



PRESS RELEASE

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Content Pilot Releases the Results of the *2016 AmLaw Global 50 Websites: Ten Foundational Best Practices* Research

December 5, 2016 --DALLAS, TEXAS - Content Pilot LLC announced today that it has completed its 6th comprehensive analysis of the websites of the largest law firms in the world, based on Ten Foundational Best Practices. The 2016 AmLaw Global 50 law firms consist of 40 firms “headquartered” in the U.S., and ten firms in the United Kingdom.

Content Pilot researchers reviewed 70 attributes for each of the 50 websites for a total of 3,500 total attributes. Websites that launched prior to July 1, 2016 were included in the Content Pilot study. Prior Content Pilot research studies analyzed the AmLaw 100 firms – done in 2005, 2006, 2007, 2010 and 2013. This is the first study and comprehensive White Paper that addresses the websites of these global powerhouse law firms.

When asked about the results, Deborah McMurray, founder and CEO of Content Pilot, and Research Director for this project said, “There are a few great innovators – firms that have taken full advantage of their recent redesigns to step out of the pack in both design and content strategies. Yet, only one firm scored “Excellent” – Morgan Lewis (www.morganlewis.com), with a score of 85.4.”

The websites of 23 firms ranked “Good” and the balance of the websites, 26, ranked “Poor.” McMurray adds, “There is tremendous room for improvement. Too many websites are broken from a visitor experience standpoint – in fact, most of them are.”

The White Paper, “***How do they Measure up? 2016 Global 50 Websites: Ten Foundational Best Practices,***” is a 120-page in-depth picture of Trends and Insights, Do’s and Don’ts, Stand-out Firms and Results for each of the 2016 Ten Foundational Best Practices. It also includes a two-page infographic, “How Well do the Global 50 Websites Communicate the Firms’ Global Growth Strategies and Messages?” – and a “Global Content Marketing Cheat Sheet” prepared by Leigh Dance, President of ELD International (who also served as Global Advisor to this project) and Deborah McMurray, CEO of Content Pilot.

Law firm leaders in firms of any size will have (1) access to data on how to create experiential pathways and journeys for the visitors they identify as “most important;” (2) a snapshot of how leading law firms are doing and an understanding of how their law firm can better compete in their chosen markets and sectors; and (3) a practical roadmap to view their websites more strategically and plan website investments with an eye toward getting a desired return.



Access the White Paper

Content Pilot is offering this White Paper at no cost. Clients of the company receive an early preview of the White Paper and results, and it will be available to the public by December 19, 2016. Access the White Paper on the company website, www.contentpilot.com.

About Content Pilot

Content Pilot is a leading strategy, design, content and technology company headquartered in the U.S., and as such, it is constantly in search of innovations and best practices inside and outside the legal industry. Its clients are global, national, regional and local law firms and other professional services firms – specifically, people who sell their brains and experience for a living. Content Pilot has three signature products: websites, proposal centers and experience databases.

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