

# UK Legal Services – Online Personal Injury Market Intelligence Report, January - December 2011

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## Abstracts

### What will you get from this report?

This report analyses the search marketing strategies of the leading Legal Services brands within online Personal

Injury between the period January 2011 to December 2011, including:

Breakdown of the seven primary sub-verticals with Personal Injury.

Over 100 individual pieces of key insights.

Over 50 individual pieces of statistical interpretation.

An analysis of the top 30 legal services operators across the top 70 Personal Injury keywords.

### What questions do we answer?

Who are the market leaders?

Which keywords are driving market visibility?

What are legal service operators doing to achieve maximum market share?

What social media methods are operators using to engage customers?

## Executive Insights

75% of all volume comes from 3 sub-verticals - Personal Injury generics, Road Traffic Accidents as well as Accidents and Illness at Work - high levels of exposure within these markets are critical to success.

National Accident Helpline leads generic Personal Injury and Road Traffic Accidents keyword markets. However, this position is under threat from the likes of InjuryLawyers4U, First4lawyers and Claims Direct.

Operators such as Thompson Law have seen sharp drops in ranking, coinciding with a major Google algorithm update.

Irwin Mitchell is the only brand to be a leading player in multiple sub-verticals including Medical Negligence, Serious Injury, Mesothelioma, and Accidents and Illness Abroad.

Social Media strategies are massively under developed within the legal services sector. Moreover, operators such as InjuryLawyers4U and National Accident Helpline who have invested brand equity into “above the line” advertising are not dovetailing this with an integrated social media campaign to propagate this equity online.

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