

SEO & GEO Visibility Benchmark

MONTH 2 REVIEW • 28 AUGUST 2026 • MEASURED AGAINST MONTH 1

Two months in. Month one mapped the ground. Month two produced the first result that shows on the scoreboard. One guide published on 5 August reached page one of Google inside three weeks, and the AI assistants began naming the firm on a second topic.

00

INDEX

Contents

01 Month-two overview

02 How to read this review

03 Search rankings: what moved

04 Competitive landscape (Google)

05 AI search visibility & competitors

06 The AI questions we track

07 Technical health & performance

08 Visitors & search demand

09 The numbers, month by month

The month at a glance

August is the quietest month in the legal calendar, and it produced the strongest month so far. One new guide, published on 5 August, took the firm to page one of Google on a non-branded term within three weeks. Separately, the AI assistants began naming the firm on the employment side of the practice as well as the commercial and IP side.

BEST NON-BRAND POSITION

5

▲ FROM 18 · PAGE ONE

KEYWORDS IN TOP 100

20

▲ FROM 18

AI BRAND VISIBILITY

10%

▲ FROM 9%

AI SHARE OF VOICE

2.3%

▲ FROM 1.6%

QUESTIONS NAMING YOU

2

▲ FROM 1 OF 15

EST. ORGANIC TRAFFIC

157

▲ FROM 146

AVG POSITION · RANKING
TERMS

52.5

◆ FLAT · WAS 51.8

SEO ISSUES OPEN

121

◆ UNCHANGED

THE RESULT

The guide *Understanding Business IP: Meaning and Importance Explained* went live on **5 August**. Within three weeks "business ip meaning" reached **position 5**, up from 24, on roughly 480 searches a month. It is the first non-branded term to reach page one. The same page also brought "what is ip in business" into the top 100 at 34.

How to read this review

This report tracks two kinds of visibility. Traditional Google search, measured by where the site ranks for the terms buyers type. And AI search, measured by how often assistants name the firm when a buyer asks them who to use. The second is measured across a set of fifteen buyer questions put to ChatGPT and Gemini every cycle, sixty answers in all this month.

Two things to hold in mind. First, **seasonality**: legal search softens through August, so holding position through this month counts for more than the raw numbers suggest. Second, **the tracked AI questions changed at the start of August**, by plan. Month one used broad national questions to map who owns which conversation. From August the measurement points at specialist and Birmingham ground instead, which is where a firm this size can realistically win. Three of the four topics therefore started from zero on 5 August and have three weeks of history rather than two months.

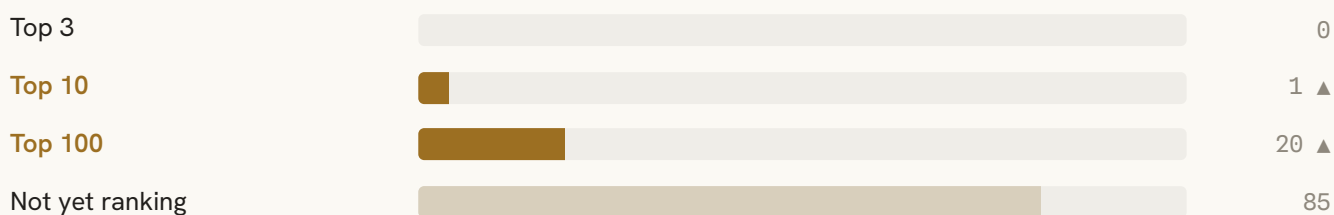
ON THE FIGURES

Rankings, traffic estimates and AI figures come from rank tracking, AI answer monitoring and a site audit, captured 29 July to 28 August 2026 for the United Kingdom, desktop, alongside Google Analytics for 30 July to 27 August. They are used for relative month-on-month tracking, not as exact counts.

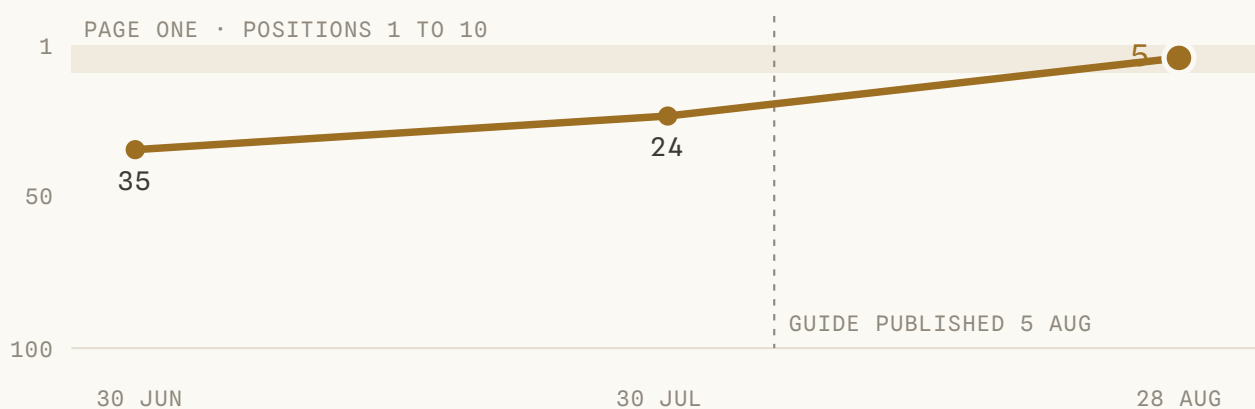
What moved in Google

Of the 105 tracked keywords, **10 rose**, **11 slipped** and **84 held**. Twenty now sit inside the top 100, up from 18, and one of them is on page one. The average position of the terms that do rank is flat, 51.8 to 52.5, which is what you would expect when the movement is concentrated at the top of the list rather than spread across it.

WHERE THE 105 TRACKED KEYWORDS RANK · VS MONTH 1

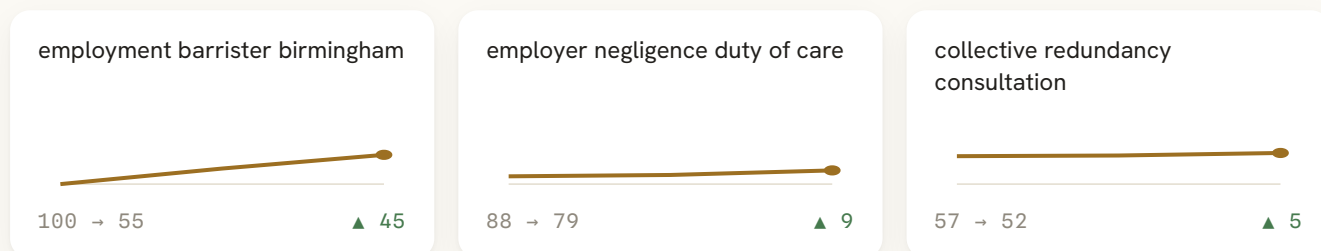


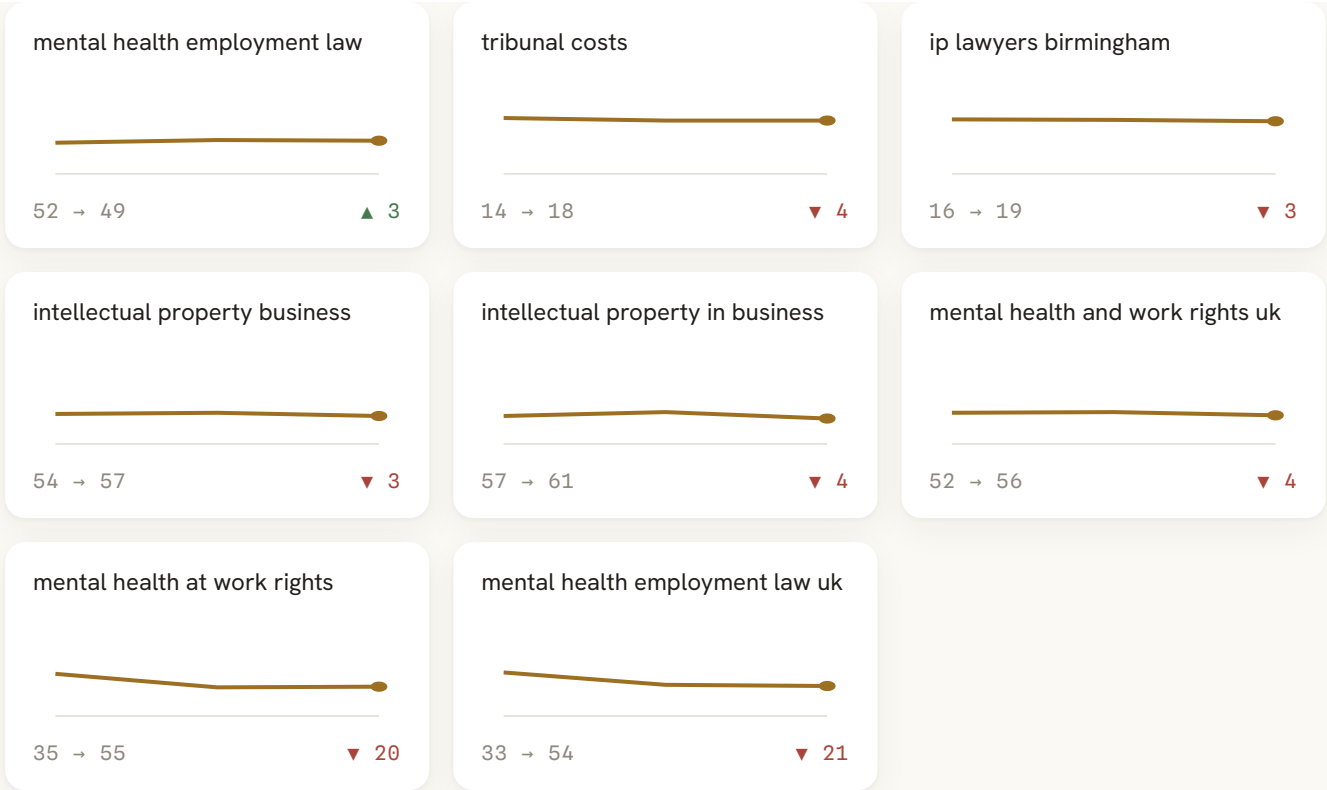
THE PAGE-ONE WIN · POSITION OF "BUSINESS IP MEANING" · HIGHER ON THE CHART IS BETTER



480 searches a month. The guide went live on 5 August and the position was measured on the 28th, three weeks later.

EVERY OTHER TRACKED TERM WITH A POSITION · JUNE, JULY, AUGUST · ALL ON THE SAME 1 TO 100 SCALE





ENTERED THE TOP 100 IN AUGUST

what is ip in business	34
employment law in birmingham	61
mental health and employment	63
employers and mental health	71

FELL OUT OF THE TOP 100 IN AUGUST

collective redundancies	was 59
law work experience birmingham	was 30

The four tax-year terms are left out of these charts. They rank, but they sit outside both practice areas.

Every keyword that moved (all 21)

▲ CLIMBERS (10)	VOL/MO	MOVE
business ip meaning	480	24→5
what is ip in business	260	100+ → 34
employment law mental health	70	59→51

▼ SLIPPERS (11)	VOL/MO	MOVE
intellectual property in business	210	51→61
why is the tax year april to april	140	67→73
mental health and work rights uk	0	51→56

collective redundancy consultation	320	56→52
mental health at work rights	50	56→55
employment barrister birmingham	10	76→55
employment law in birmingham	390	100+ → 61
mental health and employment	210	100+ → 63
employers and mental health	210	100+ → 71
employer negligence duty of care mental health	70	86→79

intellectual property business	210	52→57
why does the tax year start in april	210	65→70
ip lawyers birmingham	0	17→19
mental health employment law uk	70	52→54
mental health employment law	70	48→49
why does tax year start in april	210	66→67
collective redundancies	390	59→out
law work experience birmingham	140	30→out

THE RESULT

Two patterns worth naming. **one new page did most of the work.** The IP guide published on 5 August holds position 5 and position 34 on two separate high-volume phrases, three weeks after going live. And **the employment side is filling in without any new content:** four Birmingham and mental-health terms moved into the top 100 from outside it, including "employment law in birmingham" at 61 on 390 searches a month.

IN PERSPECTIVE

All four intellectual-property phrases now point at the new guide, and two of them gave back ground as the other two rose. That is Google re-sorting a cluster onto a new page, and it usually settles within a month or two. Two terms fell out of the top 100, "collective redundancies" and "law work experience birmingham". "tribunal costs" held at 18. Both sit on pages that have not been touched, which is the subject of section 07.

Competitive landscape in Google

These are the **ten firms you named**, five on the employment side and five on intellectual property and commercial. They went into the tracking this month, replacing the automatic suggestions that appeared in the month-one report. From here they stay fixed, so each month compares against the same names.

The first column is the useful one for reading where the firm stands today. **Shared keywords** counts the search terms where both sites appear in Google. Only Harper James meets the site with any regularity. Four of the ten show none at all, which is not a tie but no shared ground yet, and with 107 ranking terms against their thousands it is the expected starting position rather than a surprise.

FIRM	SHARED KEYWORDS	KEYWORDS THEY RANK FOR THAT YOU DO NOT	BACKLINKS
harperjames.co.uk IP and commercial · the one firm you meet regularly	51	11,928	9,384
wilkes.co.uk Employment	7	2,152	2,859
freeths.co.uk IP and commercial	3	4,479	39,140
mfgsolicitors.com Employment	3	1,488	15,339
spencershaw.co.uk Employment	2	483	1,964
schofieldandassociates.co.uk Employment	1	27	323
hgf.com IP and commercial	none	240	17,233
forresters-ip.com IP and commercial	none	172	1,511

neateandpugh.com Employment	none	49	159
codified.legal IP and commercial	none	19	158
burleylaw.co.uk (you)	107 ranking terms	.	89

HOW TO READ THIS

Burley Law ranks in Google for **107 keywords**. Harper James ranks for close to **twelve thousand**, which is what the third column is counting: terms they hold and the site does not. Read that as the size of the ground available rather than as a deficit. It narrows one published page at a time, which is what happened this month, when the guide published on 5 August took four of the site's ranking terms and put one of them on page one. **Backlinks** are the other measure of scale, 89 against thousands, and they move slowly by nature.

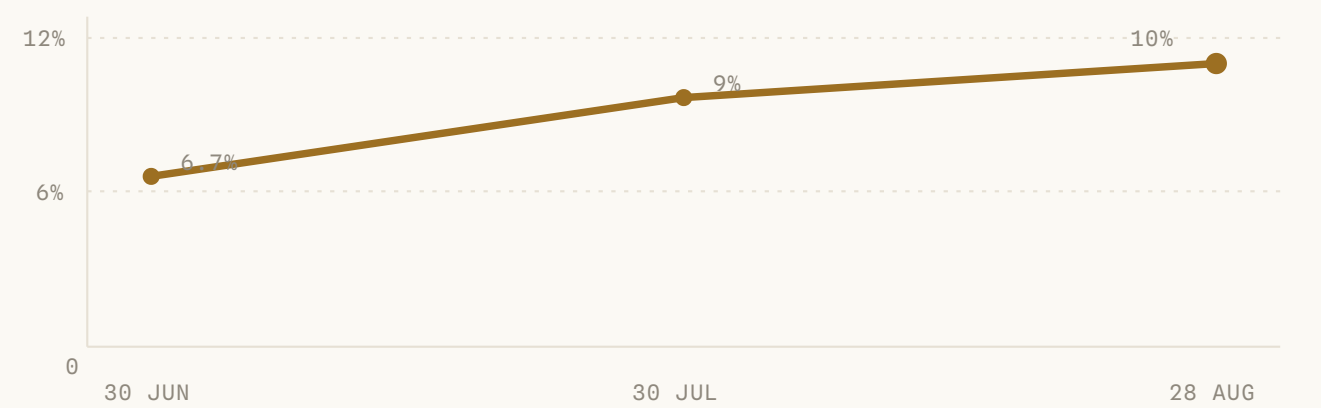
WHAT THIS BECOMES

Because this set is now fixed and chosen by you rather than generated automatically, next month's figures sit directly against these. Shared keywords rising against any of these ten is the clearest single measure of ground being taken, and it is the number to watch from September onwards.

Who the AI assistants recommend

Fifteen buyer questions went to ChatGPT and Gemini through the month, producing sixty answers. Burley Law was named in five of them. **Brand visibility rose to 10%** and **share of voice to 2.3%**, from 1.6% last month and 1.4% at the baseline. More significant than either number: the firm is now named across **two topics rather than one**.

BRAND VISIBILITY TREND • SHARE OF TRACKED AI ANSWERS NAMING THE FIRM



MOST-NAMED BRANDS ACROSS THE TRACKED QUESTIONS • LAST 30 DAYS



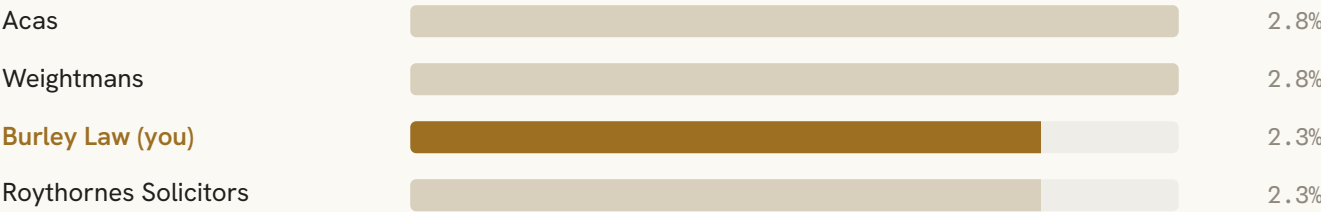
Burley Law is the third most-named brand of any kind across the tracked questions, and the second most-named law firm, in a field of more than 100 brands the assistants mentioned.

Position in the answer

Visibility counts how often a firm is named. Position counts where in the answer it appears, and it is the number that decides whether a reader acts on it. Across the ten most-visible brands, **Burley Law holds the strongest average position.**

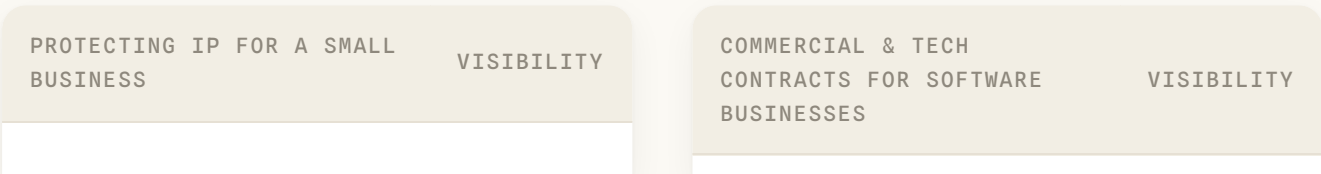
BRAND	AVG. POSITION WHEN NAMED	VISIBILITY
Burley Law (you)	1.60	8%
Summerfield Browne	1.75	7%
Acas	1.83	10%
EM Law	2.00	7%
Roythornes Solicitors	2.60	8%
Weightmans	2.67	10%
Myerson Solicitors	2.75	7%
Eversheds Sutherland	3.00	7%
Moore Barlow	4.25	7%
Harper James	5.25	7%

Share of voice



The remaining 89.9% is spread across more than 100 other brands, including public bodies and directories. Share of voice has risen each month: 1.4%, then 1.6%, now 2.3%.

Who owns each topic



Burley Law · named first (rank 1.00)	25%
Neo Percept IP	19%
Federation of Small Businesses	19%
Harper James Solicitors	13%
Sonder & Clay	13%

WORKPLACE MENTAL HEALTH & DUTY OF CARE · BIRMINGHAM	VISIBILITY
Acas	19%
Pinsent Masons	19%
Wilkes Solicitors	13%
Martin Searle Solicitors	13%
Weightmans	13%

Burley Law is named on one of this topic's four questions, at position 4. First appearance, three weeks after the topic started.

EM Law	33%
Myerson Solicitors	33%
Moore Barlow	33%
Summerfield Browne	25%
Russell-Cooke	25%

Burley Law is not yet named in this topic.

COLLECTIVE REDUNDANCY CONSULTATION · BIRMINGHAM	VISIBILITY
Roythornes Solicitors	31%
Weightmans	25%
Acas	19%
Hatton James Legal	19%
Mills & Reeve	19%

Burley Law is not yet named in this topic.

THE RESULT

The intellectual-property topic held: on "protecting intellectual property for a small business" Burley Law remains **the most-visible brand and is still named first**, ahead of the FSB and Harper James. And the firm broke into a second topic within three weeks of that topic starting from zero: on *"which law firm advises employers on mental health duty of care in Birmingham?"* the assistants now name Burley Law. That is the employment side of the practice registering in AI answers for the first time.

IN PERSPECTIVE

Two of the four topics show no mentions yet. Both started from zero three weeks ago, and both are contested by firms with far larger content libraries on those exact subjects: EM Law and Myerson on software contracts, Roythornes and Weightmans on collective redundancy. The average position across the five mentions eased from 1.00 to 1.60, which is arithmetic rather than a decline: the four intellectual-property mentions still come first in the answer, and the new employment mention came in at position 4. These are the gaps the content plan in section 07 is aimed at.

The fifteen questions, and who answers them

Every cycle, these fifteen buyer questions go to ChatGPT and Gemini, four answers each. This is the full picture, including the questions where the firm does not yet appear, because that is where the next month's work is decided.

TRACKED QUESTION	WHO THE ASSISTANTS NAME	YOU
Burleylaw vs other UK intellectual property law firms for small businesses	Burley Law, then Marks & Clerk, DAC Beachcroft, J A Kemp	1st • 100%
Which law firm advises employers on mental health duty of care in Birmingham?	Pinsent Masons, Martin Searle, Wilkes, Weightmans, Burley Law	4th • 25%
Best intellectual property protection services for small businesses in the UK	Harper James, Sonder & Clay, UK IPO, Briffa Legal	0%
Which intellectual property lawyer should I hire for a small business?	CIPA, Neo Percept IP, USPTO, Ignition Law	0%
Affordable IP protection options for small businesses near me	FSB, CIPA, Cleveland Scott York, the IPO	0%
Which law firm handles tech contracts for small software businesses in Birmingham?	Summerfield Browne, EM Law, Trowers & Hamlin, Harper James	0%
Recommended solicitors for drafting SaaS terms and conditions in the UK	Jonathan Lea Network, Myerson, Adlex, Blacks Solicitors	0%
Which UK law firm should a SaaS startup use for its commercial contracts?	Myerson, Russell-Cooke, Moore Barlow, Harper James	0%
How long does collective redundancy consultation take, and do I need a solicitor?	Acas only	0%
Best employment solicitors for employers making redundancies in Birmingham	Roythornes, Hatton James, Averta, Spencer Shaw	0%

Legal advice for employers on collective redundancy rules in the UK	Acas and GOV.UK, then Weightmans, Landau Law, Clyde & Co	0%
Which employment law firm should an employer use for collective redundancy consultation in Birmingham?	Mills & Reeve, Roythornes, Weightmans, Shakespeare Martineau	0%
Can an employer dismiss someone on long-term sick leave with mental health issues in the UK?	No firm named at all	0%
Is an employer liable for an employee's mental health problems in the UK?	No firm named at all	0%
Legal advice for an employer managing an employee off sick with stress in the UK	Acas, HSE, Equality Act 2010, UK GDPR	0%

THE RESULT

Three of the fifteen questions currently return **no law firm at all**, or only Acas: the two on employer liability for mental health, and the one on how long collective redundancy consultation takes. The assistants are answering these from guidance bodies and legislation because no firm has published the clear, direct answer they would rather cite. Those three are the most winnable openings on the board, and they sit squarely on the employment side of the practice.

IN PERSPECTIVE

The software-contracts questions are the harder set. EM Law, Myerson and Moore Barlow each appear on three or four of them, backed by deep, long-standing content libraries on SaaS and technology contracts. Getting named there is a two to three month exercise in publishing better answers than theirs, not a quick fix.

Foundations, and the one lever that matters

The on-page score held at **80 ("high")** and open issues held at **121**, unchanged across a month with no site work in it. Of 189 pages crawled, none are broken. The site is technically sound; the outstanding items are about depth, not repair.

The three open items

ITEM	PAGES	IMPACT
Thin / low word count	28	High
Titles too short	88	Medium
Titles too long	5	Medium

Crawl and performance

ITEM	NOW
Pages crawled	189
Broken pages	0
Blocked from search	24
Desktop load time	1.09s

Desktop load is 1.09s, up from 0.64s last month and still well inside the 2.5 second target, with interactivity at 17.5ms and visual stability at 0.03. Performance is not a constraint on this site.

THE RESULT

Everything points at the same lever. Twenty-eight pages are too thin to rank. Three tracked AI questions return no law firm because nobody has published the definitive answer. Two AI topics have no mention yet because rivals out-publish the firm on those subjects. **The work that moves all three is the same work: fewer, deeper, better pages on the subjects the firm actually wants to be known for.** August is the proof. One guide, published on the 5th, is on page one three weeks later and is already the fourth most-viewed page on the site.

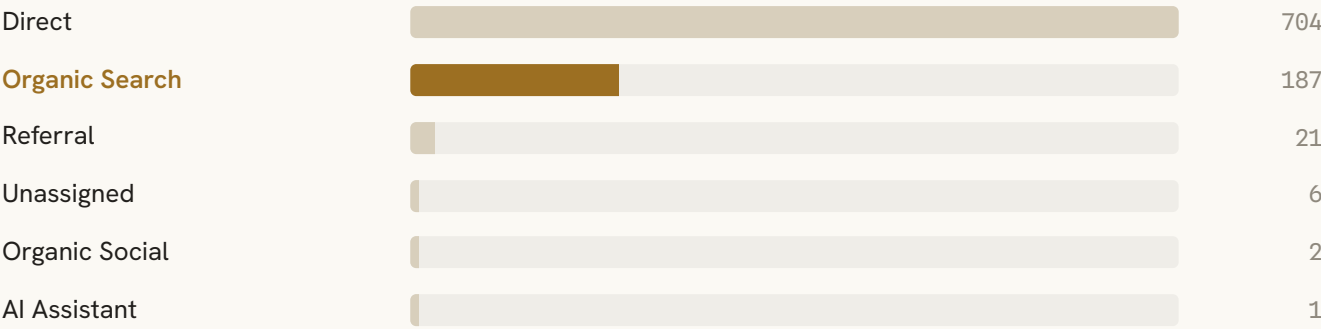
ONE TO CHECK

24 pages are currently blocked from appearing in search. Most will be intended (cart, account, login), but the list is worth a look to confirm nothing useful is on it.

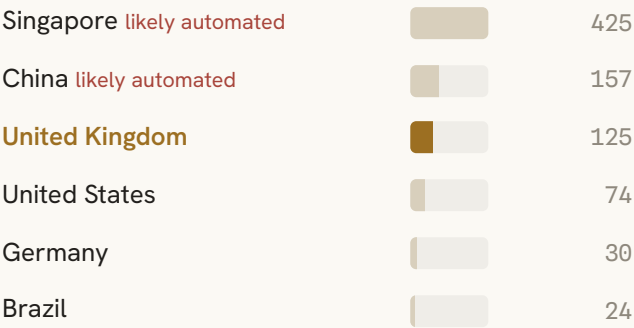
Who visited, and the summer curve

The UK audience held steady through August: **125 UK visitors against 126 in July**, in the month when legal search is at its lowest. Estimated organic traffic rose to **157 a month from 146**, and organic keywords to 107.

SESSIONS BY CHANNEL · 30 JULY TO 27 AUGUST · GOOGLE ANALYTICS



ACTIVE USERS BY COUNTRY



MOST-VIEWED PAGES

Home	361
Contact	47
We are	42
Understanding Business IP	29
Des Burley	19
Legal Internship Experience	19
Commercial Law and IP	15

THE RESULT

Two things stand out. **Search visitors behave differently from everyone else:** they stay 27 seconds against 5 seconds for direct traffic, with a 52% engagement rate against 24%. And **the IP guide is already the fourth most-viewed page on the site**, behind only the homepage, contact and about pages, from a standing start on 5 August.

FILTER THE NOISE

Headline users (872) remain inflated by automated traffic from Singapore and China, which together outnumber the UK almost five to one. The number that matters is the **125 UK visitors**. The homepage still takes about two thirds of all page views, which is the case for deepening service pages: they give buyers somewhere specific to land, and give the assistants something specific to cite.

Where August sits in the year

Legal search softens over the summer holidays and builds again from September through to the winter peak. Holding the UK audience flat and lifting estimated organic traffic through the quiet month is the part worth noting.

WHAT THIS MEANS FOR THE NEXT QUARTER

September to December is when this market's demand returns. Work published now is indexed, tested and settled by the time that demand arrives, which is the argument for putting the next two months into content rather than holding.

The numbers, month by month

METRIC	BASELINE • 30 JUN	MONTH 1 • 30 JUL	MONTH 2 • 28 AUG	MOVE
Best non-brand position	14	18	5	▲
Keywords in top 100	17	18	20	▲
Keywords on page one (non-brand)	0	0	1	▲
Average position (ranking terms)	45.9	51.8	52.5	•
AI brand visibility	6.7%	9%	10%	▲
AI share of voice	1.4%	1.6%	2.3%	▲
AI questions naming the firm	1 of 15	1 of 15	2 of 15	▲
Average position when named in AI	1.0	1.0	1.6	•
On-page SEO score	~77	80	80	•
SEO issues open	133	121	121	•
Est. organic traffic	~163	146	157	▲
Organic keywords	•	•	107	•
UK visitors (Google Analytics)	145	126	125	•
Organic search sessions	•	192	187	•
Organic engagement time	•	31s	27s	•

Backlinks	89	89	89	.
Desktop load time	1.49s	0.64s	1.09s	within target

[↑ BACK TO CONTENTS](#)

EARLIER REVIEWS · [MONTH ONE BASELINE](#) · [30 JUNE 2026](#) · [MONTH 2](#) · [28 AUGUST 2026](#) · [MONTH 3](#) · [1 OCTOBER 2026](#)

BURLEY LAW · SEO & GEO BENCHMARK · MONTH 2 · V3.4 · 28 AUGUST 2026, 13:51
Prepared by Essence Design.