in helping them choose a solicitor. For this section, responses to both questions in each area of law have been combined and the percentages done as a total of all respondents for that area of law. The main body of the report shows no significant difference between the importance respondents placed in the detailed or less detailed Leo information.

**Table D7: Importance of information on firm’s website (combined)**

	Important (detailed/less detailed combined)		
	C % N=1,825	F % N=1,629	E % N=1,584
Summary of firm (about)	67	73	69
Contact details	80	77	76
Customer reviews	95	92	91
Area of law firm specialises in	89	94	96
Staff details	41	52	50
Accreditations	76	79	78
Land Registry data	53	Not asked	
Legal Ombudsman data	68	71	70

**Table D8: Likelihood of looking at website of more than one solicitor**

C (n=1,822) %	F (n=1,625) %	E (n=1,583) %
96	95	96

**Table D9: Information used on solicitor's website to compare providers**

	Convey (n=1,822) %	Family (n=1,547) %	Employ (n=1,583) %
Customer reviews	88	83	82
Price	78	76	76
Area of law firm specialises in	64	74	78
Accreditations	52	55	54
Location	48	49	46
Legal Ombudsman data	40	45	44
Firm summary (About)	34	36	35
Land Registry data	25	Na	Na
Staff details	19	24	21
Don't know	1	1	1