Understanding data analytics can improve your efficiency

By Dorothy Radke

While the legal industry is continuing to adopt technology to grow and manage their law firms, the next hurdle is already on the horizon. And that hurdle is data analytics.

So, what kind of data? Everything you can imagine – from analyzing website traffic to the number of touch points made with a client in order for them to choose your firm, to actually managing the business side of your practice. All of this data helps attorneys become more efficient and grow.

Here we consider some key data points.

Website Data

Do you have a website analytics tool connected to your website, like a Google Analytics? If not, that’s the best first step. Understanding your web traffic, from beginning to end, delivers insight to how people are finding you. Below are some key metrics:

• Traffic source: This tells you how people are finding your website. It could be a Google search, it could be referral from another page, or it could be from a promotional effort your firm enacted. How people are finding you gives insight to focus your efforts on the most productive outlets.

• Time on site: Are web visitors staying on your site? Or are they seeing the homepage and moving on? If they are spending time on your site and reviewing multiple pages, that’s a good sign. If they aren’t, perhaps it’s time to review your website. Is the site demonstrating your key differences and expertise?

• Overall traffic trends: Are more or less visitors coming to your site than a previous period? If traffic overall is declining, that could mean a new option has become available, or a firm is promoting themselves. It could mean any number of things. But to figure that out, you first need to know if overall traffic is up, down, or level.

• Interaction/goal completion: Do you have goal metrics? Perhaps your goal is form completion – like a ‘contact us’ form. Whatever the case, monitoring goal completion is a key metric. After all, even if your traffic is way up and they are spending a lot of time on your site, if they aren’t connecting with you, it doesn’t really matter.

Existing Client Interaction

Keep in touch with existing clients, too. It’s important to monitor the client experience throughout the resolution of the legal matter. It doesn’t have to be anything more than just listening … clients can feel quite concerned and anxious. After all, this may be their only interaction with an attorney.

• Keep lines of communication open. Clients have a lot on their minds. It can cover basic questions about the matter, some ‘what if?’ questions, and probably some ‘what’s next?’ questions.

• Give clients a way to connect anonymously. It’s important for clients to feel they can provide the feedback they need. Review the feedback with an open mind. Many times, clients need to vent. But do look for ways to improve, too.

• Once the matter is closed, give the client the option to stay connected. Think about a quarterly client newsletter where you can share information on the latest legal issues, updates on your firm and maybe some highlights about the local community.

There are many more data analytics to consider. But beginning with these, with a focus on your clients, will be a great starting point.

Dorothy Radke is Director, Strategy and Communications at SimpleLaw. She has an extensive background and education in marketing and technology, particularly in the use of emerging technologies to transform industries. From the ideation stage through to product launch, Dorothy has worked with businesses generating over $100 million in annual revenue. With a focus on classic marketing techniques applied with modern technology, the focus is consistently on the customer.