

MONTH ONE BASELINE

SEO & GEO Visibility Benchmark

• burleylaw.co.uk

PREPARED FOR

Burley Law

PREPARED BY

Essence: Branding, Design
& Tech

REPORTING PERIOD

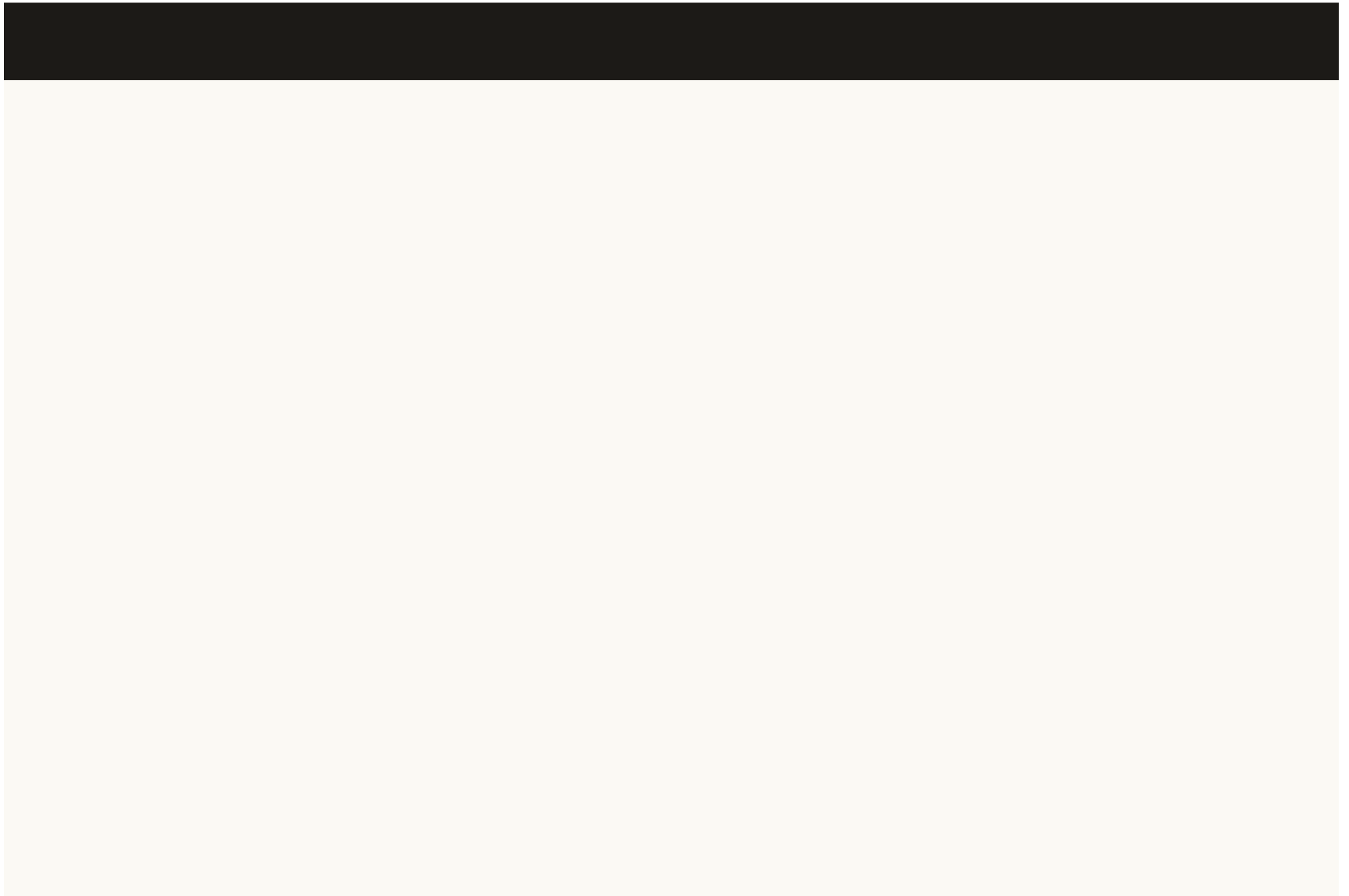
Month 1 baseline

DATE

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v1.2



Contents

- 01 Quick overview
- 02 How to read this benchmark
- 03 Search visibility & rankings
- 04 Target keywords being tracked
- 05 Competitive landscape
- 06 AI search visibility
- 07 Technical site health
- 08 Site performance
- 09 Where visitors come from

- 10 Prioritised action plan
- 11 One for the marketing intern
- 12 Your month-one numbers

Quick overview

Burley Law has solid technical foundations and a clear, specialist focus: IP, commercial and employment law for businesses in Birmingham and across the UK. But at month one, its **visibility is almost entirely confined to its own name**. Outside of branded searches, the firm rarely appears on page one of Google, and it is virtually absent from the AI assistants that a growing share of buyers now ask first.

The good news: nearly every gap below is an opportunity rather than a problem. The site is fast on desktop, stable, and already ranks (just outside page one) for valuable commercial terms it could realistically win. This is a healthy, low-risk starting position.

ORGANIC KEYWORDS

49

BASELINE

Terms where the site ranks somewhere in Google.

KEYWORDS ON PAGE ONE

2

WATCH

Both are the brand name ("burley law").

EST. ORGANIC VISITS / MO

~78

WATCH

~94% comes from branded searches.

AI SHARE OF VOICE

1.4%

PRIORITY

Surfaces in 1 of 15 buyer prompts.

MOBILE LOAD TIME

4.16s

PRIORITY

Target is under 2.5s (desktop is 1.49s).

ON-PAGE ISSUES FLAGGED

133

WATCH

All fixable on-page items across the audit.

THE HEADLINE, IN THREE LINES

1. Visibility is branded

Almost all search traffic comes from people already searching the firm's name.

2. Invisible to AI

AI assistants recommend competitors, not Burley Law, for the firm's own services.

3. Foundations are sound

Fast, stable site with fixable on-page debt and winnable near-miss rankings.

How to read this benchmark

This is a **baseline**, not a verdict. Its job is to capture today's numbers clearly so that next month, and every month after, we can show movement against them. A figure that looks low here simply marks the bottom of the curve we're about to climb.

Two kinds of visibility are measured. **SEO** is traditional Google search. **GEO**, generative-engine optimisation, is how often a brand is named by AI assistants when people ask them for recommendations. Both increasingly decide who a prospective client contacts.

RANKINGS & KEYWORDS

Organic positions, search volumes and the firm's 105 tracked target terms.

COMPETITOR ANALYSIS

Keyword overlap, gaps, estimated traffic and backlink strength for 10 competitors.

AI PROMPT TESTING

15 representative buyer questions put to AI assistants, scoring brand mentions.

TECHNICAL & SPEED AUDIT

Site crawl for on-page issues, plus desktop and mobile performance.

Data captured 30 June 2026 (location: United Kingdom). Traffic, volume and difficulty figures are third-party estimates and are used for relative comparison, not as exact counts.

Search visibility & rankings

The site ranks for **49 keywords** in Google. The shape of those rankings tells the story: a thin top, then a heavy cluster on pages four through ten, terms the firm is “known for” but not yet *found* for.

WHERE THE 49 KEYWORDS RANK



Only 2 keywords reach page one, and both are the firm's own name. No non-branded term currently ranks on page one.

Branded vs. non-branded

Of the ~78 estimated monthly organic visits, around **73 come from just two searches**: "burley law" and "burley legal." Strip out the brand and the firm is, in practice, not yet discoverable for the services it sells. That is the single biggest growth lever in this report.

Striking distance: the quick wins

These terms already rank on pages two and three. With focused on-page work they are the most realistic candidates to reach page one first.

KEYWORD	VOL / MO	POSITION	INTENT
what is an agency contract	50	12	Informational
subject access request cost	170	17	Commercial
mobile app terms of use	140	18	Informational
law internships birmingham	90	18	Commercial
legal internships birmingham	90	20	Commercial
what is tech law	70	28	Informational
commercial law firms in birmingham	70	30	Commercial

“Subject access request,” “commercial law firms in birmingham” and “agency contract” are the most commercially useful of these, real prospects, just out of reach.

Topic strengths to build on

A handful of subjects already cluster several ranking pages, natural foundations to deepen into authority topics.

Subject Access Requests

6 keywords (cost, fee, charge, exemptions): the strongest non-brand topic, ranking 17–57.

Collective redundancy

TULRCA s.188, consultation process: high-value employment terms, several at 320–390/mo.

Agency & app terms

Agency contracts and mobile-app terms already sit near page one.

Birmingham careers

Work-experience & internship terms, useful for talent and local authority.

04

STRATEGY

Target keywords being tracked

Beyond what the site ranks for today, **105 target keywords** are being tracked month-on-month. They group into six clear themes, the map of where the firm wants to be found. Their positions are recorded from this month forward as the baseline for progress.

Trademark & IP registration **≈40**

trademark registration uk · uk trademark search · trademark attorney uk · register a brand in uk

Employment law: Birmingham **≈18**

employment lawyers birmingham · employment solicitor birmingham · no win no fee · employment barrister

Mental health & employment **≈12**

mental health employment law · workplace mental health policy · employer duty of care

IP, patents & copyright **≈12**

ip law · patent lawyer uk · copyright lawyer
uk · who owns intellectual property

Working time & tax year **≈13**

4 day working week · working week uk · when
does the tax year start · working hours in a
year

Tribunals, costs & careers **≈10**

tribunal costs · how much does an
employment lawyer cost · work experience
legal · complaints law

Today most of these non-branded targets rank beyond page one (consistent with section 03). Closing that gap is the core of the SEO programme.

05

MARKET

Competitive landscape

The firms ranking for the same terms fall into two camps: a like-for-like specialist (**Landau Law**, by far the closest), and national giants operating at a different scale entirely. The realistic peer to benchmark against is the specialist tier; the giants set the long-term horizon.

COMPETITOR	SHARED KW	KEYWORD GAP	TRAFFIC/MO	BACKLINKS
landaulaw.co.uk	59	5,611	47,475	5,533
keystonelaw.com	50	3,669	18,711	83,324
irwinmitchell.com	44	16,649	143,374	141,948
weightmans.com	33	12,954	89,543	104,274
gateleyplc.com	20	3,856	9,494	80,803
gowlingwlg.com	15	3,132	112,146	227,106
mishcon.com	12	4,874	24,573	199,966
fieldfisher.com	10	5,387	29,591	1,532,600

CLOSEST COMPETITOR

Landau Law

59 shared keywords and a 5,611-term gap, the most direct benchmark.

BIGGEST CONTENT GAP

16,649 keywords

Terms Irwin Mitchell ranks for that Burley Law does not.

AUTHORITY GAP

Backlinks

Competitors carry 5k-1.5M backlinks; link-building is a long-term priority.

This set is drawn from the firms competing for the same terms today. If there are particular local competitors Burley Law wants to measure up against, just share them with us and we'll add them into the mix from next month.

AI search visibility

Increasingly, buyers ask an AI assistant, “who’s the best trademark solicitor for a small business?”, rather than scrolling Google. We put **15 representative buyer questions** to AI assistants and recorded which firms they named.

Burley Law was named in **just one of the 15**, and only the explicitly branded question (“Burley Law vs other UK IP firms”), where it ranked first. For every *non-branded* question a real prospect would ask, the firm did not appear. Its share of voice is **1.4%**.

WHO AI RECOMMENDS INSTEAD: VISIBILITY ACROSS THE 15 PROMPTS



Burley Law's 6.7% visibility comes almost entirely from the single branded prompt. On the non-branded questions that win new clients, the specialist competitors own the answer.

WHY IT MATTERS

GEO is effectively greenfield for Burley Law. A 1.4% baseline is low, but the prompts tested map exactly onto the firm's services, so there is a direct, ownable route to being recommended. This is the clearest month-one opportunity in the report.

Technical site health

The crawl found no structural emergencies, but a clear list of on-page items that, fixed, would help Google understand and rank the content. The two high-impact quick wins are unblocking the `/legal/` page and consolidating six duplicate pages.

ISSUE	PAGES	IMPACT	WHAT IT MEANS
Thin / low word-count pages	29	HIGH	Too little text for Google to judge relevance.
Title tags too short	84	MEDIUM	Titles under 30 chars miss keyword opportunity.
Missing meta descriptions	7	MEDIUM	Lowers click-through from results pages.
Duplicate title tags	6	HIGH	Three duplicate page pairs compete with each other.
Title tags too long	5	MEDIUM	Get cut off in search results.
Page blocked from crawling	1	HIGH	<code>/legal/</code> can't appear in search.
Non-SEO-friendly URL	1	MEDIUM	<code>/designs/</code> keywords don't match content.

Site performance

On desktop the site is excellent, and it's stable and responsive everywhere. The single red flag is **mobile load time at 4.16s** against a 2.5s target, and mobile is where most legal searches now happen.

DESKTOP

Load time 1.49s GREAT

Interactivity 156ms GREAT

Visual stability 0.03 GREAT

MOBILE

Load time 4.16s POOR

Interactivity 61ms GREAT

Visual stability 0.02 GREAT

Mobile load is usually driven by uncompressed images and render-blocking scripts, a contained, well-understood fix.

Where your visitors come from

Alongside search position, Google Analytics shows who is actually landing on the site. This is a volume-and-source view rather than a ranking one, and it covers the whole of June, so read it separately from the single-day SEO and GEO baseline.

Google Analytics · 1-30 June 2026.

ACTIVE USERS

814

People who visited during June 2026.

FROM THE UK

145

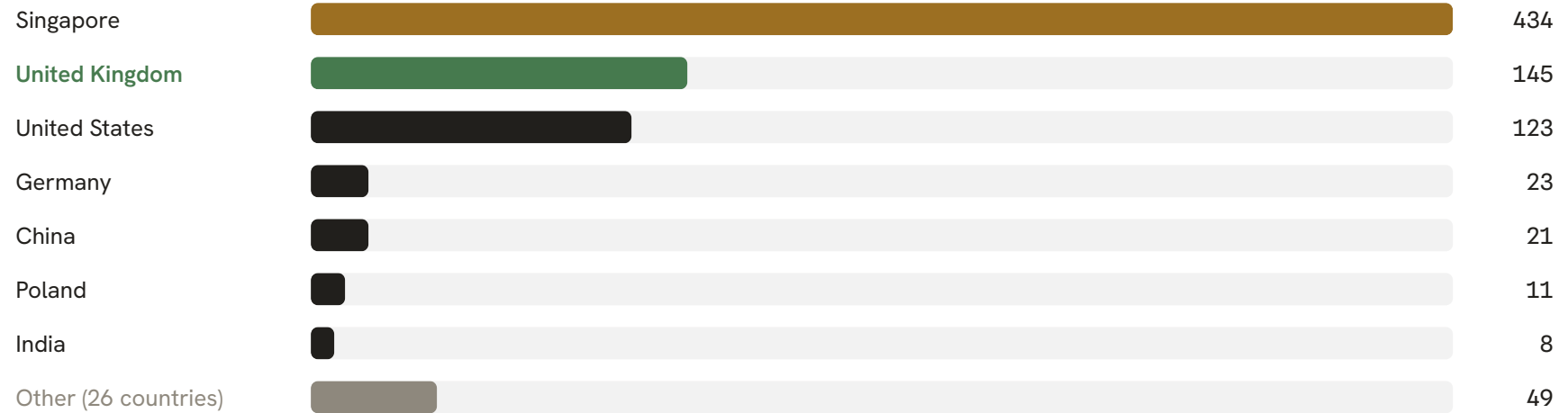
The target market, around 18% of all users.

VIA AI ASSISTANTS

1

New users referred by an AI assistant all month.

ACTIVE USERS BY COUNTRY



Singapore leads by a wide margin. For a Birmingham firm that usually points to bot or non-prospect traffic rather than real buyers, so the audience that matters is closer to the 145 UK users.

HOW NEW VISITORS ARRIVE



New users by channel. Direct dominates at roughly 81%, organic search is a distant second, and AI assistants brought a single visitor, echoing the branded and GEO findings earlier in the report.

DESKTOP VS MOBILE



Desktop is about 91% of visitors, mobile just 9%. Read against the performance section: the mobile load-time fix still matters for Google's mobile-first indexing and future prospects, but today's on-site audience is mostly on desktop. The mobile visitors who do arrive stay engaged far longer, around 29 seconds against 9 on desktop.

WHAT THE AUDIENCE TELLS US

Mostly people who already know the firm

Direct visits make up about 81% of new users, with organic search well behind and AI assistants at a single visit. It mirrors the branded-visibility and GEO gaps set out earlier.

Read the country mix with caution

Singapore outnumbers the UK and US combined, which for this firm almost certainly means automated traffic rather than prospects. Worth filtering out so the numbers reflect real people.

10

PLAN

Prioritised action plan

Sequenced by impact. **Now** protects and cleans the foundations; **Next** grows visibility; **Later** builds the long-term moat.

NOW • 0-30 DAYS

1. **Fix crawl blockers.** Unblock `/legal/` and consolidate the 6 duplicate-title pages (redirect the “-2” duplicates). High impact.
2. **Cut mobile load time.** Compress images, enable caching, defer non-critical scripts to reach $<2.5s$. High impact.
3. **Thicken priority thin pages.** Expand the most commercial of the 29 thin pages to genuine topic depth. High impact.

NEXT • 1-3 MONTHS

4. **Rewrite titles & meta descriptions.** Re-craft the 84 short titles and add the 7 missing descriptions, targeting non-branded service terms. Medium impact.
5. **Push striking-distance keywords.** Focus on-page work on the page-2/3 terms in section 03 to win page one. Medium impact.
6. **Launch a GEO content layer.** Publish FAQ, comparison and authority content answering the 15 AI buyer prompts so the firm starts being named. High impact.

LATER • 3-6 MONTHS

7. **Build authority & backlinks.** Digital PR and outreach to close the link gap on specialist peers, leveraging the existing “We Think” thought-leadership. High impact.
8. **Create commercial landing pages.** Dedicated pages for “employment lawyers birmingham,” “ip lawyers birmingham”, where the homepage ranks weakly for these. Medium impact.
9. **Build topic clusters.** Develop the tracked themes (trademark registration, collective redundancy, mental health at work) into authority hubs. High impact.

One for the marketing intern

This is a self-contained bundle of work that can run as a standalone project in parallel with the monthly retainer tasks, rather than competing with them for time. It suits a marketing intern working with light supervision: the brief is clear, the work needs no design or developer input, and the results show up quickly in rankings and click-through.

LOW RISK

NO DESIGN OR DEV

MEASURABLE

REAL SKILLS TO LEARN

What the intern owns

1. Digital-PR support

Mine the existing “We Think” thought-leadership for pitchable angles and run the outreach that earns links and brand mentions over time.

Why it fits: research- and relationship-led with no technical dependency, and it feeds directly into the long-term authority goal in section 10.

2. Backlinks & directories

Get Burley Law listed consistently across legal directories, the Law Society’s “Find a Solicitor,” the local chamber of commerce and Google Business Profile, then chase down mentions of the firm that don’t yet link back.

Why it fits: methodical, repetitive legwork with no technical dependency, and it steadily closes the authority gap on the specialist competitors in section 05.

3. GEO FAQ content

Draft clear question-and-answer content that answers the 15 buyer prompts from section 06 in plain English, for a fee-earner to review before it goes live.

Why it fits: AI assistants favour clean Q&A formatting, so this maps straight onto the firm's biggest GEO gap, and it needs a brief and a reviewer rather than any design work.

4. On-site SEO with Squirrly

Work through a shortlist of key pages we identify together, using Squirrly SEO to optimise each one for its target keyword against the plugin's on-page guidance.

How we'll set it up: a short Squirrly training session first so the intern is confident with it, then they work down the agreed page list one at a time.

THE PR PLAY, IN FIVE STEPS

1. **Audit the library.** Pull the 3–4 strongest evergreen and opinion pieces already sitting in “We Think.”
2. **Find the hook.** Turn that expertise into something a journalist will actually cite: reactive comment on an employment- or IP-law change, a plain-English explainer, or a small data point or short survey.
3. **Build the target list.** Birmingham and regional business press, legal-sector titles, and the trade publications read by the industries Burley Law serves.
4. **Pitch, don’t beg.** Short, timely emails offering a named solicitor as an expert source, not a request for a link. The link follows the coverage.
5. **Measure.** Referring domains and brand mentions gained (including in AI answers), and pieces of coverage secured, tracked month on month.

Guardrails. The intern will handle the research and first drafts, but nothing will be published without review. Rhea will oversee the marketing side, with Liz and Des checking the legal detail as subject experts. Outreach targets will also be signed off before anything is sent.

Your month-one numbers

The figures to measure every following month against.

SEO • ORGANIC

Ranking keywords	49
Keywords on page one	2
Striking distance (11-30)	8
Est. organic visits / mo	~78
Tracked target keywords	105

GEO • AI VISIBILITY

Share of voice	1.4%
Prompts appeared in	1 / 15
Prompt visibility	6.7%
Avg. rank when named	1
Closest peer (overlap)	Landau Law

TECHNICAL & SPEED

On-page issues flagged	133
High-impact issues	3 types
Desktop load	1.49s
Mobile load	4.16s
Visual stability (CLS)	0.02-0.03



Prepared for Burley Law • Baseline captured 30 June 2026.
Estimates are for relative tracking, not exact counts.