

Performance Report

May 2026

# UK Digital Market Share & Performance Top 573 Law Firms 2025

Produced by **Konstruktive** in partnership with **Byfield Consultancy**

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## About this report

Konstruktive's UK Legal Digital Traffic Index 2025 is our annual analysis of digital performance across the legal market within the United Kingdom.

This report examines the online visibility and traffic trends of 573 law firm domains with measurable digital presence in the UK market, with data spanning Jan–Dec 2025 and year-on-year (YoY) comparisons against the prior 12-month period.

It identifies sector-wide shifts, highlights major market share winners and decliners across the main traffic channels, and provides strategic guidance for firms looking to strengthen their digital footprint in an increasingly competitive and now AI-driven landscape.

We hope you find it useful and informative.

### Methodology Note:

The data in this report was sourced primarily from SEMrush and supplemented by additional digital analytics platforms that monitor search-engine driven activity across the public web.

These tools provide independently modelled estimates of website performance based on observed search behaviour, keyword visibility, backlink profiles, traffic routing patterns, and historical trend modelling.

Our analysis covers 573 law firm domains with digital visibility in the UK market, evaluating **total**, **organic**, **direct**, **referral**, and **AI-attributed** traffic between Jan–Dec 2025, as well as key engagement metrics with YoY comparisons against Jan–Dec 2024.

All figures represent industry-standard estimations, not direct server or analytics log data. While these estimates are highly effective for identifying directional trends, comparative performance, and market-level share shifts, they should be interpreted as indicative rather than exact absolute totals.

Where appropriate, this report places greater emphasis on market share movement by channel rather than absolute visit estimates, ensuring that insights are grounded in relative competitive performance across the UK legal sector.

### 5 key reasons that make this report essential viewing:

1. Benchmarking against competitors
2. Identifying market share and traffic channel shifts
3. Understanding the global market competition
4. Strategic SEO & digital marketing insights
5. Evidence for investment decisions

573

law firms analysed → the most comprehensive UK digital benchmark

49.3M

visits to global law firms websites

>1%

There are 21 firms in total that have over 1% market share of UK website traffic

# 1. UK Legal Sector Traffic Overview

Across the **573** law firm domains analysed within the UK market, total website traffic in 2025 increased modestly, reinforcing the view that the sector remains stable but increasingly competitive.

The UK legal market generated **49.3 million** visits in 2025, compared with **48.1 million** in 2024, representing a **+2.5%** YoY increase.

While this signals continued digital demand for legal information and services, the more significant trend sits beneath the headline total: user discovery is becoming increasingly diversified across the major traffic channels.

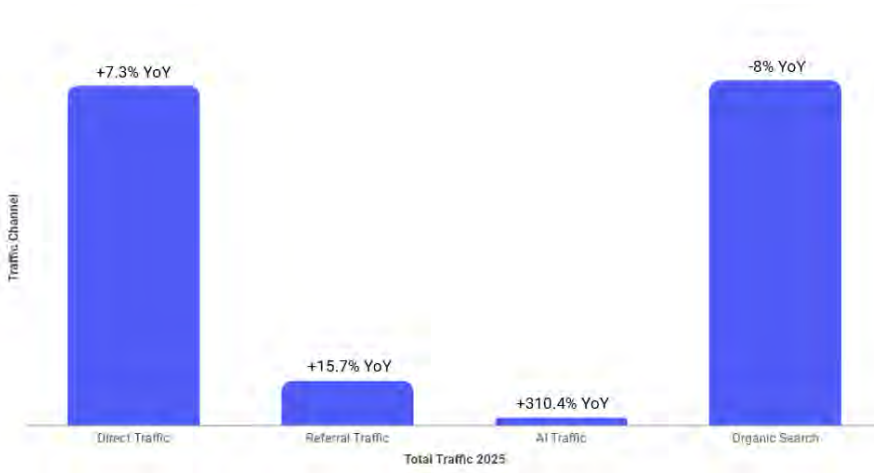
Organic search remains the largest single contributor to visits, but its relative dominance continues to soften, while direct, referral, and AI-driven channels are all increasing their share of market traffic. This reflects a meaningful shift in how users discover and engage with legal brands online. Traditional search remains critically important, but it is no longer the sole gateway to legal research and firm discovery.

The UK market is showing particularly strong signs of brand-led, referral-led, and AI-assisted discovery, with users increasingly arriving through trusted publishers, direct brand recall, AI assistants, and broader multi-touch research journeys.

Most notably, direct traffic has now almost reached parity with organic search, with just over **1 million** visits separating the two channels in 2025. Organic search generated **22.1 million** visits, while direct traffic delivered **21.7 million**, underlining just how rapidly brand-led discovery has accelerated over the last 12 months.

This is a major strategic signal for the sector. Firms with stronger brand visibility, trust, and recognition are now far better positioned to capture and retain digital market share across the UK landscape.

UK legal market channel totals with YoY growth:



The data also reveals a highly competitive and finely balanced market. With only modest overall growth, firms expanding their visibility are doing so primarily by outperforming peers across multiple channels, rather than benefiting from broader market expansion alone.

Overall, 2025 represents a transition year for the UK legal sector. Whilst SEO remains foundational, the digital landscape is evolving rapidly, user journeys now span a broader mix of channels than ever before – making the market increasingly difficult to dominate through a single-channel strategy.

## You may like to know:

- UK legal sector web traffic grew by **2.5%** in 2025, signalling a stable but increasingly competitive market
- Organic search remains the largest traffic driver, but declined by **-8%** YoY as its market dominance continues to soften
- Direct, referral, and AI channels are driving growth, with AI traffic surging by more than **310%** YoY
- User discovery is becoming increasingly fragmented as brand-led, publisher-led, and AI-assisted journeys reshape how firms are found online

## 2. UK Legal Sector Market Share

Market share remains one of the most meaningful indicators of digital visibility, as it shows how much of the total online audience each firm captures within the UK legal market.

With the UK legal market generating 49.3 million website visits in 2025, 1% of market share represents approximately 492,600 visits.

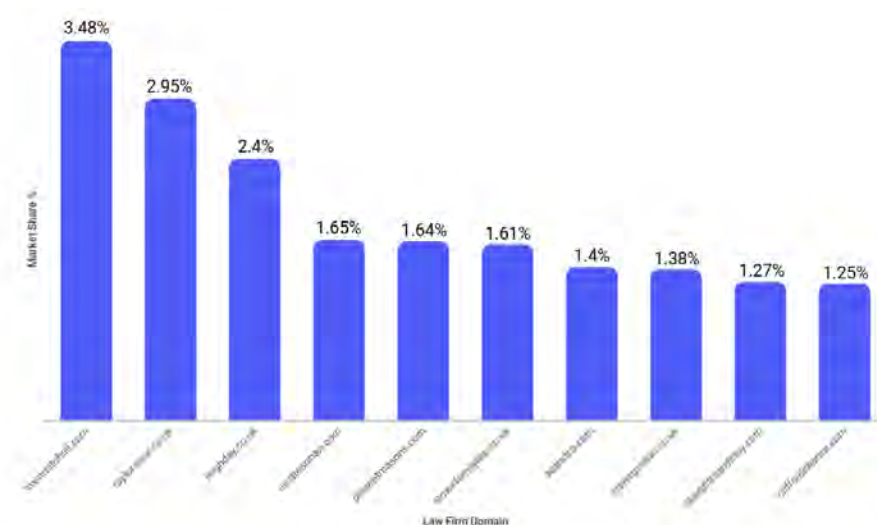
This means that even relatively small percentage movements, such as a shift of **0.1%**, translate to nearly **49,300** real visits gained or lost.

In a market where overall demand has grown by only **2.5%** YoY, gaining meaningful market share is driven far less by broader sector expansion and far more by outperforming competitors and capturing a larger proportion of the same audience.

For this reason, market share remains one of the most important indicators of digital performance. It reflects competitive strength, brand recognition, and the effectiveness of multi-channel acquisition strategies across organic search, direct, referral, and AI-driven traffic.

The UK market shows particularly clear signs of concentration among the leading firms. There are 21 firms with a market share above **1%**, collectively accounting for **15.4** million visits, or **31.2%** of total UK market traffic.

*The chart below illustrates the top 10 firms by total UK market share, clearly demonstrating how heavily traffic is concentrated among the sector's leading brands:*



This threshold is strategically significant. Reaching a **1%+** share of the UK legal market represents a major milestone in digital visibility and signals sustained success across multiple acquisition channels, rather than reliance on a single source of traffic.

Looking beyond this leading group, concentration becomes even clearer. The top 25 firms account for **35%** of total market traffic, while the top 100 collectively capture **74.8%**.

This means that just **25.2%** of total UK sector traffic is shared across the remaining 470+ firms, reinforcing both the competitive nature of the market and the dominance of the leading cohort.

### Key take outs:

- 1% of UK market share now represents 493,000 annual visits, making even small movements commercially significant.
- The top 25 firms control 35% of total UK market traffic, highlighting strong concentration at the top end.
- Direct traffic nearing parity with organic signals a sharper shift toward brand-led discovery than wider global markets.
- Smaller firms still have clear opportunities to win share through niche authority, sector focus, and trust-led visibility.

What makes the UK market particularly notable is the strength of brand-led and authority-led discovery. With direct traffic now approaching parity with organic search and AI visibility accelerating rapidly, firms with established reputation, trust, and recognisable market presence are increasingly consolidating their share.

It is also worth noting that this dynamic is more pronounced than we typically see across the wider global legal market. The UK market is materially more concentrated at the top end, and the convergence of direct and organic traffic is a much stronger signal of brand-led discovery than in broader international markets, where organic search generally maintains a clearer lead.

This suggests that digital strategy within the UK must place greater emphasis on reputation, recall, and trust-led acquisition, rather than relying on SEO performance alone.

For smaller and mid-market firms, this creates both a challenge and an opportunity. Broad, unfocused acquisition strategies are becoming less effective. However, firms that build strong authority, differentiated positioning, and visible trust signals within specific practice areas and sectors still have clear opportunities to capture meaningful market share.

In practical terms, success in the UK market is becoming less about maximising traffic volume and more about owning high-intent visibility within defined segments, where authority and brand trust can outweigh scale alone.

## Our view

***“What’s striking in the UK market is just how quickly direct traffic is on course to become the single most important channel for digital engagement. That tells us that brand-building - through sustained PR, media visibility and thought leadership - is no longer a ‘nice to have’. It’s becoming the engine of digital growth for law firms.”***

Gus Sellitto, Founder and CEO of Byfield Consultancy



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## 3. UK Legal Sector Traffic & Engagement

The following section explores how total traffic, individual channels, and engagement metrics are shifting at a market level, before we examine the firms driving the biggest gains in market share.

### 3.1 UK Total Traffic Overview

At a UK market level, total legal sector traffic increased modestly in 2025. Across the 573 law firm domains analysed within the UK market, the sector generated approximately **49.3 million** visits, compared with **48.1 million** in 2024, representing a **+2.5% YoY** increase.

While this reflects continued demand for legal information and services, the headline growth remains relatively modest. Crucially, the more important movement sits beneath the surface: growth is increasingly being driven by redistribution across channels and competitors rather than broad market expansion alone.

Firms gaining traffic in 2025 are doing so primarily by capturing greater share of an otherwise mature market, while those losing visibility are increasingly being displaced by stronger brands and more visible niche players.

This reinforces that digital growth in the UK legal sector is becoming progressively more competitive, with success increasingly dependent on channel diversification, brand visibility, and authority-led acquisition strategies.

### 3.2 UK Organic Traffic Overview

Organic search remains the largest single traffic driver across the UK legal sector, but its dominance weakened materially in 2025.

Total organic traffic across the market fell to approximately **22.1 million** visits, down from **24 million** in 2024, representing a **-8.0% YoY** decline.

This is not simply a volume reduction - it also reflects a significant shift in market composition, with organic's share of total traffic falling to **44.9%** in 2025, down from **50%** in 2024.

This softening reflects a more competitive and increasingly AI-influenced search environment. Informational legal queries are increasingly being answered earlier in the discovery journey through AI interfaces, zero-click search experiences, and brand-led navigation, reducing traditional click-through.

Organic visibility is therefore becoming increasingly concentrated among firms actively investing in practice-area depth, topical authority, and technical SEO resilience, while firms relying on historic rankings alone are beginning to lose share.

*In short, SEO isn't dying – it's evolving.*

#### Key take outs:

- Total UK legal sector traffic grew by 2.5% YoY, but growth is being driven by channel redistribution rather than broad market expansion.
- Organic traffic declined by 8%, while direct traffic grew by 7.3% and is now almost level with organic.
- AI traffic surged by 310.4% YoY, making it the fastest-growing discovery channel despite its smaller current share.
- Higher-intent visits are increasing as users arrive through brand-led, referral-led, and AI-assisted journeys.

### 3.3 UK Direct Traffic Overview

Direct traffic emerged as one of the strongest-performing channels across the UK legal sector in 2025.

Total direct visits increased to approximately **21.7 million**, up from **20.3 million** in 2024, representing a **+7.3%** YoY increase.

As a result, direct traffic now accounts for roughly **44.1%** of all UK legal sector visits, compared with **42.1%** in the prior year.

Most notably, direct traffic has now almost reached parity with organic search, with just over **1 million** visits separating the two channels.

This is a major strategic signal for the UK market and points to a clear acceleration in brand-led discovery, trust-based repeat visits, and direct firm recall. Unlike the global market, where organic still retains a clearer lead, the UK sector is showing much stronger evidence of brand equity translating directly into traffic share.

For firms operating in this environment, direct traffic is increasingly acting as a proxy for brand strength, market reputation, and client familiarity.

### 3.4 UK AI Traffic Overview

AI-driven traffic was the fastest-growing channel across the UK legal sector in 2025, albeit from a smaller absolute base.

Total AI-attributed visits increased to approximately **476,000**, up from **116,000** in 2024, representing a **+310.4%** YoY increase.

Despite this rapid growth, AI traffic still accounts for only around **1%** of total market visits, reinforcing that its strategic significance currently outweighs absolute volume.

Growth remains highly concentrated among firms with strong topical authority, structured legal content, and high-trust domain signals. As AI tools increasingly influence early-stage legal research and firm discovery, visibility within these ecosystems is becoming a growing competitive differentiator.

The YoY growth trajectory strongly suggests that AI-driven traffic will continue to expand materially throughout 2026.

### 3.5 Referral Traffic Overview

Referral traffic continued to grow steadily across the UK legal sector in 2025.

Total referral visits increased to approximately **2.82 million**, up from **2.44 million** in 2024, representing a **+15.7%** YoY increase.

As a result, referral now accounts for approximately **5.7%** of total market traffic, compared with **5.1%** in the prior year.

This growth reinforces the increasing importance of external authority signals, including publisher visibility, legal directories, PR coverage, and trusted third-party ecosystems. Referral performance is increasingly concentrated among firms with sustained media visibility and strong authority relationships, rather than simply larger backlink profiles.

This channel is becoming increasingly important not only for traffic acquisition, but also as a reinforcing signal for trust, authority, and AI visibility.

## 3.6 Engagement Trends Across the Legal Sector

Engagement metrics across the UK legal sector suggest that while total market growth remains modest, visit quality and user intent are improving.

Most firms continue to cluster within the **2-3 pages per visit** range, with stronger-performing firms exceeding this benchmark, particularly across direct and referral-led journeys.

Average visit duration remains healthy across the market, typically within the **3-to-6-minute session** range, reinforcing that legal website visits continue to be research-led and high-intent.

Bounce rates remain elevated but broadly stable, particularly across informational landing pages and practice-area content.

Where firms are outperforming on engagement, this is most often linked to:

- stronger content architecture
- clearer service journeys
- better internal linking
- more deliberate user pathways

### Our view

*“Taken together, the data suggests that the UK market is moving toward fewer, higher-intent visits, rather than broad volume-led growth. As discovery channels diversify, engagement is becoming an increasingly important indicator of digital strategy effectiveness and client trust.”*

Leigh Whitney, MD of Konstructive



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We'd love to hear from you.

## 4. UK Legal Sector Market Share Movers

The following section highlights the firms that achieved the strongest year-on-year gains in market share across the UK legal sector, both at a total market level and across the key traffic channels.

This section focuses specifically on market share growth, reflecting firms that outperformed competitors within each channel.

### 4.1 Total Traffic Market Share Movers

Below are the **top 10 market share gainers** for total UK website traffic in 2025:

1. taylor-rose.co.uk: **+0.96%** YoY
2. aoshearman.com: **+0.92%** YoY
3. stowefamilylaw.co.uk: **+0.65%** YoY
4. eversheds-sutherland.com: **+0.48%** YoY
5. setfords.co.uk: **+0.41%** YoY
6. slaughterandmay.com: **+0.41%** YoY
7. kirkland.com: **+0.39%** YoY
8. rpclegal.com: **+0.37%** YoY
9. thompsons.law: **+0.33%** YoY
10. dentons.com: **+0.28%** YoY

#### How did these firms grow their total traffic market share?

- The firms gaining the most total market share are investing in performance improvements across all major traffic channels, rather than relying on a single acquisition source.
- Overall market share growth is closely linked to stronger authority and visibility across targeted legal practice areas, allowing these firms to capture a larger proportion of sector-wide demand.
- The leading gainers are building trust and recognition fastest across emerging digital discovery environments, particularly where LLMs and AI-assisted journeys increasingly influence user research behaviour.

#### Strategic Takeaway: Total Traffic

In a relatively mature UK market, the strongest performers are those translating authority, trust, and brand visibility into sustained share gains at a market-wide level.

Total market share growth is increasingly a reflection of overall digital competitiveness rather than isolated channel success.

#### Key take outs:

- Brand-led firms are gaining share fastest, particularly across direct where trust and recognition drive deliberate user engagement.
- Authority now extends beyond traditional search, with firms increasing visibility across AI platforms.
- Channel diversification is driving growth, with the strongest movers improving share across multiple acquisition sources.
- Digital competitiveness is increasingly trust-led, with reputation, expertise, and off-site authority becoming stronger drivers of market share gains.

## 4.2 Organic Traffic Market Share Movers

Below are the **top 10 market share gainers for organic** UK traffic in 2025:

1. aoshearman.com: **+0.72%** YoY
2. slaughterandmay.com: **+0.4%** YoY
3. rpclegal.com: **+0.38%** YoY
4. taylor-rose.co.uk: **+0.31%** YoY
5. cms.law: **+0.31%** YoY
6. dacbeachcroft.com: **+0.31%** YoY
7. russell-cooke.co.uk: **+0.29%** YoY
8. mishcon.com: **+0.29%** YoY
9. fletcherssolicitors.co.uk: **+0.25%** YoY
10. stephensonharwood.com: **+0.25%** YoY

**How did these firms grow their UK organic traffic market share?**

- The strongest organic market share gainers are firms displaying high authority signals, allowing them to capture a larger proportion of search demand across competitive legal practice areas.
- Organic market share growth is increasingly being driven by firms that rank consistently for high-intent, expertise-led search journeys, where users are seeking trusted legal guidance, firm reputation, and sector-specific insight.
- Leading movers are benefiting from stronger content depth and practice-area relevance, enabling them to outperform competitors as organic visibility consolidates around recognised legal brands and authoritative specialists.

**Strategic takeaway:** Organic Traffic

Organic market share growth in the UK legal sector is increasingly concentrated among firms with the strongest authority, expertise signals, and practice-area relevance.

As search behaviour becomes more trust-led, the firms winning the largest share of organic demand are those best positioned as credible leaders with large topical content depth showcasing expertise.

## 4.3 Direct Traffic Market Share Movers

Below are the **top 10 movers for UK direct traffic market share** in 2025:

1. taylor-rose.co.uk: **+1.81%** YoY
2. aoshearman.com: **+0.95%** YoY
3. kirkland.com: **+0.81%** YoY
4. thompsons.law: **+0.77%** YoY
5. oneillpatient.co.uk: **+0.76%** YoY
6. eversheds-sutherland.com: **+0.73%** YoY
7. setfords.co.uk: **+0.53%** YoY
8. kingsleynapley.co.uk: **+0.48%** YoY
9. slaughterandmay.com: **+0.44%** YoY
10. minsterlaw.co.uk: **+0.44%** YoY

### How did these firms grow their direct traffic market share?

- The firms gaining the most direct market share are demonstrating stronger brand recognition and recall, with users increasingly navigating directly to trusted legal providers rather than beginning their journey through search-led discovery.
- Growth in direct share is closely linked to stronger trust signals and reputation equity, particularly for firms operating in high-stakes practice areas where users are more likely to seek out a known brand at the point of need.
- Several of the leading movers are benefiting from repeat visitation and multi-touch user journeys, where prior awareness generated through PR, referrals, offline channels, or previous engagement converts into direct visits over time.

### **Strategic takeaway:** Direct Traffic

Direct traffic market share growth is increasingly a reflection of brand strength and trust equity within the UK legal sector.

In a market where credibility heavily influences user choice, the firms gaining the most share are those most successfully converting reputation and awareness into deliberate, direct engagement.

## 4.4 AI Traffic Market Share Movers

Below are the **top 10 movers for UK AI traffic market share** in the legal sector for 2025:

1. kingsleynapley.co.uk: **+1.43%** YoY
2. hoganlovells.com: **+0.98%** YoY
3. slaughterandmay.com: **+0.81%** YoY
4. lw.com: **+0.8%** YoY
5. mills-reeve.com: **+0.8%** YoY
6. taylor-rose.co.uk: **+0.78%** YoY
7. cliffordchance.com: **+0.78%** YoY
8. mayerbrown.com: **+0.78%** YoY
9. duncanlewis.co.uk: **+0.74%** YoY
10. clydeco.com: **+0.71%** YoY

### How did these firms grow their AI traffic market share?

- The firms gaining the most AI market share are those with strong authority and trust signals with clearly structured expertise-led content, making them more likely to be surfaced and cited within chatbot-led research journeys.
- AI referral growth favour firms with highly trusted legal insight, specialist knowledge hubs, and clearly attributable thought leadership content, particularly where users are conducting early-stage legal research and provider comparison through LLM interfaces.
- Leading movers are increasingly visible within emerging AI discovery environments, suggesting that digital authority is now extending beyond traditional search and into citation-led recommendation ecosystems.

### **Strategic takeaway:** AI Traffic

To improve AI visibility, law firms must focus on producing clear, authoritative, and highly structured expert content that LLMs can easily interpret, trust, and cite across emerging discovery journeys.

## 4.5 Referral Traffic Market Share Movers

Below are the **top 10 movers for UK Referral traffic market share** in the legal sector for 2025:

1. oshearman.com: **+2.37%** YoY
2. hughjames.com: **+1.57%** YoY
3. dentons.com: **+1.09%** YoY
4. hoganlovells.com: **+0.71%** YoY
5. eversheds-sutherland.com: **+0.65%** YoY
6. barcankirby.co.uk: **+0.60%** YoY
7. addleshawgoddard.com: **+0.59%** YoY
8. taylorwessing.com: **+0.54%** YoY
9. linklaters.com: **+0.52%** YoY
10. rpclegal.com: **+0.48%** YoY

### How did these firms grow their Referral traffic market share?

- The firms gaining the most referral market share are strengthening their visibility across third-party ecosystems, including legal directories, publisher networks, partner websites, and trusted external platforms that influence user discovery.
- Referral share growth appears closely linked to stronger off-site authority signals, with PR activity, thought leadership placements, and high-value backlinks helping firms capture a larger proportion of externally referred traffic.
- Several of the leading movers are likely benefiting from broader professional and institutional networks, where mentions from partners, industry bodies, and media sources are translating into measurable gains in referred visits.

### Strategic takeaway: Referral Traffic

To improve referral performance in 2026, law firms need to focus on strengthening off-site authority through strategic partnerships, publisher visibility, and high-trust external mentions that expand discovery beyond owned channels.

## 5. What does this mean for the UK Legal Sector In 2026?

The UK legal sector entered 2026 in a period of strategic evolution rather than broad market expansion. Whilst total digital demand has remained stable, growing by a modest **+2.5%** YoY, the way users discover, evaluate, and engage with law firms is changing rapidly.

What is most striking is not the level of demand itself, but how increasingly concentrated that demand has become.

The UK market is materially more concentrated than the wider global legal sector, with the top 25 firms now accounting for **35%** of total market traffic and the top 100 controlling **74.8%** of all digital visits. This concentration is being reinforced by stronger brand-led discovery, growing trust signals, and increasing visibility across AI and referral ecosystems.

In practical terms, this means that digital growth is becoming progressively harder to achieve through isolated channel tactics alone.

Firms continuing to gain market share are doing so by building authority, trust, and visibility across multiple acquisition channels simultaneously - particularly across direct, referral, organic, and emerging AI-led journeys.

### 5.1 Organic Search: Still Critical but Alone isn't Enough

Organic search remains the single largest traffic channel within the UK legal market, but its share continues to decline.

The **-8%** YoY reduction in total organic traffic, combined with the rise of AI-assisted discovery and zero-click behaviours, signals that SEO alone is no longer enough to sustain market leadership.

For UK firms, organic performance in 2026 will increasingly depend on:

- practice-area depth
- technical SEO resilience
- authoritative content ecosystems
- demonstrable expertise signals

The firms winning organic share are those building comprehensive, specialist-led content and topical depth that aligns with increasingly trust-led search behaviour.

#### Key take outs:

- The UK market is becoming increasingly concentrated, with growth overall market growth slowing down (2.5% YoY).
- Brand, PR, and authority drive growth across multiple channels, not organic search alone.
- Firms that adopt a cohesive multi-channel strategy in 2026 will be best placed to gain market share.
- Topic authority and depth of legal content is becoming increasingly crucial for securing LLM citations.

## 5.2 Direct Traffic: The Resurgence of Brand Power

Perhaps the most important strategic signal for UK firms is the continued rise of direct traffic. With direct now almost reaching parity with organic search, the market is showing exceptionally strong evidence of brand-led discovery.

This is particularly pronounced in the UK compared with the wider global market.

In 2026, firms with stronger reputation, recall, and client trust will continue to convert awareness into deliberate visits and repeat engagement. Direct traffic is increasingly acting as a proxy for brand strength.

This means brand investment, PR, reputation management, and integrated digital marketing strategies will become even more commercially important.

## 5.3 AI Traffic: Fastest Growing Traffic Channel

AI-driven traffic remains small in absolute volume, but its **+310.4%** YoY growth makes it the most strategically significant emerging channel. This is no longer a future trend - it is already influencing how legal users begin their research journeys.

Users are increasingly engaging with platforms such as ChatGPT, Claude, and Gemini to explore legal topics, compare providers, and gather early-stage guidance. For UK firms, this means content strategy in 2026 must evolve beyond traditional SEO best practice.

Content now needs to be:

- clearly structured
- expertise-led
- authoritative
- citation-ready for LLM environments

Firms that adapt early are likely to build disproportionate visibility as AI discovery accelerates.

## 5.4 Referral Traffic: Backlinks Still Matter

Referral traffic growth reinforces the growing importance of external authority signals.

Visibility across publishers, legal directories, media placements, professional bodies, and partner ecosystems is becoming increasingly valuable - not only for traffic acquisition, but also as a reinforcing trust signal across the wider digital journey.

In an increasingly concentrated UK market, off-site authority is becoming a key differentiator between firms gaining share and those remaining static.

## 5.5 Looking Ahead to 2026

The data makes one trend clear: success in the UK legal market is becoming increasingly concentrated around firms that can build trust, authority, and visibility across multiple channels at once.

This is no longer a market where SEO alone defines digital performance.

The strongest-performing firms in 2026 will be those aligning:

- SEO
- brand
- PR
- content strategy
- AI visibility
- referral authority

...into a cohesive, multi-channel growth strategy.

For smaller and mid-market firms, this does not necessarily mean competing on scale. Instead, the opportunity lies in owning high-intent visibility within defined practice areas and sectors, where authority and trust can outweigh broader market reach.

In an increasingly concentrated and competitive UK market, digital success will be defined by market share capture, not simply traffic growth.

### Our view

***“In effect, digital success has become even more of a multi-channel recipe – miss one ingredient, and the result is unlikely to perform at its full potential”.***

Leigh Whitney, MD of Konstructive

***“This report reinforces a fundamental shift in the brand ecosystem for UK law firms. The firms gaining market share are those actively promoting their brand, reputations and authority across multiple channels - particularly through media and third-party platforms - so they are discovered, remembered and actively sought out by clients.”***

Gus Sellitto, Founder and CEO of Byfield Consultancy

## How can we help?

For over 25 years, **Konstruktive** has been a trusted partner for ambitious law firms, leveraging insights and benchmarks from our extensive research on buyer engagement across 573 UK and global law firms to craft award-winning digital designs, intuitive user experiences, DXP platform technology, and digital marketing strategies that transform complex challenges into real, measurable growth.

In partnership with **Byfield Consultancy**, this report reinforces just how critical digital PR has become for law firms looking to grow market share in the UK legal sector. Beyond traditional media exposure, a strong PR strategy strengthens brand recognition, builds trust signals, and increases visibility across high-authority third-party platforms - directly supporting growth across referral, direct, and increasingly AI-driven traffic channels. In a market where reputation and authority play a decisive role in user discovery, firms investing in consistent PR activity are better positioned to strengthen market presence, improve off-site trust signals, and drive sustained digital traffic growth.



**Let's talk about how we can grow your digital presence.**

Call Leigh on +44 (0)207 292 2750 or

Email us at [hello@konstruktive.com](mailto:hello@konstruktive.com)

We'd love to hear from you.



**Reputation matters and so does the strategy behind it.**

Speak to Gus about how Byfield can support your communications goals.

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# We hope you found the 'UK Digital Market Share & Performance of the Top 573 Law Firms 2025' report useful.

## ⟷ konstruktive

For over 25 years, Konstruktive has been a trusted partner for ambitious law firms, leveraging insights and benchmarks from our extensive research on buyer engagement across 560 global law firms to craft award-winning digital designs, intuitive user experiences, DXP platform technology, and digital marketing strategies that transform complex challenges into real, measurable growth.

## BYFIELD

In partnership with Byfield Consultancy, this report reinforces just how critical digital PR has become for law firms looking to grow market share in the UK legal sector. Beyond traditional media exposure, a strong PR strategy strengthens brand recognition, builds trust signals, and increases visibility across high-authority third-party platforms - directly supporting growth across referral, direct, and increasingly AI-driven traffic channels. In a market where reputation and authority play a decisive role in user discovery, firms investing in consistent PR activity are better positioned to strengthen market presence, improve off-site trust signals, and drive sustained digital traffic growth.

To find out more just call:

**Konstruktive on +44 (0)207 292 2750, or the team at Byfield on +44 (0)20 7092 3999**

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