








Living Ratings: The brand and digital intelligence of the UK's leading professional services firms 2021

7th July 2021

LIVING RATINGS 2021: 20th to 16th



	Rank 2021	Rank 2020	Accountancy Age Rank	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score
	20	–	29	Anderson Anderson & Brown	63%	100%	43%	50%	56.77%
	19	–	20	Buzzacott	65%	63%	48%	70%	58.02%
	18	–	32	BHP	52%	26%	68%	80%	58.65%
	17	18	18	FRP Advisory	70%	32%	53%	70%	59.06%
	16	11	8	Tilney Smith & Williamson	52%	63%	63%	70%	59.48%

LIVING RATINGS 2021: 15th to 11th



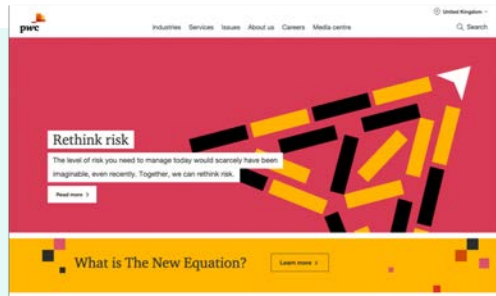
	Rank 2021	Rank 2020	Accountancy Age Rank	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score
	15	14	19	UHY Hacker Young	54%	63%	65%	70%	61.25%
	14	–	39	Lovewell Blake	70%	89%	53%	40%	61.46%
	13	–	30	Bishop Fleming	60%	58%	70%	40%	61.77%
	12	–	50	Carter Backer Winter	52%	58%	75%	60%	63.13%
	11	5	10	Mazars	60%	100%	55%	90%	65.10%

LIVING RATINGS 2021: 10th to 6th

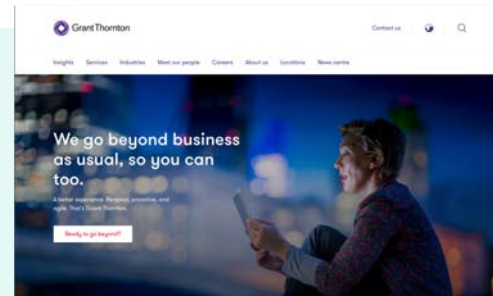
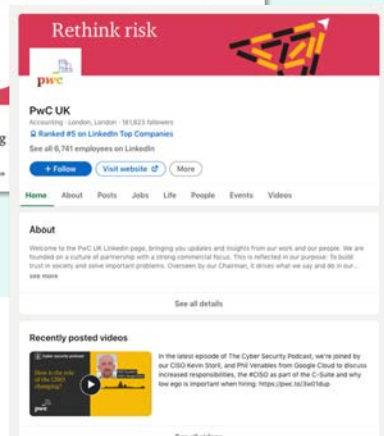


	Rank 2021	Rank 2020	Accountancy Age Rank	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score
	10	–	28	Armstrong Watson	65%	100%	58%	70	65.94%
	9	10	16	Crowe UK	67%	53%	68%	80	67.19%
	8	–	36	Streets	58%	68%	75%	70	67.50%
	7	–	27	Price Bailey	78%	63%	68%	60	70.31%
	6	2	4	KPMG	68%	95%	73%	90	70.80%

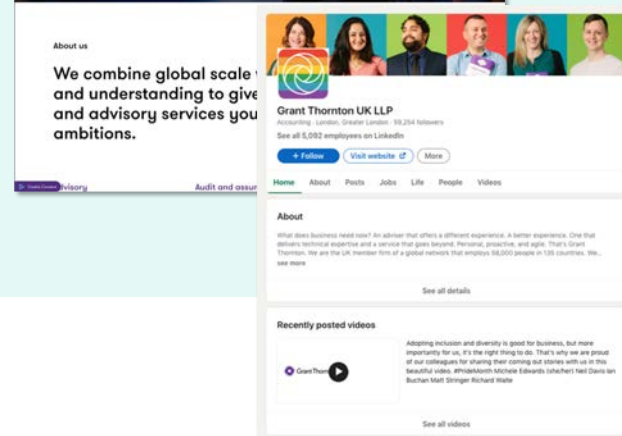
LIVING RATINGS 2021: 5th & 4th



75.42%
2020: 3rd



75.73%
2020: 12th



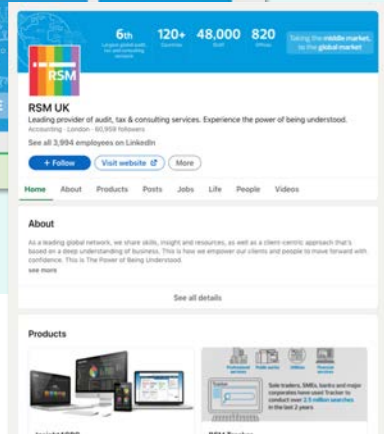
LIVING RATINGS 2021: 3rd & 2nd



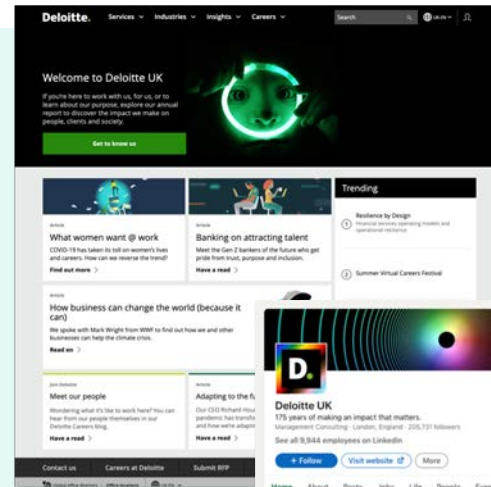
3rd RSM



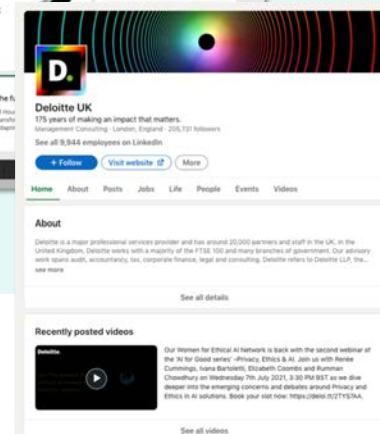
76.15%
2020: 8th



2nd Deloitte.



81.56%
2020: 4th

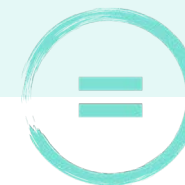
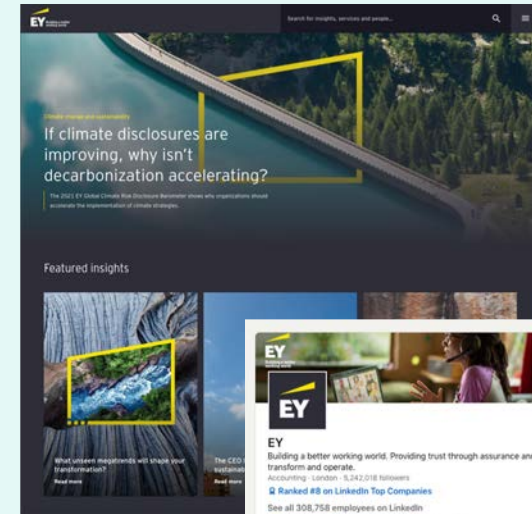
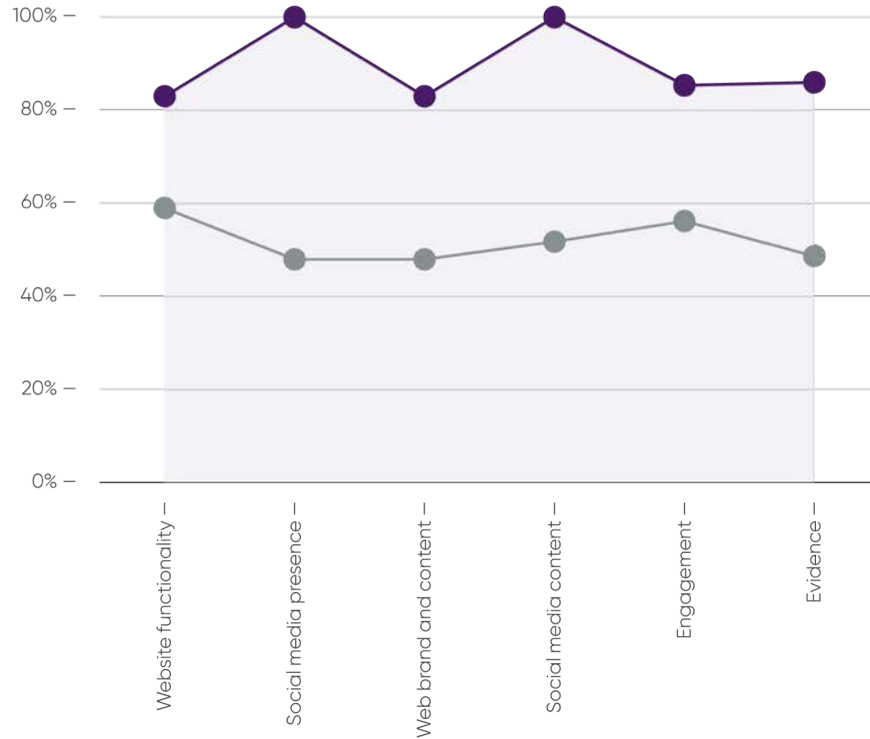


LIVING RATINGS 2021: 1st

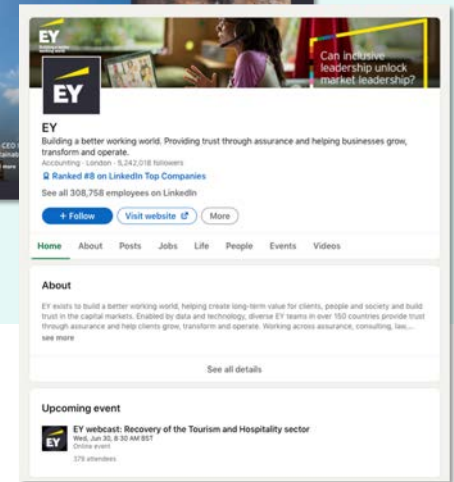


- EY
- Sector average

Classification:
▶ Determined



2020: 1st



LIVING RATINGS 2021: GETTING THE FORMULA RIGHT



Build a client-first website experience that is supported by relevant social media channels

ENGAGEMENT

+

EVIDENCE

Create original brand-driven content for all channels that supports your brand proposition

