

18 MARKETING METRICS TO TRACK FOR YOUR GROWING LAW FIRM

Whether your law firm is running paid ads, optimizing your content with best SEO practices, or emailing your database regularly, there are a few key metrics **EVERY** law firm should be tracking monthly to ensure their marketing strategy is effective and producing a positive ROI.



BRAND AWARENESS

- Impressions
- Keyword rankings
- Cost per lead
- Cost per client

WEBSITE TRAFFIC

- Time on site
- Bounce rate
- CTR (Click Through Rate)

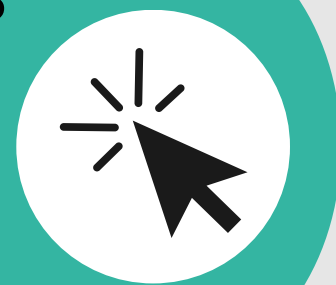


EMAIL MARKETING PERFORMANCE

- Open rate
- CTR (Click Through Rate)

PAID ADS PERFORMANCE METRICS

- CPC (Cost Per Click)
- Clicks & Click Through Rate
- Conversion Rate
- Impressions
- Reach



SOCIAL MEDIA PERFORMANCE

- Impressions
- Reach
- Engagement
- Following