

Google Review Ratings

An evaluation of Law firm office ratings / Google reviews.



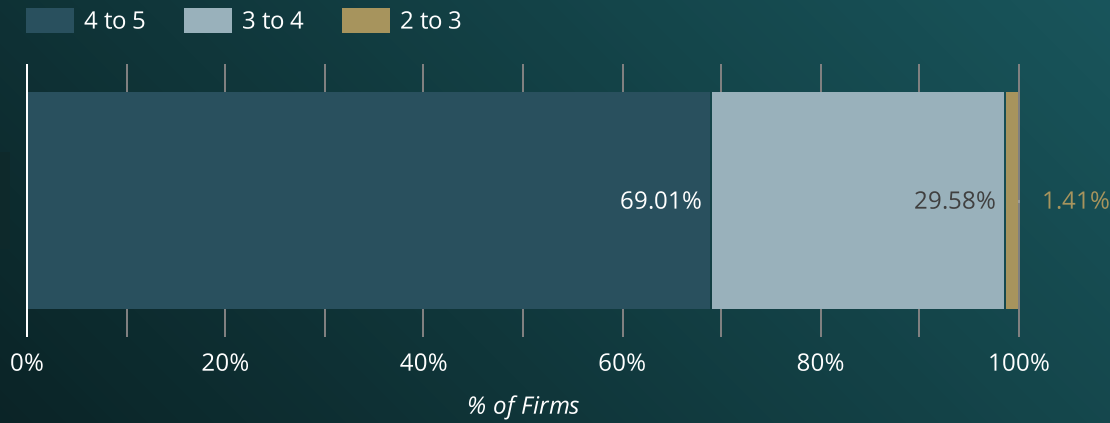
Top 10 Firms by Location Rating

Click to filter chart by 2021 scores.



	Firm	Average Rating 2023 ▾	Average Rating 2021
1.	CMS	4.65	4.44
2.	Sackers	4.6	4.6
3.	Travers Smith	4.6	4.3
4.	Herbert Smith Freehills	4.59	4.68
5.	Simmons & Simmons	4.55	4.68
6.	Fieldfisher	4.53	4.47
7.	Linklaters	4.52	4.48
8.	Allen & Overy	4.52	4.2
9.	Slaughter and May	4.5	3.95
10.	RPC	4.5	4.6

% Of Ratings (2023)

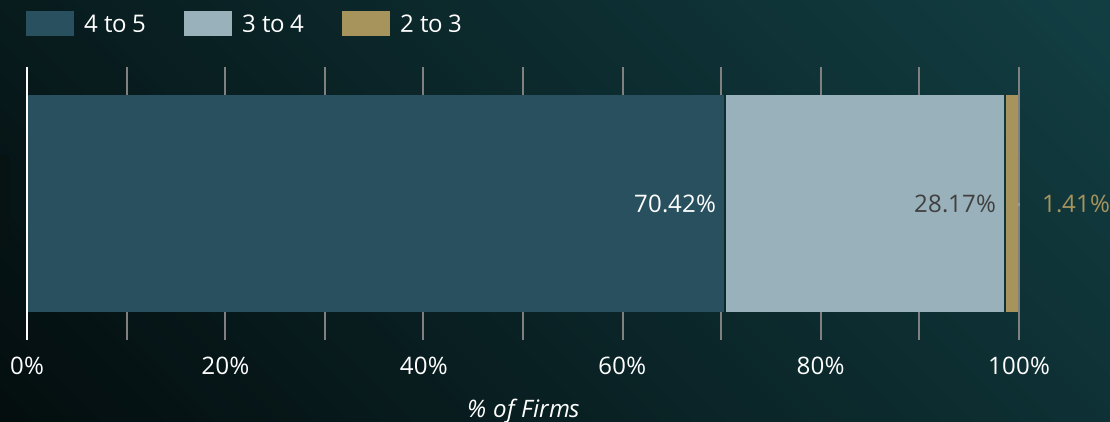


- The percentage of ratings in the 2 to 3 bucket remained the same from 2021 through to 2023 with only one firm (Harbottle & Lewis) in this bracket.

- Conversely, the percentage of ratings in the 3 to 4 bucket increased slightly from 28.17% in 2021 to 29.58% in 2023. This is a representation of 20 firms in this bracket in 2021 and 21 in 2023.

The overall trend indicates a **slight decline in the proportion of law firms receiving the highest ratings (4 to 5)** from 2021 to 2023, suggesting that fewer firms are achieving top ratings in the industry.

% Of Ratings (2021)





Top 10 Firms by Location Rating - London Offices Only

Click to filter chart by 2021 scores.

	Firm	Average Rating 2023 ▾	Average Rating 2021
1.	CMS	4.6	4.6
2.	RPC	4.6	4.5
3.	DLA Piper	4.6	4.5
4.	Clyde & Co	4.6	4.7
5.	Herbert Smith Freehills	4.6	4.8
6.	Travers Smith	4.6	4.3
7.	Sackers	4.6	4.6
8.	Linklaters	4.6	4.6
9.	Fieldfisher	4.6	4.2
10.	Gowling WLG	4.5	4.4

- Nine law firms share the highest all-time Google Review score of 4.6 for their London offices: Clyde & Co, CMS, DLA Piper, Fieldfisher, Herbert Smith Freehills, Linklaters, RPC, Sackers, and Travers Smith.
- Since 2021, only three of the aforementioned firms feature in the top five for ratings: Travers Smith, Clyde & Co, and CMS.



Firms With the Strongest Improvements - All Locations

	Firm	Average Rating 2023	Average Rating 2021	Difference ▾
1.	Irwin Mitchell	4.12	3.31	0.8
2.	Winckworth Sherwood	4	3.3	0.7
3.	VWV	3.7	3.03	0.67
4.	Slaughter and May	4.5	3.95	0.55
5.	Brodies	4.2	3.67	0.53
6.	Simpson Millar	3.7	3.28	0.42
7.	Lewis Silkin	4.1	3.7	0.4
8.	Knights	4.15	3.79	0.36
9.	Allen & Overy	4.52	4.2	0.32
10.	Travers Smith	4.6	4.3	0.3



Firms With the Largest Decreases in Ranking - All Locations

	Firm	Average Rating 2023	Average Rating 2021	Difference ^
1.	Capsticks	3.1	4.35	-1.25
2.	Harbottle & Lewis	2.6	3.7	-1.1
3.	Keystone Law	4.1	5	-0.9
4.	Howard Kennedy	3.8	4.4	-0.6
5.	Kennedys	3.7	4.3	-0.6
6.	Bevan Brittan	3.2	3.75	-0.55
7.	Harrison Clark Rickerbys	3.78	4.32	-0.54
8.	Ward Hadaway	4.1	4.6	-0.5
9.	Clarke Willmott	3.52	4	-0.48
10.	Minster Law	3.6	4	-0.4



Scoring in all Locations (By Parent Firm)

	Firm	Average Rating 2023 ▾	Rank for rating 2023
1.	CMS	4.65	1
2.	Travers Smith	4.6	2
3.	Sackers	4.6	2
4.	Herbert Smith Freehills	4.59	4
5.	Simmons & Simmons	4.55	5
6.	Fieldfisher	4.53	6
7.	Linklaters	4.52	7
8.	Allen & Overy	4.52	8
9.	Slaughter and May	4.5	9
10.	RPC	4.5	9
11.	Pinsent Masons	4.47	11
12.	Birketts	4.45	12
13.	Eversheds Sutherland	4.44	13
14.	Freshfields Bruckhaus De...	4.38	14
15.	DLA Piper	4.38	15

Average Rating

4.06

Median Rating

4.11

Google's rating system permits scores ranging from 1 to 5 stars. Scores in the range of 1-2 stars represent the lowest quartile. Scores of 4-5 stars correspond to the highest quartile.

- Across all locations, the highest score by a parent firm is recorded at 4.65.
- A minimum score of 4.35 is required to enter the top 25% bracket.
- A score of at least 4.11 is necessary to be within the top 50%.
- To fall into the top 75%, a score of 3.83 is needed.
- The lowest recorded score by a parent firm stands at 2.6.



Scoring in London (By Parent Firm)

	Firm	Average Rating 2023 ▾	Rank 2023
1.	Clyde & Co	4.6	1
2.	Travers Smith	4.6	1
3.	Sackers	4.6	1
4.	DLA Piper	4.6	1
5.	Herbert Smith Freehills	4.6	1
6.	RPC	4.6	1
7.	Fieldfisher	4.6	1
8.	Linklaters	4.6	1
9.	CMS	4.6	1
10.	Addleshaw Goddard	4.5	10
11.	Slaughter and May	4.5	10
12.	Gowling WLG	4.5	10
13.	Norton Rose Fulbright	4.5	10
14.	Clifford Chance	4.5	10
15.	Simmons & Simmons	4.5	10

Average Rating

4.1

Median Rating

4.2

Google's rating system permits scores ranging from 1 to 5 stars.

- Achieving a score of 4.6 places you at the pinnacle (top 15%) of the table in London.
- Attaining a score of 4.4 positions you within the second quartile.
- A score of 4.2 falls below the median, placing you in the lower 50% bracket.
- These marginal differences are critical for Google's determination of displayed search results.



Scoring in All Locations (By Office)

Country 

Average Office Rating

4.27

Median Office Rating

4.4

Average No of Reviews

29.12

Avg Number of Total Stars

107.87

Google's rating system permits scores ranging from 1 to 5 stars.

- The highest achievable score for any office is set at 5.
- To be ranked within the top 25% of offices, a minimum score of 4.8 is required.
- A score of 4.4 is necessary to fall into the top 50% category.
- Offices need to score at least 4.0 to be in the top 75%.
- The lowest score recorded, considering offices with ten or more reviews, is 2.0, which pertains to the Hogan Lovells Frankfurt office.
- The median score for an office is identified as 4.4.
- On average, offices have a mean (average) score of 4.27.



Offices With the Best Ratings - All Locations*

Only addresses with more than 5 reviews included*

	Firm (GBP Title)	Address	Rating ▾	No of Reviews
1.	Allen & Overy, A. P fôdzich sp. k.	Grzybowska 56/5th floor, 00-844 Warszawa, Polen	5	10
2.	Freshfields Bruckhaus Deringer	Kadashevskaya Naberezhnaya, 14, Moscow, Rusland, 119017	5	7
3.	MDS and Khanlex LLP	Sukhbaatar district, 8th khoroo, Sukhbaatar Square 2, Central Tower, Suite 1301 Ulaanbaatar 14200, Mongoliv'	5	6
4.	Hogan Lovells	9100 Shelbyville Rd, Louisville, KY 40222, Verenigde Staten	5	9
5.	Linklaters LLP	ICD Brookfield Place - Office 12-02, Level 12 - Dubai - Verenigde Arabische Emiraten	5	6
6.	RWK Goodman - Thame	7 Butter Market, Thame OX9 3EW, Verenigd Koninkrijk	5	13
7.	Rubeya & Co-Advocates	202, Bujumbura Mairie, Burundi	5	12
8.	Brodies LLP	Clava House, Cradlehall Business Park, Inverness IV2 5GH, Verenigd Koninkrijk	5	9
9.	Clifford Chance New York	31 W 52nd St, New York, NY 10019, Verenigde Staten	5	11
10.	Clyde & Co	C. de Pedro de Valdivia, 10, Planta 5, 28006 Madrid, Spanje	5	7
11.	DWF Germany Rechtsanwalts-gesellschaft mbH	Habsburgerring 2 Westgate, Habsburgerring 2, 50674 Kôln, Duitsland	5	7
12.	CLIFFORD CHANCE Partnerschaft mit beschrônkter Berufshaftung	Kôlnigsallee 59, 40215 Dôsseldorf, Duitsland	5	6



Offices With the Worst Ratings - All Locations*

Only addresses with more than 5 reviews included*

	Firm (GBP Title)	Address	Rating ▲	No of Reviews
1.	Hogan Lovells	Großstraße Gallusstraße 18, 60312 Frankfurt am Main, Duitsland	2	85
2.	Clarke Willmott Solicitors	5 St Helen's Pl, London EC3A 6AB, Verenigd Koninkrijk	2.2	13
3.	Freeths LLP	Floor 6, 100 Barbirolli Square, Manchester M2 3BD, Verenigd Koninkrijk	2.3	6
4.	Clarke Willmott Solicitors Manchester	55 Spring Gardens, Manchester M2 2BY, Verenigd Koninkrijk	2.4	14
5.	Bevan Brittan LLP	Toronto Square, Toronto St, Leeds LS1 2HJ, Verenigd Koninkrijk	2.4	10
6.	Shakespeare Martineau	1 Colmore Square, Birmingham B4 6AA, United Kingdom	2.5	41
7.	Harbottle & Lewis	7 Savoy Ct, London WC2R 0EX, Verenigd Koninkrijk	2.6	29
8.	Shakespeare Martineau	60 Gracechurch St, London EC3V 0HR, United Kingdom	2.6	33
9.	Clyde & Co	The Chrysler Building 405 Lexington Avenue 16th Floor, New York, NY 10174, Verenigde Staten	2.7	7
10.	DLA Piper Mexico	Paseo de los Tamarindos 400-Piso 31, Bosques de las Lomas, Cuajimalpa de Morelos, 05120 Ciudad de México, CDMX, Mexico	2.7	9
11.	Gowling WLG	1 Pl. Monseigneur Charbonneau #3700, Montréal, QC H3B 3P4, Canada	2.8	15
12.	Shoosmiths	1 Bow Churchyard, London EC4M 9DQ, Verenigd Koninkrijk	2.8	50



Scoring in All Locations (By Office Location, Country)

	Country	No of Offices Evaluated ▾	Total Review Count	Average Review Count	Average Office Rating
1.	United Kingdom	357	17,322	51.25	4.09
2.	United States	98	435	5.72	4.35
3.	Germany	65	780	12.38	4.34
4.	Australia	39	254	7.94	4.28
5.	United Arab Emirates	29	211	7.54	4.36
6.	Italy	28	324	12.46	4.41
7.	France	25	245	11.67	4.29
8.	Spain	23	382	18.19	4.42
9.	Belgium	21	108	7.71	4.66
10.	Canada	20	264	13.89	3.95
11.	Singapore	19	62	4.13	4.37
12.	Hong Kong	17	53	4.08	4.38
13.	Netherlands	16	244	17.43	4.34
14.	South Africa	11	610	55.45	4.44
15.	Saudi Arabia	11	147	14.7	4.51
	Grand total	975	25,453	29.12	4.27