

Darlingtons Solicitors achieve stellar online marketing results

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Darlingtons Solicitors (<http://www.darlingtons.com>) is a fast growing and dynamic law firm in London.

The firm is already known for its prominent online presence in search engine results across a broad range of legal searches online, including business law topics (<http://www.darlingtons.com/site/srvbusiness/>) and a range of individual legal issues ranging from conveyancing (<http://www.darlingtons.com/site/srvindividuals/srvconveyancing/>) to family law (http://www.darlingtons.com/site/srvindividuals/srvdivorceandfamilylaw/family_law/), wills and probate (<http://www.darlingtons.com/site/srvindividuals/srvwills/>).

The firm has ascertained that there are significant other benefits from its online activities in that the firm's online brand as a whole is rapidly improving. The concept of law firm branding, outside of the top 250 law firms, has largely been ignored by the smaller firms, but with the entry into the market of branded retailers, banks, insurance companies and others, and the Quality Solicitors concept of the importance of legal branding, smaller law firms are now looking at this issue closely.

When Darlingtons drilled down into their google analytics data they were delighted to find that, year on year, the number of google searches for branded terms relating to the firm had increased by 30% from an already impressive number per month.

James Swede, Managing Partner of the firm believes that the increase in brand awareness vindicates the firm's financial and time commitment to online marketing and that the issue of branding is nothing short of a survival issue for smaller law firms now. He states that "without a growing market presence, monitored and improved year on year, smaller law firms are likely to be overwhelmed by the power and persistence of big company marketing machines. We take this issue very seriously and believe we are well ahead of the game and well positioned for the future".

For additional information about this release email jswede@darlingtons.com.