

Berkshire County Lawyers and Law Firms

Competitive Analysis of Website Search Engine Performance

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Introduction

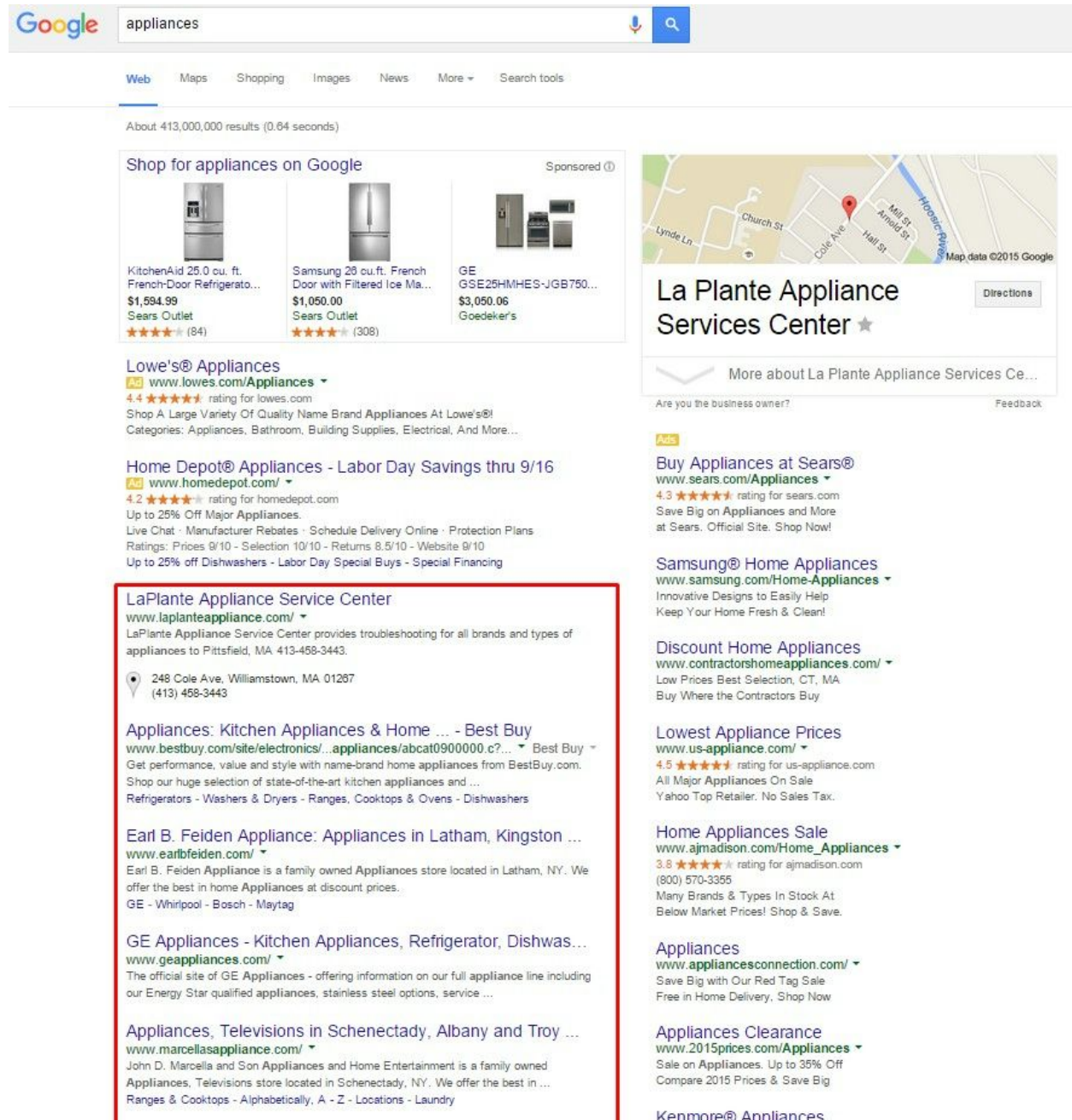
If your practice depends upon new clients finding you and calling you for consultation on their legal issues, then your position in the Google search results is vital for your survival. Unless your clientele is senior citizens only and still uses the Yellow Pages book version to find services, you need to win the search engine results game on desktops, laptops and mobile devices in order to get your fair share of the opportunities for new clients.

When you look at this report you will see us talk very specifically about Google and not mention the other search engines like Yahoo, Bing, etc. That's because Google has about 65% of the search market, with Bing (20%) and Yahoo (13%) accounting for most of the rest. Our experience with Search Engine Optimization (SEO) projects shows that strategies and tactics that produce results for Google will produce similar benefits for all of the other search engines.

If after reviewing this report, you say to yourself, "Hey, I'm in <another Berkshire city or town> ... my results aren't here!" just send us an email and we will send you the results for your specific location and specialty.

The Holy Grail: Top of Page One of Google Search Results

Google's data shows that 90% of all clicks go to the *organic search results* on page 1. In the screen capture image below, the organic search results are inside the red box.



Only 10% of all clicks go to the *paid search results*. The paid search results are in the blue boxes in the screen capture image below.

The screenshot shows a Google search for "appliances". At the top, it says "About 413,000,000 results (0.84 seconds)". Below the search bar are navigation tabs for Web, Maps, Shopping, Images, News, and More. The main content area is divided into several sections:

- Sponsored:** A section titled "Shop for appliances on Google" featuring three product listings:
 - KitchenAid 25.0 cu. ft. French-Door Refrigerator... \$1,594.99 (Sears Outlet, 84 reviews)
 - Samsung 29 cu.ft. French Door with Filtered Ice Ma... \$1,050.00 (Sears Outlet, 308 reviews)
 - GE GSE25HMES-JGB750... \$3,050.06 (Goedeker's)
- Map:** A map showing the location of "La Plante Appliance Services Center" at 248 Cole Ave, Williamstown, MA. The map includes street names like Church St, Cole Ave, Mill St, and Hall St.
- Organic Search Results:**
 - Lowe's® Appliances:** www.loves.com/Appliances. 4.4 star rating. Shop a large variety of quality name brand appliances at Lowe's!
 - Home Depot® Appliances - Labor Day Savings thru 9/16:** www.homedepot.com/. 4.2 star rating. Up to 25% off major appliances.
 - LaPlante Appliance Service Center:** www.laplanteappliance.com/. LaPlante Appliance Service Center provides troubleshooting for all brands and types of appliances to Pittsfield, MA 413-458-3443.
 - Appliances: Kitchen Appliances & Home ... - Best Buy:** www.bestbuy.com/site/electronics/...appliances/abc0900000.c?... Best Buy. Get performance, value and style with name-brand home appliances from BestBuy.com.
 - Earl B. Feiden Appliance: Appliances in Latham, Kingston ...:** www.earlfeiden.com/. Earl B. Feiden Appliance is a family owned Appliances store located in Latham, NY. We offer the best in home Appliances at discount prices.
 - GE Appliances - Kitchen Appliances, Refrigerator, Dishwas...:** www.geappliances.com/. The official site of GE Appliances - offering information on our full appliance line including our Energy Star qualified appliances, stainless steel options, service ...
 - Appliances, Televisions in Schenectady, Albany and Troy ...:** www.marcellasappliance.com/. John D. Marcella and Son Appliances and Home Entertainment is a family owned Appliances, Televisions store located in Schenectady, NY. We offer the best in ...
- Ads (Right Side):**
 - Buy Appliances at Sears®:** www.sears.com/Appliances. 4.3 star rating. Save Big on Appliances and More at Sears. Official Site. Shop Now!
 - Samsung® Home Appliances:** www.samsung.com/Home-Appliances. Innovative Designs to Easily Help Keep Your Home Fresh & Clean!
 - Discount Home Appliances:** www.contractorshomeappliances.com/. Low Prices Best Selection, CT, MA Buy Where the Contractors Buy
 - Lowest Appliance Prices:** www.us-appliance.com/. 4.5 star rating. All Major Appliances On Sale. Yahoo Top Retailer. No Sales Tax.
 - Home Appliances Sale:** www.ajmadison.com/Home_Appliances. 3.8 star rating. (800) 570-3355. Many Brands & Types In Stock At Below Market Prices! Shop & Save.
 - Appliances:** www.appliancesconnection.com/. Save Big with Our Red Tag Sale. Free in Home Delivery. Shop Now
 - Appliances Clearance:** www.2015prices.com/Appliances. Sale on Appliances. Up to 35% Off. Compare 2015 Prices & Save Big
 - Kenmore® Appliances:** www.kenmore.com/Appliances

What is most remarkable is that Google's own data shows that **less than 10% of all searchers advance to page 2 or beyond** of the search results. Page two drives about 5% of total clicks and page three 1%.

The very first item in the organic search results gets 33% of all clicks. The top three organic search results combined get 61% of clicks. After the top 3, the CTR (click through rate) drops off dramatically. Here are some results from a recent Google report:

Page One Organic Ranking	% of Clicks	Cumulative %
1	32.5%	
2	17.6%	50.1%
3	11.4%	61.5%
4	8.1%	69.6%
5	6.1%	75.7%
6	4.4%	80.1%
7	3.5%	83.6%
8	3.1%	86.7%
9	2.6%	89.3%
10	2.4%	91.7%
11	1.0%	92.7%
12	0.8%	93.5%
13	0.7%	94.2%
14	0.6%	94.8%
15	0.4%	95.2%

What does this data mean to you?

Let's say that the Google Keyword Research data shows that the keyword "lawyer" gets 1,000 clicks per month in Pittsfield. If you're #1 in the Google Search Results, that means your search result listing would get 32.5% or 325 clicks per month resulting in 325 visits to your website. If you're #15 on Page 1, your search result listing would be getting 0.4% or 40 clicks per month resulting in 40 visits to your website. That means that being #1 versus #15 on page one results in over 81 times more traffic to your website. And if you're not on page 1? Well, let's not even go

there. Now you're sharing in less than 5% of total clicks with CTR's well below the 0.4% that the #15 position gets on page 1.

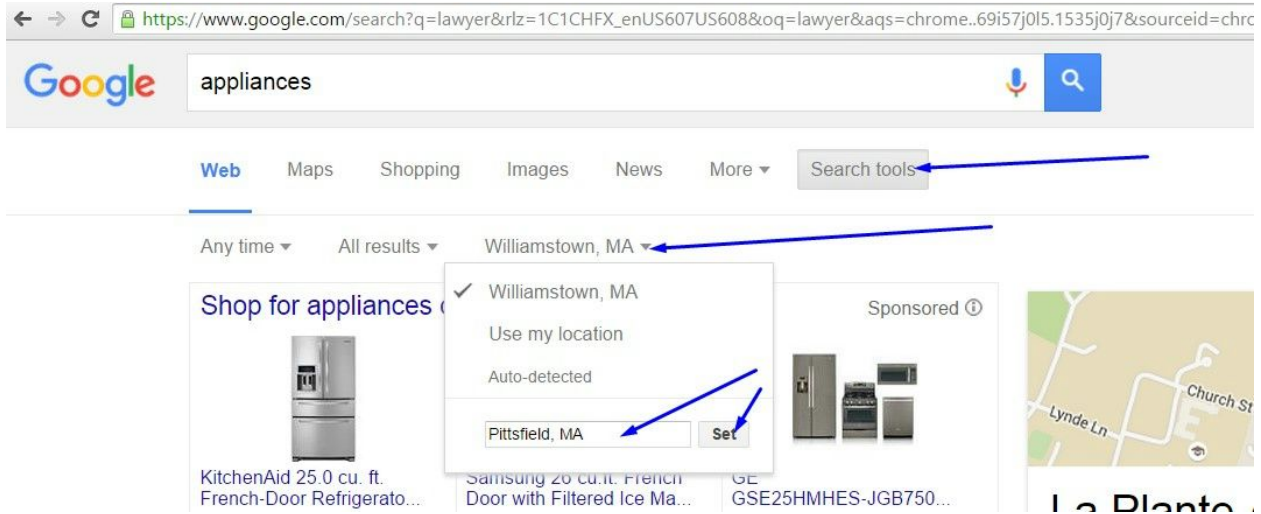
HAVE WE MADE OUR CASE ABOUT THE IMPORTANCE OF BEING ON PAGE 1 OF THE GOOGLE SEARCH RESULTS? WAS OUR EVIDENCE COMPELLING? If not, please call Luke Schulze or Allen Jezouit at Berkshire Direct, 413-458-1721. We'd be happy to answer any questions remaining about page 1 and its importance to your practice.

Data Gathering Methodology

Now that you understand how important it is to be on page 1 of the Google Search results, we can begin to gather data so you can take a look and see where you stand. The important caveat here is this: our results here are from a moment in time. Google Search Results are not static. It is possible for your search engine results to improve or decline from day to day as your site's ranking relative to your competitors moves up and down.

Two important factors are freshness and relevance of content. If one of your competitors starts an active blogging campaign with 1-2 search engine optimized posts per week for several weeks in a row, he or she can move up or down substantially in the rankings. Another important factor is mobile friendliness. Google now penalizes non-mobile friendly sites on searches from mobile devices. With well over 50% of all web searches now happening on mobile devices, having a mobile friendly site is a no-brainer.

To gather data for this effort we performed searches using Google Chrome from our office in Williamstown, MA but we set the Search Location to the cities and towns we are reporting on. See the image below for instructions about how to set your Search Location.



This causes the search engine to behave as if we were physically located in those towns. We are not using location modifiers on our searches - we are not searching for “Pittsfield lawyers”, we are just searching for “lawyers” and letting our Search Location dictate where we are. We do it this way because searchers on mobile devices typically allow Google to know where they are located automatically from the smartphone or tablet and don’t use location modifiers in the text of their searches.

Results

For the purpose of this review, we will focus on two distinct sets of results. We will list the first page of the Google Map Search Results and the first page of the Google Organic Search Results.

Pittsfield Lawyer

We set our Search Location to “Pittsfield, MA” and then searched for “lawyer”. The results on Page 1 for Google Map and for Google organic search are below.

Google Map Search Results

1. Cohen Kinne Valicenti & Cook LLP
2. Campoli, Monteleone & Mozian P.C.
3. Richard I Isacoff, PC
4. Cianflone & Cianflone, PC
5. Martin, Oliveira & Hamel, P.C.
6. Quigley Elizabeth J.
7. Hashim & Spinola Attorneys
8. Law Offices of Lee D. Flournoy, P.C.
9. Cain Hibbard & Myers PC
10. Donovan & O'Connor, LLP
11. Robert M Fuster Sr Attorney
12. Hashim & Spinola: Mara Dorothy
13. The Law Office of Steven P. Green
14. The Law Office of Mark Vincelette
15. Timothy J. Shugrue Attorney At Law
16. Raymond Jacoub, Attorney At Law
17. Campoli & Monteleone: Ellis Scott W
18. Katz Murphy & Greenwald
19. Andrew M. Hochberg P.C.
20. Krista A. Wroldson, Esq. Attorney At Law

Google Organic Search Results

1. <http://www.lawyers.com>
2. <https://en.wikipedia.org/wiki/lawyer>
3. <http://lawyers.findlaw.com>
4. News Article about Tom Brady's lawyer
5. **Donovan & O'Connor, LLP**
www.docatty.com
6. <http://www.justia.com>
7. Cohen Kinne Valicenti & Cook
www.cohenkinne.com
8. Krista A. Wroldson
www.pittsfieldlawyer.com
9. News Article about Dzhokhar Tsarnaev's lawyer from
www.vanityfair.com
10. News Article about Associates learning to be lawyers from
www.nytimes.com
11. News Article about Paul Bergrin from
www.nymag.com

Donovan & O'Connor, LLP has the highest organic ranking in Pittsfield for the search term “lawyer”.

Pittsfield Personal Injury Lawyer

We set our Search Location to “Pittsfield, MA” and then searched for “personal injury lawyer”.

The results on Page 1 for Google Map and for Google organic search are below.

Google Map Search Results

1. John F. Weingold
2. Libbos Law
3. Jonathan A. Broverman Law Office
4. Pellegrini, Seeley, Ryan & Blakesley, P.C.
5. Campoli, Monteleone & Mozian, P.C.
6. Donovan & O'Connor, LLP
7. Law Offices of Lee D. Flournoy, P.C.
8. Quigley Elizabeth J.
9. George De Gregorio Massimiano: George E ...
10. Hashim & Spinola: Mara Dorothy
11. Zuckerman Lanny M
12. Martin, Oliveira & Hamel, P.C.
13. Hashim & Spinola: Ferris Kenneth P
14. Kevin M. Kinne
15. O'Brien Richard J.
16. Drennan Law Offices
17. Cain Hibbard & Myers PC: De Giacomo Diane M
18. Cohen Kinne Valicenti & Cook LLP

Google Organic Search Results

1. www.avvo.com
2. www.lawyers.com
3. www.justia.com
4. https://en.wikipedia.org/wiki/Personal_injury_lawyer
5. **Attorney John Weingold**
www.attyweingold.com
6. www.lawyers.findlaw.com
7. lawyers.findlaw.com
8. Cellinos & Barnes
www.cellinoandbarnes.com
9. www.nolo.com
10. www.nolo.com

Attorney John Weingold has the highest organic ranking in Pittsfield for the search term “personal injury lawyer”.

Pittsfield Criminal Defense Lawyer

We set our Search Location to “Pittsfield, MA” and then searched for “criminal defense lawyer”. The results on Page 1 for Google Map and for Google organic search are below.

Google Map Search Results

1. The Law Office of Marc C. Vincelette
2. Donovan & O'Connor, LLP
3. Cohen Kinne Valicenti & Cook LLP
4. Quigley Elizabeth J
5. Law Offices of Lee D Flournoy, P.C.

Google Organic Search Results

1. www.avvo.com
2. www.lawyers.findlaw.com
3. www.cohenkinne.com/partners/leonard-cohen/
4. https://en.wikipedia.org/wiki/Criminal_defense_lawyer
5. Attorney Marc C. Vincelette - www.vincelettelaw.org
6. Criminal Defense Attorneys | The Cochran Firm - www.cochranfirm.com/criminal/criminal-defense.html
7. www.nacdl.org
8. www.criminaldefenselawyer.com
9. www.legalmatch.com/criminal-lawyers.html
10. www.hg.org/criminal-defense.html

Leonard Cohen of Cohen Kinne Valicenti & Cook LLP has the highest organic ranking in Pittsfield for the search term “criminal defense lawyer”.

North Adams Lawyer

We set our Search Location to “North Adams, MA” and then searched for “lawyer”. The results on Page 1 for Google Map and for Google organic search are below.

Google Map Search Results

1. Donovan & O'Connor, LLP
2. Fredrick T Thompson Law Office
3. Pellegrini Seeley Ryan & Blakesley P.C.
4. Community Legal Aid
5. Breen Law Office & Mediation
6. Sisto James J
7. Derosa Dohoney LLP
8. Morse-Field Sarah
9. Derosa & Dohoney LLP: Manuel Thomas
10. Taskin Richard S.
11. Manuel Lenhoff & Manuel
12. Pellegrini Seeley Ryan: Chieco Michael J
13. Pellegrini Seeley Ryan: Schneider Paul F
14. Campoli & Monteleone
15. Rumbolt Thomas W
16. Manuel Dean R
17. Berkshire D A
18. Martin Oliveira & Hamel, PC
19. Donovan & O'Connor LLP
20. Parese & Sabin

Google Organic Search Results

1. www.lawyers.com
2. <https://en.wikipedia.org/wiki/Lawyer>
3. www.lawyers.findlaw.com
4. www.lawyers.findlaw.com
5. News story from NJ.com about lawyers
6. Images for lawyer
7. Donovan & O'Connor LLP
www.docatly.com/attorneys/
8. www.avvo.com
9. Article from www.vanityfair.com about Dzhokar Tsarnaev's lawyer
10. Article from www.nytimes.com about lawyers
11. Article from www.nymag.com about Paul Bergrin

Donovan & O'Connor LLP has the highest organic ranking in North Adams for the search term “lawyer”.

North Adams Personal Injury Lawyer

We set our Search Location to “North Adams, MA” and then searched for “personal injury lawyer”. The results on Page 1 for Google Map and for Google organic search are below.

Google Map Search Results

1. Pellegrini Seeley Ryan & Blakesley
PC

Google Organic Search Results

1. Pellegrini Seeley Ryan & Blakesley
PC - www.psrblaw.com
2. www.lawyers.findlaw.com
3. www.lawyers.findlaw.com
4. Donovan & O'Connor LLP -
www.docatty.com
5. https://en.wikipedia.org/wiki/Personal_injury_lawyer
6. www.lawyers.com/personal-injury/find-law-firms-by-location/
7. www.nolo.com
8. Cellino & Barnes -
www.cellinoandbarnes.com
9. www.attorneys.com

Pellegrini Seeley Ryan & Blakesley PC has the highest organic ranking in North Adams for the search term “personal injury lawyer”.

North Adams Criminal Defense Lawyer

We set our Search Location to “North Adams, MA” and then searched for “criminal defense lawyer”. The results on Page 1 for Google Map and for Google organic search are below.

Google Map Search Results

1. Donovan & O'Connor, LLP

Google Organic Search Results

1. **Donovan & O'Connor LLP -**
www.docatty.com
2. https://en.wikipedia.org/wiki/Criminal_defense_lawyer
3. www.lawyers.findlaw.com
4. www.lawyers.findlaw.com
5. www.justia.com
6. Breen Law Office and Mediation -
www.lawofficenorthadams.com/about-me/
7. The Cochran Firm -
www.cochranfirm.com/criminal/criminal-defense.html
8. www.nacdl.org
9. www.criminaldefenselawyer.com
10. www.avvo.com/criminal-defense-lawyer.html

Donovan & O'Connor LLP has the highest organic ranking in North Adams for the search term “criminal defense lawyer”.

Great Barrington Lawyer

We set our Search Location to “Great Barrington, MA” and then searched for “lawyer”. The results on Page 1 for Google Map and for Google organic search are below.

Google Map Search Results

1. Cohen Kinne Valicenti & Cook LLP
2. Lazan Glover & Puciloski LLP
3. Hellman Shearn & Arienti LLP
4. Downing Dennis J
5. Lori H Levinson Attorney
6. McCormick Murtagh & Marcus
7. Cain Hibbard & Myers PC: Halley Vanessa
8. Gogel & Gogel
9. Oggiani Louis J
10. Brewer Peter J
11. Conklin Harry E
12. Judith Knight Law Office
13. Berkshire Lawyer: Ferris Charles J
14. Harrington Andrea C
15. Alexandra H Glover
16. Campoli & Monteleone: Campoli T ...
17. Ira Kaplan Attorney At Law
18. Peter S Vallianos Law Office
19. Jonathan A Broverman Law Office
20. Donovan & O'Connor LLP

Google Organic Search Results

1. www.lawyers.com
2. <https://en.wikipedia.org/wiki/Lawyer>
3. www.lawyers.findlaw.com
4. Images for lawyer
5. Lawyers - Bureau of Labor Statistics - www.bls.gov/ooh/legal/lawyers.htm
6. News story from NJ.com
7. www.justia.com
8. www.americanlawyer.com
9. [www.whitepages.com/business/ma/.../attorneys-and-lawyer ...](http://www.whitepages.com/business/ma/.../attorneys-and-lawyer...)
10. Article from www.vanityfair.com about Dzhokar Tsarnaev's lawyer
11. Article from www.nytimes.com about lawyers
12. Article from www.nymag.com about Paul Bergrin

No law firm has ANY organic ranking in Great Barrington for the search term “lawyer”.

Great Barrington Personal Injury Lawyer

We set our Search Location to “Great Barrington, MA” and then searched for “personal injury lawyer”. The results on Page 1 for Google Map and for Google organic search are below.

Google Map Search Results

1. Jonathan A Broverman Law Office

Google Organic Search Results

1. Jonathan A Broverman Law Office - www.brovermanlawoffice.com
2. https://en.wikipedia.org/wiki/Personal_injury_lawyer
3. www.lawyers.findlaw.com
4. Cellino & Barnes - www.cellinoandbarnes.com
5. www.lawyers.com
6. www.personal-injury-lawyers-com
7. www.nolo.com
8. www.nolo.com
9. www.attorneys.com
10. www.alllaw.com
11. The Levin Firm - www.levininjuryfirm.com

Jonathan A. Broverman Law Office has the highest organic ranking in Great Barrington for the search term “personal injury lawyer”.

Great Barrington Criminal Defense Lawyer

We set our Search Location to “Great Barrington, MA” and then searched for “criminal defense lawyer”. The results on Page 1 for Google Map and for Google organic search are below.

Google Map Search Results

1. Cohen Kinne Valicenti & Cook LLP
2. Law Offices of Lee D Flournoy PC

Google Organic Search Results

1. https://en.wikipedia.org/wiki/Criminal_defense_lawyer
2. www.lawyers.findlaw.com
3. www.lawyers.findlaw.com
4. www.lawyers.findlaw.com
5. The Cochran Firm - www.cochranfirm.com/criminal/criminal-defense.html
6. www.nacdl.org
7. www.criminaldefenselawyer.com
8. www.avvo.com/criminal-defense-lawyer.html
9. www.legalmatch.com/criminal-lawyers.html
10. www.hg.org/criminal-defense.html

The Cochran Firm has the highest organic ranking in Great Barrington for the search term “criminal defense lawyer”.