



Living Ratings: The brand and digital intelligence of the world's leading law firms 2021

March 23rd, 2021

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LIVING RATINGS 2021: 20th to 16th



Rank 2021	Rank 2020	Revenue rank	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score %
20	59	8	Clifford Chance	62%	100%	65%	70%	67.60%
19	16	41	Dechert	71%	75%	60%	80%	67.70%
18	80	44	Milbank	69%	95%	55%	90%	68.00%
17	20	9	Morgan Lewis	69%	85%	58%	90%	68.10%
16	10	4	Baker McKenzie	73%	100%	50%	90%	68.20%

LIVING RATINGS 2021: 15th to 11th



Rank 2021	Rank 2020	Revenue rank	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score %
15	11	54	Perkins Coie	70%	75%	63%	80%	68.30%
14	12	33	Reed Smith	72%	65%	65%	70%	68.40%
13	21	79	Gowling WLG	75%	95%	50%	90%	68.50%
12	19	39	Orrick	70%	75%	60%	90%	68.60%
11	7	10	Hogan Lovells	71%	95%	55%	90%	68.90%

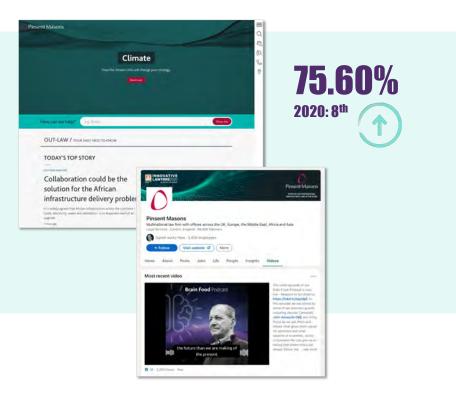
LIVING RATINGS 2021: 10th to 6th



	Rank 2021	Rank 2020	Revenue rank	Firm	Website functionality	Social Media presence	Web brand and content	Social Media content	Total score %
	10	23	16	Freshfields	72%	95%	60%	70%	72.68%
	9	32	38	McDermott	79%	75%	55%	90%	73.17%
	8	4	31	Herbert Smith Freehills	61%	95%	73%	90%	75.61%
	7	3	28	Goodwin	76%	55%	70%	80%	76.10%
\bigcirc	6	6	57	Bryan Cave Leighton Paisner	74%	95%	70%	80%	77.76%



5th O Pinsent Masons



4th Seyfarth



76.30% 2020: 1st



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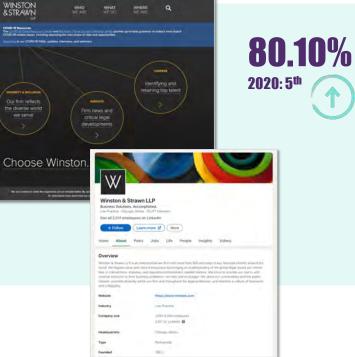
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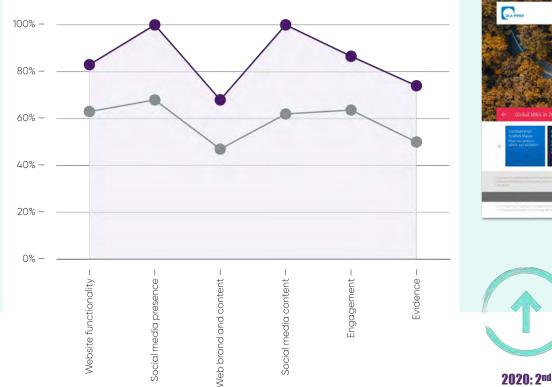
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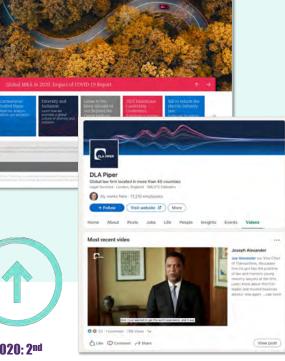
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LIVING RATINGS 2021: 1st







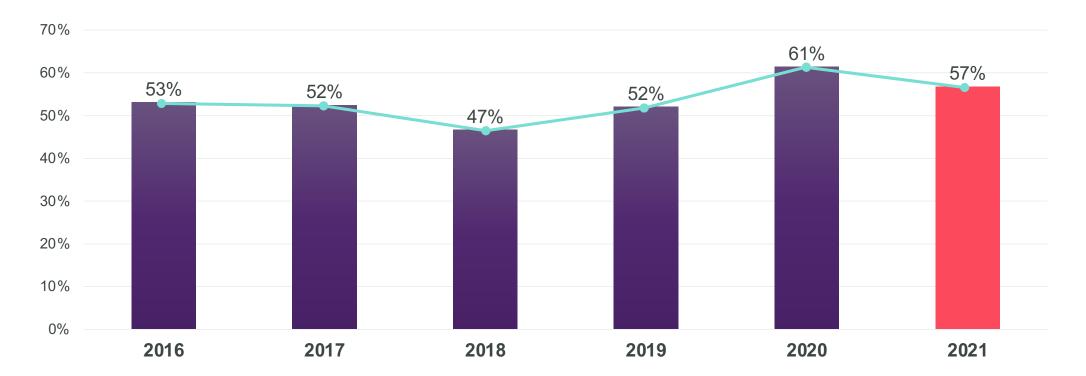


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Classification:

Determined

LIVING RATINGS 2021: YEAR-ON-YEAR AVERAGE SCORES



Average total Living Ratings score across all firms rated



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