

From the Great Jakes Blog

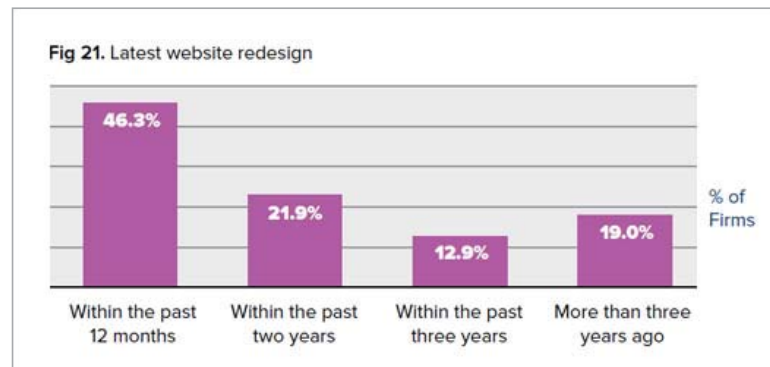
## Half of all professional service firms have redesigned their websites in the past year



By Robert Algeri, Founder  
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According to a recent study of 500 professional service firms by Hinge Marketing, nearly half of the firms surveyed said that they redesigned their website *in the past year*.

Wow. Even I was stunned by this number – and I've spent the past several years talking about how marketing is undergoing a little revolution. I guess that firms have begun to adjust their business development strategies in response to the massive shifts that have occurred in the business landscape since the beginning of the Great Recession.



### Website Trends

Although their survey included no law firms, Hinge's findings regarding website redesign trends are entirely consistent with what we are seeing in the law firm market:

- ▶ Professional services firms are transitioning their websites from passive online brochures to more dynamic, interactive marketing tools. (Here's a link to some of our thoughts on this as it applies to law firms.)
- ▶ Over 40% of those firms are now updating their sites at least once weekly.

- ▶ New websites are being built for publishing a stream of fresh content that can be promoted in social media.

## High-Growth vs. Low-Growth Firms

Hinge uncovered an interesting trend: an apparent “digital divide” emerging between the marketing techniques used by “High Growth” firms and “Low Growth” firms. For example:

- ▶ High-growth firms are more focused on virtually every online marketing technique, often by a wide margin. The top four techniques include: blogging, SEO, LinkedIn and Twitter.
- ▶ High-growth firms have increased, or have plans to increase, their marketing budget. 66% of firms plan to increase online spending in the next 12 months.
- ▶ High-growth firms update their websites frequently.
- ▶ High-growth firms are twice as likely to have redesigned their website within the past 12 months.

Here’s the big takeaway: the professional service firms that are growing fastest are the ones that are enthusiastically embracing digital marketing techniques. *Is anyone surprised?*

*Hinge’s data were compiled from an online survey of 500 professional service firms that averaged 300 employees and \$50+ million in yearly revenue. No law firms were included in the study. [You can download the complete study for free on Hinge’s website.](#)*

