



BTI Benchmarking Law Firm LinkedIn Performance 2023

Methodology and Approach

Our Methodology and Approach



Meticulously examined and mined data from more than 200 law firms in each of the last 3 years



Used data ending in Q1 2023 and the same time period in 2022 and 2021



Calculated performance on 18 different metrics to uncover performance insights



Singled out 9 metrics delivering the most compelling insights



Developed key benchmarks for these 9 metrics



Identified the law firms performing best and ranked performance levels for more than 200 firms



Uncovered insights into the best performances