

Mobile Visitors on Law Firm Websites by Practice Area

What percentage of your law firm's online visitors are viewing your website on a mobile device? That would depend on your practice area. In this CLM Report, we look at over 1 million visitors to determine which practice areas are getting the most mobile users.



About our sample

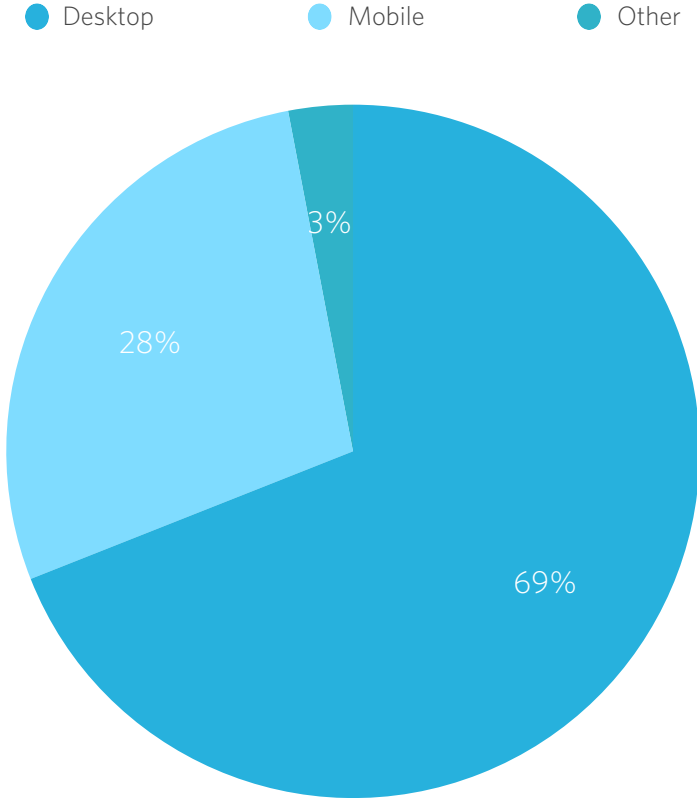
When conducting this study, we looked at a sample of websites that collectively received 1.7 million unique visitors over a 12 month period between 2016 and 2017.

Sample Notes

- Each practice area group consisted of 5 to 15 websites each.
- All law firms in the sample practice exclusively in the United States.
- Only unique visitors from the U.S. were accounted for in this report.
- While this report was sponsored by Custom Legal Marketing (CLM), an Adviatech company, the sample consists of websites managed by other marketing companies or internal marketing departments as well as sites managed by CLM.

Results in Alphabetical Order

Business Law

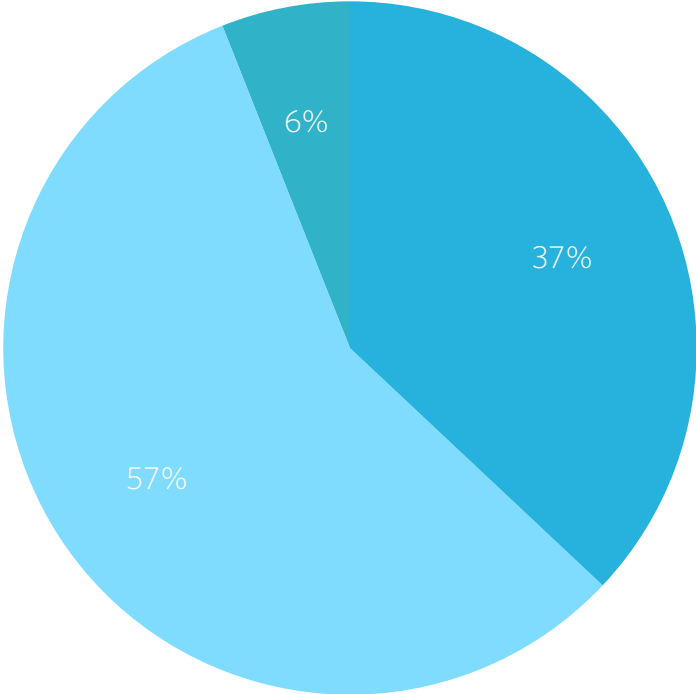


Business Law Results

Desktop: 69%
Mobile: 28%
Other: 3%

Criminal Defense

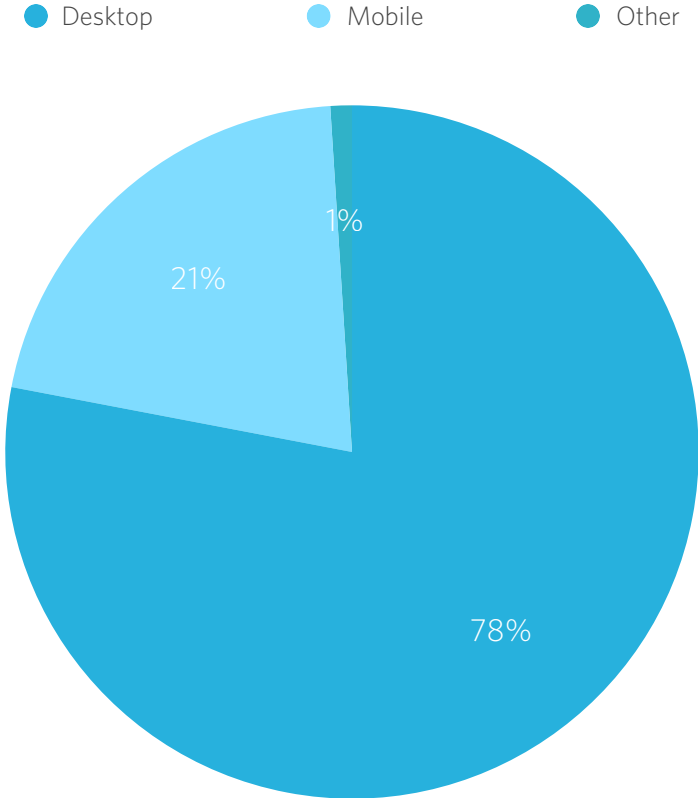
● Desktop ● Mobile ● Other



Criminal Defense Results

Desktop: 37%
Mobile: 57%
Other: 6%

Employment Law

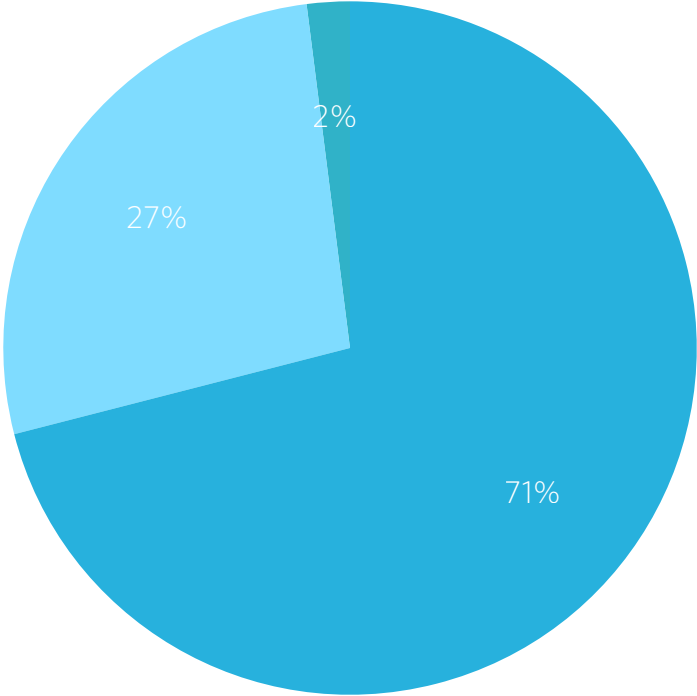


Employment Law Results

Desktop: 78%
Mobile: 21%
Other: 1%

Estate Planning

● Desktop ● Mobile ● Other

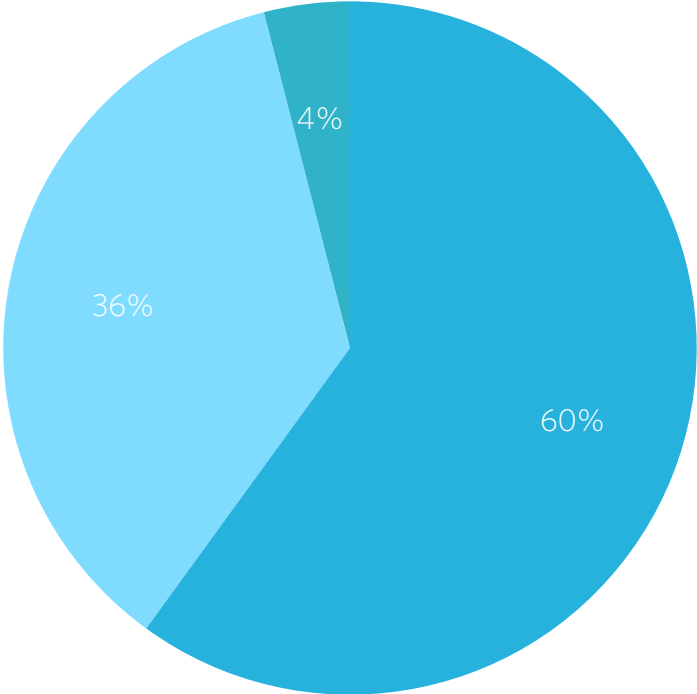


Estate Planning Results

Desktop: 71%
Mobile: 27%
Other: 2%

Family Law

● Desktop ● Mobile ● Other

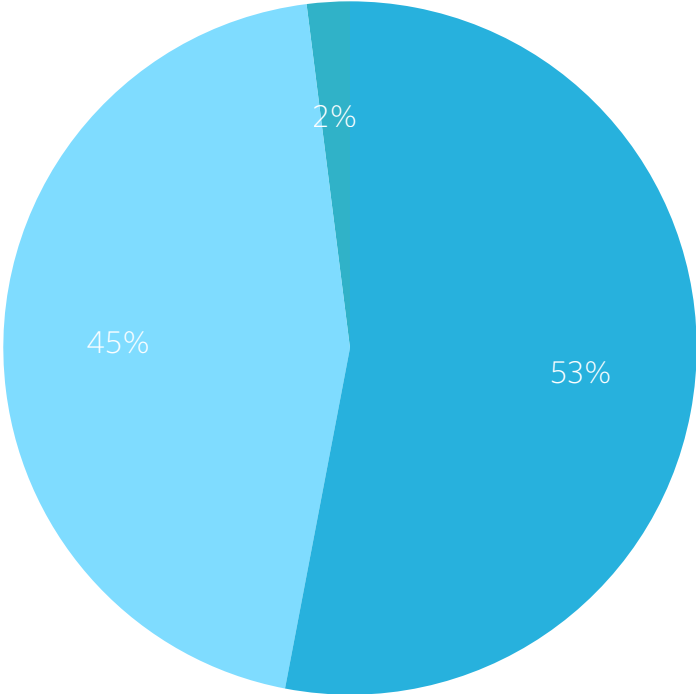


Family Law Results

Desktop: 60%
Mobile: 36%
Other: 4%

Immigration Law

● Desktop ● Mobile ● Other

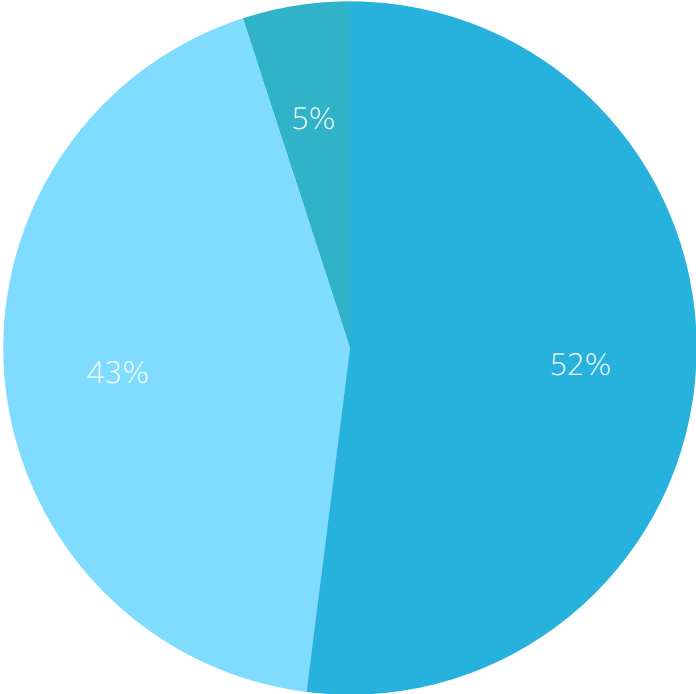


Immigration Law Results

Desktop: 53%
Mobile: 45%
Other: 2%

Personal Injury

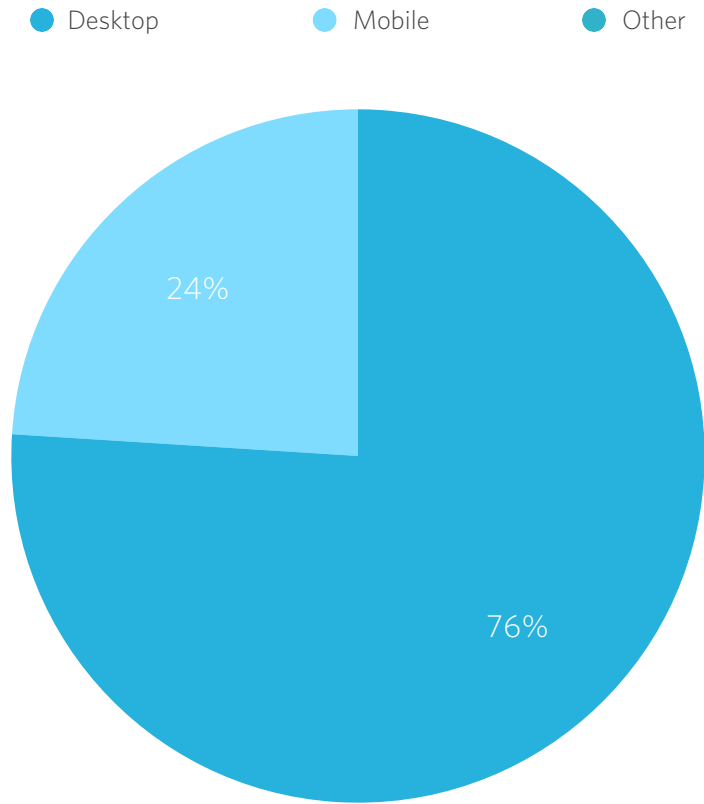
● Desktop ● Mobile ● Other



Personal Injury Results

Desktop: 52%
Mobile: 43%
Other: 5%

Veterans Law



Veterans Law

Desktop: 76%

Mobile: 24%

Other: 0%

Conclusions

Here are a few takeaways from this study:

- Criminal defense attorneys should put a stronger emphasis on their mobile experience as more than half of their visitors are coming from a portable device.
- Immigration attorneys and personal injury attorneys are on track to have their mobile visitors surpass 50% over the next 18 - 24 months.
- Law firms with older demographics such as estate planning and veterans law tend to have an audience that is apprehensive about using their mobile device to find a lawyer.
- Areas of law that come with higher risks (employment law and business law) tend to have lower mobile visitation.

The “other” column is also worth noting because it consists of vehicle web browsers. We have actually seen a considerable increase of about 1% over the last year in visitors coming from cars with built in web browsers (not visitors using their mobile device in a car). However, there is not yet enough data to conduct a study on vehicle web traffic.

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