

MARTECH FOR LEGAL

2021 WEBSITE REDESIGN AGENCY SURVEY

SURVEY RESULTS

Results compiled by

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METHODOLOGY

The Survey

The [Martech for Legal \(MTFL\) group on LinkedIn](#) decided it would be helpful to the law firm marketing community if we conducted a short survey of the agencies who do most of our redesigns, with the goal of creating a single source of baseline information, a document we could use to help us identify a short list of vendors to invite to bid on our website redesign projects.

The questions were defined by members of the MTFL and identified by the group as key decision-making points.

The survey was open to any agency that wanted to respond, but the group expressed a desire to make sure that we included those agencies that are most often mentioned in legal marketing circles. Therefore, we reached out to many agencies directly via email and LinkedIn.

The survey was made available on October 18, 2021 and closed at midnight ET on October 31, 2021. It was posted on the MTFL group page and on the [Legal Marketers Extraordinaire](#) group on Facebook.

In all, 18 agencies responded. You will find a link to the full survey in the Appendix, along with a link to an Excel spreadsheet containing complete responses from each agency. Agency responses in this Excel file are presented exactly as they were submitted, without editorial comment.

This survey contained 19 questions, six of which were agency-specific such as contact email and links to work examples. We limited open ended questions because the goal of this survey was not to provide a place for agencies to market their services, only for them to provide quantifiable data.

If you have [feedback](#) on the survey, please share it! We are sure this can be improved the next time we do it (every few years?) and we welcome feedback.

Executive Summary Tabulation

You won't see terms like "median" or "mean." We simply identified where there are majority responses using the term "most," meaning more than 50%.

EXECUTIVE SUMMARY

Question 1

Organization name

The following organizations responded to the survey:

AS Written Communications	FirmWise	Mockingbird
bizmktg.com	Headscape	Moire Marketing Partners
Circle S studio	Jean Sullivan Design	Right Hat
COLAB	Great Jakes Marketing	RubyLaw
Compass Legal Marketing	Knapp Marketing	Saturno Design
Content Pilot LLC	Legal Internet Solutions Incorporated	Tenrec, Inc

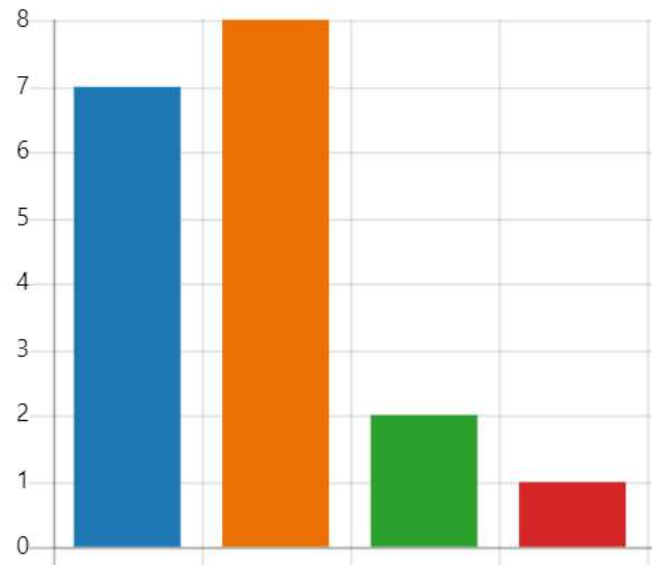
Question 2

Size of organization (FT headcount only)

Most agencies are staffed at under 20 people, and many under 10. This isn't unusual for web design shops.

- Under 10
- 10-20
- 20-30
- 30-40
- 40-50
- Over 50

7
8
2
1
0
0



Question 3

What website design and development services do you offer?

There was no clear frontrunner in these responses, which I take as a good sign that we have a lot of options when selecting an agency that will best meet our needs. Half of our respondents offer both design and development services. Most of them were open to working with a different design agency if that was what the client wanted. Three of them stated they would not work with another design agency, and one indicated that while they offer both development and design services, they are open to working with other design *and* development agencies.

- We have both design and development services in-house and but will partner with another design agency if the client desires
- We have both design and development resources in house and would not be open to working with an outside agency for design
- We only have development services in-house, and we partner with design agencies
- We only have design services in-house, and we partner with developers
- Other

<input checked="" type="radio"/>	We have both design and dev...	9
<input checked="" type="radio"/>	We have both design and dev...	3
<input checked="" type="radio"/>	We only have development se...	1
<input checked="" type="radio"/>	We only have design services i...	3
<input checked="" type="radio"/>	Other	2



Question 4

How do you price your website redesign projects?

There appears to be a lot of flexibility in terms of pricing for projects, with only one agency stating they only price projects on a time and materials basis.

- Time & materials only
- Fixed fee only
- Projects can be priced as either fixed fee or time & materials
- Projects can be a combination of fixed fee for some services and time & materials for other services.
- Other

● Time & materials only	1
● Fixed fee only	3
● Projects can be priced as eithe...	5
● Projects can be a combination...	9
● Other	2



Question 5

If you offer a proprietary CMS, do you charge an annually recurring licensing fee?

This was a challenging question because there are many business models out there, not just annual licensing fees. The intention of this question was to identify recurring fees outside of design and development. One respondent answered “no” but then commented that they have a monthly subscription fee. And most answers in the Other field were some version of “it depends.” So, the takeaway here is to be sure and ask for clarification on this point in your RFPs.

Yes	1
No	9
Other	8



Question 6

What CMSs do you develop sites in?

WordPress is the runaway winner here, proprietary CMSs taking second place and Drupal only bringing in four votes. Interesting Other mentions include Joomla, Contentful, ExpressionEngine, and Craft. Please note that some vendors selected Other rather than check that they offer a proprietary CMS, so the numbers on this chart are inexact. See their individual submissions for detail.

WordPress	13
Drupal	4
Sitecore	1
Proprietary CMS	5
Other	8



Question 7

If you offer a proprietary CMS, please list any built-in (i.e., out-of-the-box) law firm specific page templates you provide.

This was the only full open text question in the survey. Three agencies noted that they offer law-firm-specific page templates and add-ons (detail available in the survey results spreadsheet located in the Appendix).

- FirmWise
- RubyLaw
- Saturno

Question 8

Please list any law firm-specific applications you offer that fully integrate (out-of-the-box) with your website CMS.

Almost 50% of agencies have at least one application integration point that our MTFI group indicated was of interest to their firms. In the Other field, we have a few agencies expanding into deeper firm operations optimization/automation.

● Proposal builder	8
● Experience/matter management	9
● Email marketing	9
● Other	3



Question 9

What % of your work in the past four years has been for law firms (broad strokes are fine).

Most of our survey respondents do most of their work for law firms. This may be a positive or negative, depending on your view.

0-25%	2
26-50%	2
51-75%	2
76-100%	12

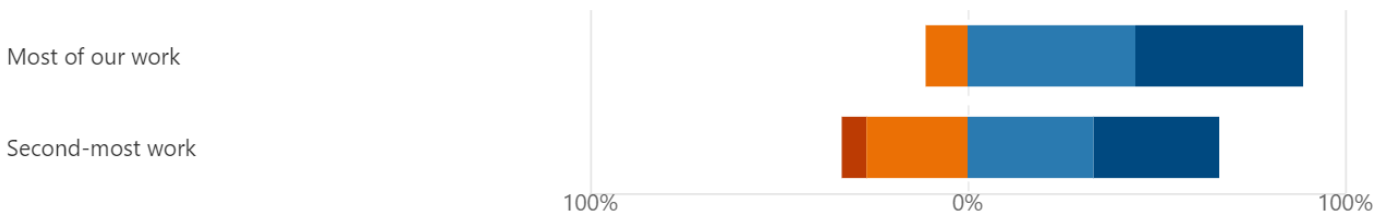


Question 10

What size law firms do you typically work with?

The respondents to our survey mostly work with the second half of the Am Law 200 but bear in mind we asked who they do the *most* work with. I know many of these firms have done work with many large firms as well.

AmLaw 50 AmLaw 50-100 AmLaw 200 Smaller (Non-AmLaw) Firms



Question 11

What time zones do you provide support hours for?

This question should have been worded differently, for what we meant was:

“Do you have full time client support hours between 9am-5pm ET?”

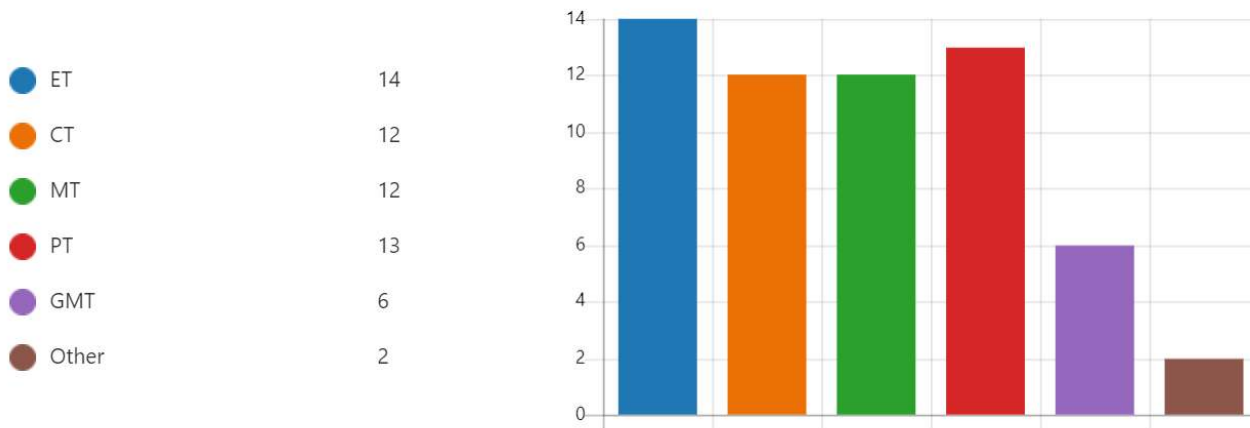
“Do you have full time client support hours between 9am-5pm CT?”

“Do you have full time client support hours between 9am-5pm MT?”

“Do you have full time client support hours between 9am-5pm PT?”

“Do you have full time client support hours between 9am-5pm GMT?”

Based on the answers we received, we know the question was misunderstood. Apologies all around, we will do better with this one next time!

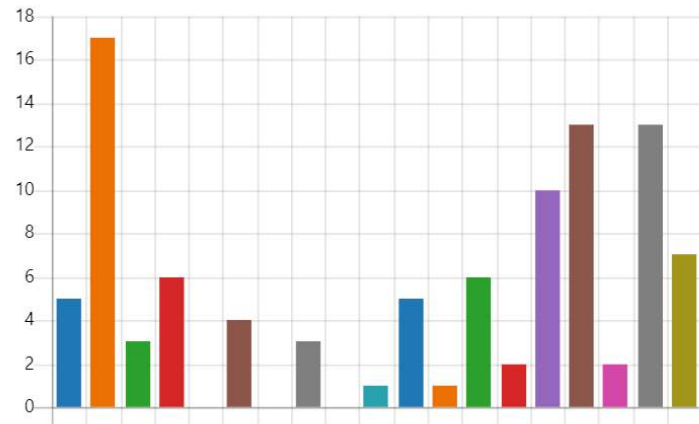


Question 12

What CLIENT-FACING tools do you use to manage redesign projects other than email and telephone? (How will you communicate and share information with your clients throughout the project?)

Aside from Google Docs being used by all but one agency, the responses here were all over the map. And most agencies told us that while they may have standard tools, they are open to whatever works best for the client.

Smartsheet	5
Google Docs	17
GatherContent	3
Figma	6
Drupla	0
InVision	4
Mural	0
Basecamp	3
Asana	0
Jira	1
Github	5
Monday	1
Trello	6
Airtable	2
Slack	10
MS Office Suite (e.g., Excel, Pr...	13
Our own custom built client p...	2
We're flexible - whatever tool(...	13
Other	7



Question 13

Post-launch, do clients have visibility into your support application so they can track status of the issues they have open with you?

This was the most-submitted question by the MTFL group, so we were pleased to see most agencies providing visibility into the status of post-launch support tickets. This was not a question that required an answer, so not everyone did.

● Yes	10
● No	2
● Other	2

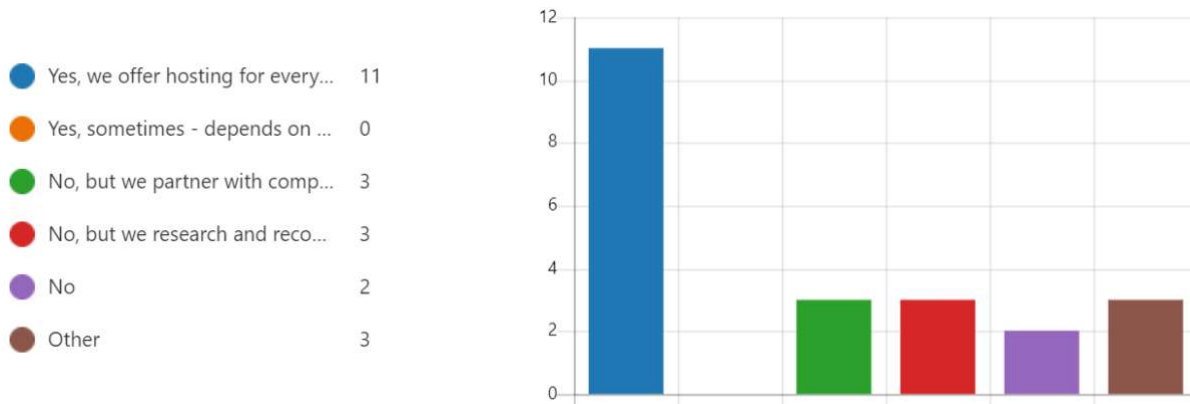


Question 14

Do you provide hosting services?

Most agencies do provide hosting for their clients. Those who selected Other for this question just used that field to provide more details about their hosting offerings. You can find that detail in the individual submissions.

- Yes, we offer hosting for every website we build
 - Yes, sometimes - depends on the the site
 - No, but we partner with companies for this service
 - No, but we research and recommend options for the client based on their specific needs
 - No
 -
- Other



Question 15

Who should we contact at your organization if we have questions about any of the answers provided in this survey? (Name, email)

See Appendix

Question 16

Who shall we list as the contact person for someone interested in talking to your agency about a new website project? (Name, email)

See Appendix

Question 17

Showcase Link 1

See Appendix

Question 18

Showcase Link 2

See Appendix

Question 19

Showcase Link 3

See Appendix

APPENDIX

A copy of the [2021 MTFL Website Redesign Agency Survey](#) is available here.

- If you have trouble with the embedded link, copy and paste this URL into your browser:
<https://bit.ly/31HtLiz>

A full data set of all agency responses is available in [this Excel file](#).

- If you have trouble with the embedded link, copy and paste this URL into your browser:
<https://bit.ly/3c2VMTE>

Good luck with your projects!