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THE QUESTIONNAIRE

CHAPTER 1 – Introduction

1. Please give us the following contact information:

    A. Name:
    B. Company:
    C. Work Title:
    D. Country:
    E. Email Address:

2. How many partners does your firm have?

3. Which source accounts for the greatest share of your firm's revenues?

    A. Work for individuals and/or very small businesses
    B. Work for Small & Medium Sized Business (under $250 million in revenues)
    C. Work for Big Business (more than $250 million in sales)

4. Which source accounts for the greatest share of your firm's revenues?

    A. Work for individuals and/or very small businesses
    B. Work for Small & Medium Sized Business (under $250 million in revenues)
    C. Work for Big Business (more than $250 million in sales)

CHAPTER 2 – Staff

5. Does the firm have one or more individuals whose primary work assignment is to oversee the firm's website?

    A. Yes
    B. No

6. If the firm has a staff devoted largely to the website how large is this staff in Full Time Equivalent terms?

CHAPTER 3 – Social Media & Video Sites

7. In addition to its website does the firm have a presence on any of the following:

    A. LinkedIn
    B. Facebook
    C. Pinterest
    D. YouTube
    E. Google+

8. Does the individual or staff who oversees the firm's website also play a role in the firm's presence on Facebook, YouTube, LinkedIn and other cybersites? If so what is this role?

CHAPTER 4 – Content Management

9. Which phrase best describe your library websites use of content editing or management systems.

    A. We programmed our own system.
    B. We purchased a commercial system
    C. We used an open source system and programmed it to fit our need

10. Rate how easy is it to perform the following on the law firm website

    A. Position and manipulate videos
        i. Easy to do
        ii. Somewhat easy to do
        iii. No too easy to do
        iv. Cannot really do
    B. Enter the same content to multiple locations on the site at the same time
        i. Easy to do
        ii. Somewhat easy to do
        iii. No too easy to do
        iv. Cannot really do
    C. Easily enter charts, tables and other tabular data
        i. Easy to do
        ii. Somewhat easy to do
        iii. No too easy to do
        iv. Cannot really do
    D. Check the functionality of page links
        i. Easy to do
        ii. Somewhat easy to do
        iii. No too easy to do

iv. Cannot really do

E. Restrict a large number of content providers to be able to access only very specific areas on the site
   i. Easy to do
   ii. Somewhat easy to do
   iii. No too easy to do
   iv. Cannot really do

F. Provide a report of content changes in a specified period of time
   i. Easy to do
   ii. Somewhat easy to do
   iii. No too easy to do
   iv. Cannot really do

G. Access the site through smartphones and tablet computers
   i. Easy to do
   ii. Somewhat easy to do
   iii. No too easy to do
   iv. Cannot really do

11. How many individuals in your firm are able to add content to the site without clearance from someone else?

12. If the firm has one or more committees to oversee website policy in any respect, content, IT, graphics, branding etc., how many total individuals sit on these committees and which divisions or departments of the firm are they from?

CHAPTER 5 – Search interface and end user experience

13. Describe what your library has done in the past three years to change its search interface to make it more attractive and effective for end users?

CHAPTER 6 – Revisions to the Website

14. When did the firm last conduct a major revision of its website?

15. What were the main goals of the revision?

16. Which phrase best describes who conducted this revision?

A. Almost completely done by the firm's employees
B. Mostly by the firm's employees with some freelance or consulting help
C. Mostly by freelancers of consultants with some help from the firm's employees
D. Almost completely done by consultants or freelancers

17. If the firm used an outside firm or consultant how much did you spend?

18. How satisfied were you with the results?

    A. Not very Satisfied
    B. Somewhat Satisfied
    C. Satisfied
    D. Highly Satisfied

CHAPTER 7 – Usability Study

19. Has the firm ever conducted an end user usability study to assess how easy it is to use the firm's website?

    A. Yes
    B. No

20. If the firm has conducted such studies, who did it? How satisfied were you? How much did the firm spend and what would you recommend to your peers?

21. Has the firm ever conducted a study or conducted tests to determine the law firm websites ease of access by smartphones, tablet computers and other mobile devices?

    A. Yes
    B. No

22. Has the firm developed a mobile -friendly version of its website?

    A. Yes
    B. No

23. In general what has the firm done to make the site more accessible by mobile devices?

CHAPTER 8 – Search Engine Optimization

24. Has your firm ever hired an outside party to conduct a search engine optimization audit on the firm's website?

    A. Yes
    B. No

25. How much did you spend in on this audit and any consequent assignment to

improve the firm's website search engine optimization?

26. How satisfied were you with the consultant?

    A. Very satisfied
    B. Satisfied
    C. Somewhat satisfied
    D. Dissatisfied

27. On average, approximately how much staff time per month does the firm spend in the search engine optimization of the library website? Note: One full time person per month working exclusively on this task would mean about 150 hours.

28. What advice can you offer to other firms about their search engine optimization efforts?

CHAPTER 9 – Information Projection

29. How many separate RSS feeds or electronic newsletters or blogs about the firm and its services can be subscribed to from the law firm website?

30. Can any of the following be downloaded by end users from the law firm website?
    A. Videos
    B. Podcasts
    C. PDF's

CHAPTER 10 – Resources

31. What is the single best product, service or idea that you have discovered in recent years that has most helped you to improve the law firm website?

CHAPTER 11 – Budget

32. The budget for the law firm website is:

    A. A separate line item in the law firm budget
    B. Considered part of the information technology budget

33. Total spending on the law firm website in the following years has changed by approximately what percentage? (include spending on salaries, technology, consultants, content development, etc.)

    A. 2012
    B. 2013
    C. 2014 (anticipated)

34. Over the past three years how much did the firm spend as a 3 -year aggregate for outside programmers, consultants and freelancers to develop, alter, upgrade, or service in any way your law firm website(s) or your firm's social media sites?

    A. Law Firm website
    B. Law Firm Social Media
    C. Sites (Facebook, LinkedIn,
    D. Google+ etc.)

SURVEY PARTICIPANTS

Aluko & Oyebode
ASB law
BLG
Charles Russell LLP
Coleman & Horowitt, LLP
Davidson Chalmers
Foley & Lardner LLP
Freeborn & Peters LLP
Hawkins Parnell Thackston & Young LLP
Kirton McConkie
KoonsFuller, PC
Lerch, Early & Brewer
Ogletree Deakins Nash Smoak and Stewart
Phillips Nizer LLP
Pitmans
SA Law
Shannon, Gracey, Ratliff & Miller, LLP
Smith, Currie & Hancock LLP
Stahancyk,kent&hook
TWM Solicitors

Characteristics of the Sample

Table 1.1 How many partners does your firm have?

	Mean	Median	Minimum	Maximum
Entire sample	126.43	32.00	2.00	900.00

Table 1.2 How many partners does your firm have? Broken out by Country

Country	Mean	Median	Minimum	Maximum
USA	129.62	42.00	2.00	900.00
All Other Countries	121.25	25.00	10.00	750.00

Table 1.3 How many partners does your firm have? Broken out by Number of Partners

Number of Partners	Mean	Median	Minimum	Maximum
less than 15	8.86	10.00	2.00	15.00
15 - 60	32.57	32.00	17.00	52.00
more than 60	337.86	100.00	72.00	900.00

Table 1.4 How many partners does your firm have? Broken out by Number of Employees

Number of Employees	Mean	Median	Minimum	Maximum
less than 80	116.29	10.00	2.00	750.00
80 - 150	26.86	18.00	12.00	52.00
more than 150	236.14	93.00	38.00	900.00

Table 1.5 How many partners does your firm have? Broken out by Size of Website Staff

Size of Website Staff	Mean	Median	Minimum	Maximum
One	108.13	38.00	9.00	750.00
More than One	172.17	13.50	2.00	900.00

Table 2.1 How many total employees does your firm have?

	Mean	Median	Minimum	Maximum
Entire sample	337.33	130.00	12.00	2500.00

Table 2.2 How many total employees does your firm have? Broken out by Country

Country	Mean	Median	Minimum	Maximum
USA	433.77	110.00	12.00	2500.00
All Other Countries	180.63	135.00	25.00	610.00

Table 2.3 How many total employees does your firm have? Broken out by Number of Partners

Number of Partners	Mean	Median	Minimum	Maximum
less than 15	68.43	75.00	12.00	130.00
15 - 60	138.57	140.00	80.00	250.00
more than 60	805.00	350.00	25.00	2500.00

Table 2.4 How many total employees does your firm have? Broken out by Number of Employees

Number of Employees	Mean	Median	Minimum	Maximum
less than 80	50.57	50.00	12.00	80.00
80 - 150	124.29	130.00	90.00	150.00
more than 150	837.14	350.00	250.00	2500.00

Table 2.5 How many total employees does your firm have? Broken out by Size of Website Staff

Size of Website Staff	Mean	Median	Minimum	Maximum
One	270.47	140.00	25.00	1600.00
More than One	504.50	82.50	12.00	2500.00