



BS&I: SUGGESTED
IMPROVEMENTS TO
INCREASE THE NUMBER OF
PERSONAL INJURY-RELATED
LEADS

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Overview

The following report contains my findings regarding the demand for personal injury-related services in Andover alongside BS&I's current organic and paid visibility and performance. I have also suggested some possible changes for improvement.

1. Organic Reach – SEO

1.1. Keyword Research

1.1.1. BS&I's Current Keyword Ranking in PI

Upon analysing BS&I's current SEO ranking for personal injury-related keywords (*figure 1*), it is apparent that the SEO optimisation of the category page can be improved. Based on *figure 1*, the following observations can be made:

- BS&I ranks well for keywords containing the location ('eg. personal injury solicitors andover', which is great. But it does not rank well for the more generic variations of the keyword that do not include the location. This needs to be improved because people do not often search for a service by typing in the location. However, it is a difficult task due to the competitive environment. The more generic the keyword, the bigger the competition.
- 'Personal injury solicitors' keyword should be linked to the personal injury page, but it's connected to <https://www.bsandi.com/professional-negligence-claims> - this is not so good, because it's a strong keyword with higher traffic.
- 'personal injury solicitor andover' – BS&I ranks 3rd in Andover, Salisbury and UK - this is very good, but it's a low-traffic keyword.
- 'personal injury lawyers' – BS&I is 79th in Andover – should be improved (high-traffic keyword).
- 'Personal injury claims' – The strongest keyword but the site does not rank - it would be worth optimising for it.

22 keywords										Export
Keyword	Position	Volume	Traffic ↓	KD	SERP features	URL	Location	Update		
<input type="checkbox"/> personal injury solicitors	10	1,400	20 +20	37		www.bsandi.com/professional-negligence-claims	Andover, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury solicitors andover	3	0-10	<1	0		www.bsandi.com/personal-injury	Andover, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury solicitors andover	3	0-10	<1	0		www.bsandi.com/personal-injury	United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury solicitors andover	3	0-10	<1	0		www.bsandi.com/personal-injury	Salisbury, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury	>100	1,200	0	52		—	Andover, England, United Kingdom (EN)	2 Mar		
<input type="checkbox"/> personal injury compensation	>100	250	0	47		—	Andover, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury solicitors salisbury	41	0-10	0	0		www.bsandi.com/personal-injury	Salisbury, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury solicitors	>100	1,400	0	39		—	United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury claims	>100	2,200	0	47		—	Andover, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury lawyers	79	600	0	51		www.bsandi.com/personal-injury	Andover, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury solicitors salisbury	41	0-10	0	0		www.bsandi.com/personal-injury	United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury	>100	1,200	0	52		—	Salisbury, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury lawyers	>100	600	0	51		—	Salisbury, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury solicitors	>100	1,400	0	39		—	Salisbury, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury	>100	9,600	0	70		—	United States (EN)	2 Mar		
<input type="checkbox"/> personal injury compensation	>100	250	0	47		—	Salisbury, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury claims	>100	2,200	0	47		—	Salisbury, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury solicitors salisbury	41	0-10	0	0		www.bsandi.com/personal-injury	Andover, England, United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury lawyers	>100	600	0	52		—	United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury claims	>100	2,200	0	47		—	United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury compensation	>100	250	0	50		—	United Kingdom (EN)	1 h		
<input type="checkbox"/> personal injury	>100	1,200	0	52		—	United Kingdom (EN)	1 h		

Figure 1 current SEO ranking for personal injury-related keywords

1.1.2. The Best Keywords to Optimise for

In order to determine the most-searched organic keywords in the Andover area, I had to cross-check the data from our SEO software and Google Ads. (Figure 2 and Table 1). This is because the SEO software only shows certain keywords' search volume nationwide, but not locally. As a rule of thumb, there is generally no big difference between the local and nationwide ranking of keywords. However, to see the local search characteristics, I also did keyword research using Google Ads' keyword tool. This way I could see the most searched keywords specifically in Andover, however, this data refers to paid search results and not organic ones. Therefore, the two sets of data need to be interpreted in conjunction.

Figure 2 shows the keywords with the highest number of organic searches nationwide. 'Personal injury claims', 'personal injury solicitors', 'personal injury' and 'personal injury lawyers' are the most searched organic keywords.

Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic	SF	Updated
personal injury claims	49	2.2K	5.3K	10K	\$55.00	0.85	personal injury claims	2	4 days
personal injury solicitors	42	1.4K	3.6K	4.8K	\$45.00	0.78	personal injury	4	2 days
personal injury	54	1.2K	15K	5.0K	\$45.00	0.63	personal injury	7	4 days
personal injury lawyers	53	600	33K	1.6K	\$70.00	0.80	personal injury lawyer	3	3 days
personal injury compensation	46	250	1.1K	2.2K	\$45.00	0.77	personal injury claims	2	6 Feb
personal injury solicitors andover	N/A	0-10	40	N/A	N/A	N/A		N/A	
personal injury solicitors salisbury	N/A	0-10	60	N/A	N/A	N/A		N/A	

Figure 2 Organic search volume for PI related keywords nationwide

The most searched keywords in Andover according to Google Ads correlate with the nationwide organic data in figure 2. However, it can be seen that none of the keywords is particularly frequently searched in Andover. The average monthly search is 10 or below. Discounting those people who are not actually looking for a law firm, but doing research, reading about the topic, looking for a job, etc., the actual number of people looking for PI services is about 4-5 per month. This means that all the law firms in the area are competing for the attention of 0-5 potential clients a month.

Table 1 The most searched PIP-related keywords in Andover according to Google Ads

Keyword	Sum of Avg. monthly searches
making an injury claim	10
injury claim	10
accident at work solicitors	10
personal injury	10
accident claim settlement amounts	10
criminal injury compensation claim	10
accident claim solicitors	10
lawyer accident claim	10
accident compensation claim	10
personal injury at work claims	10
accident injury claim amounts	10

personal injury lawyers	10
accident injury solicitors	10
work injury claims	10
accident solicitors	10
personal injury solicitors	10
accident solicitors near me	10
injury lawyer near me	10
accidents at work claims	10
lawyers for accidents at work	10
auto accident lawsuit	10
personal accident claim	10
best accident at work claims company	10
personal injury claims	10
best accident claims company	10
personal injury lawsuit	10
best injury claim lawyers	10
personal injury solicitors near me	10
bike accident compensation claims	10
pi law	10
car accident claim	10
criminal injury claim	10
car accident claim amounts	10
holiday claims	10
car accident claim solicitors	10
injuries lawyers for you	10
car accident claims company	10
injury claims for you	10
car accident injury claim	10
injury solicitors near me	10
car accident injury compensation	10
lawyer for accident at work	10
car accident solicitors	10
lawyers for injury at work	10
car crash personal injury claim	10
my injury claim	10
car crash solicitors	10
personal injury	10
car injury claim	10
personal injury attorney	10
catastrophic injury attorneys	10
personal injury claims car accident	10
claim solicitors	10
personal injury law firms near me	10
compensation claim solicitors	10
personal injury lawyer near me	10
compensation for negligence	10
personal injury solicitors	10

compensation solicitors	10
personal injury solicitors salisbury	10
criminal compensation amounts	10
pi claim	10
criminal compensation claims	10
traffic accident solicitors	10
criminal injuries	10
criminal injuries compensation	10
injury lawyer	10

1.1.3. Road Traffic Accident Claims

As traffic accidents are more of a standalone sub-genre of personal injury claims, I have also run research to see the volume of road traffic accident-related searches both nationwide and locally in Andover (Figure 3 and Table 2). The results indicated that there are approximately as many people searching for road traffic accident solicitors alone, as for personal injury lawyers. Therefore, it is worth considering creating a separate service page for road traffic accidents.

Keyword	KD	Volume	GV	TP	CPC	CPS	Parent topic	SF	Updated
car accident solicitors	11	450	1.1K	1.6K	\$55.00	0.73	solicitor car accident	3	13 Feb
road traffic accident claims	5	450	800	1.4K	\$45.00	1.03	road traffic accident claim	3	17 Feb
car accident claim solicitors	6	100	350	1.7K	\$90.00	N/A	solicitor car accident	2	3 days
car crash solicitors	4	50	200	2.2K	\$60.00	N/A	accident attorneys	2	7 days
traffic accident solicitor	N/A	10	150	N/A	N/A	N/A	N/A	N/A	

Figure 3 Road Traffic Accident Claim Organic Keyword Traffic (UK)

Table 2 Road Traffic Accident Claim PPC Keyword Traffic (Andover)

Keywords	Sum of Avg. monthly searches
car crash solicitors	10
car accident solicitors	10
road traffic accident claims	10
car accident claim solicitors	10
traffic accident solicitor	10

1.2. Competitor – Bonallack and Bishop (B&B)

Based on the findings, it can be seen that the local competitor offering similar services can be a threat to BS&I’s traffic and leads, especially considering the low general demand in the area.

The findings indicate the following:

- Bonallack and Bishop’s website has significantly higher overall traffic than BS&I.
- B&B’s website is outdated and not visually appealing, but there’s very detailed information about the services, which is a positive.
- B&B is optimising their PI page for the ‘personal injury claims’ keyword, which is the strongest one to optimise for. <https://www.bishopslaw.co.uk/personal-injury/>
- BS&I and B&B rank similarly for keywords mentioning the location, such as ‘lawyer andover’, ‘personal injury lawyer andover’, but the latter ranks better for more generic variations of the same keywords that are not mentioning the location. (E.g. ‘personal injury solicitors’). This means that Bonallack and Bishop has an overall stronger position.
- B&B has a separate sub-page for most of the different types of personal injury cases they deal with (Figure 4).

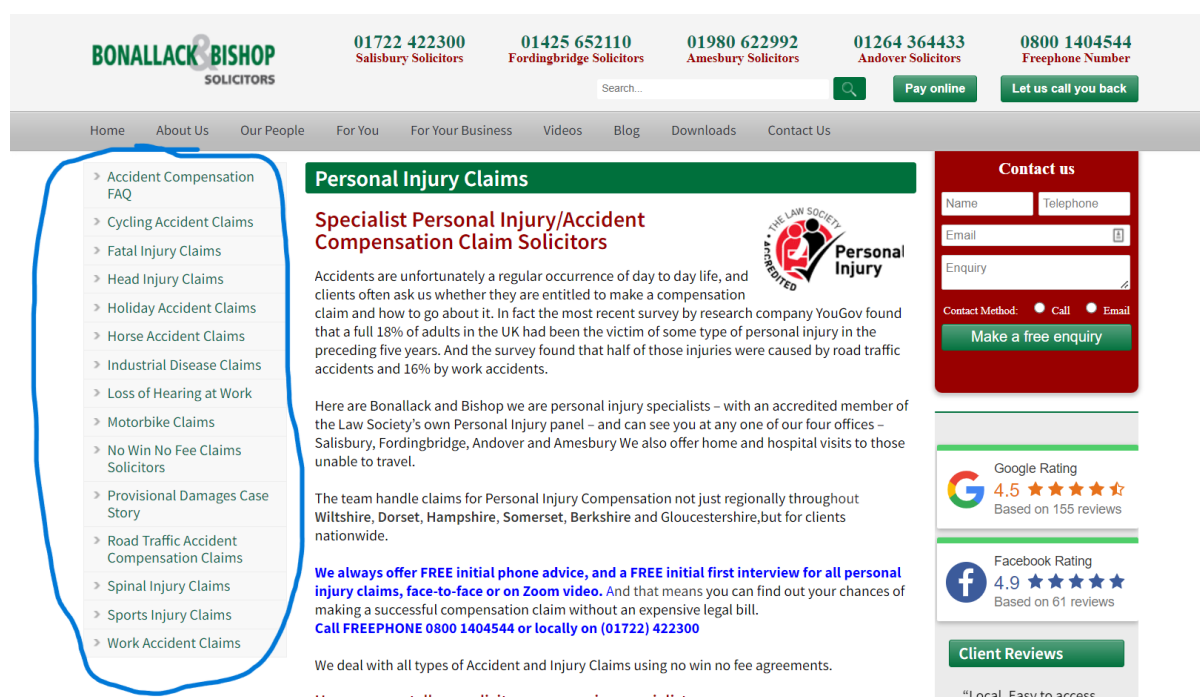
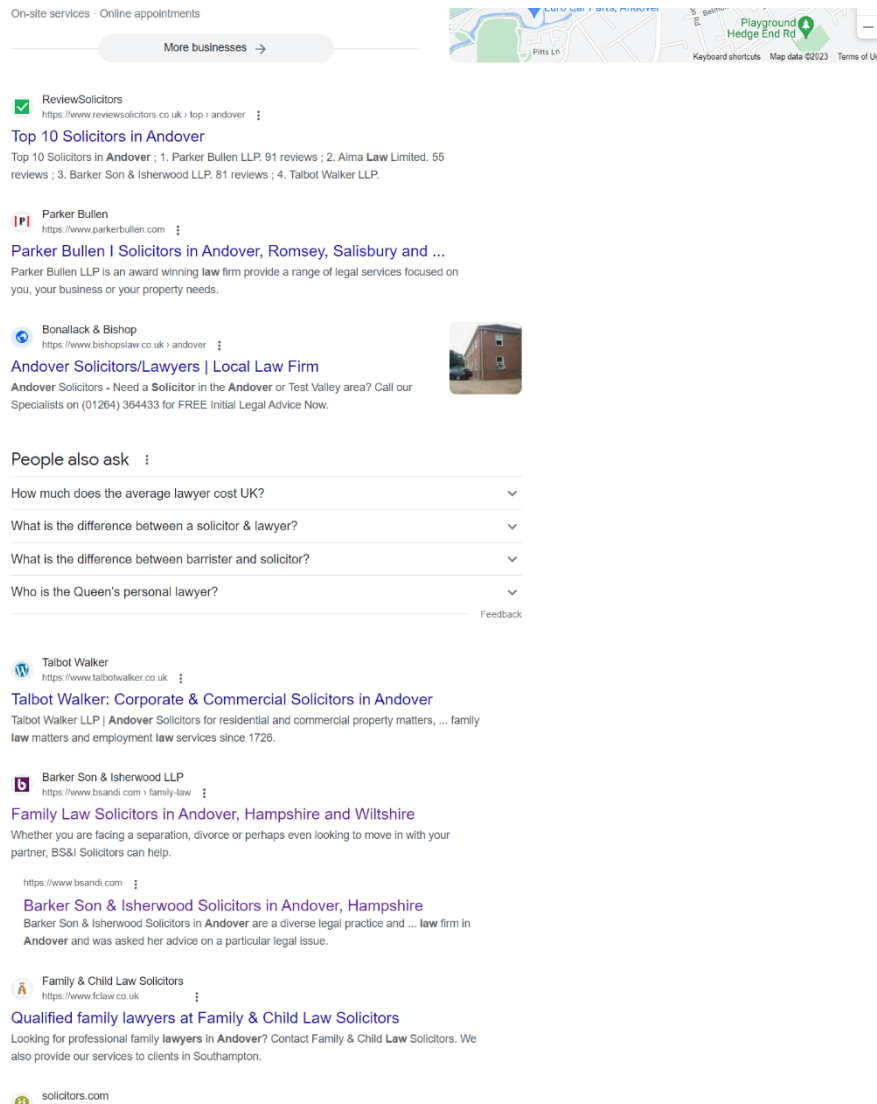


Figure 4 B&B PI related service pages

B&B also has location pages for the areas they cover and it seems to work well for them. (<https://www.bishopslaw.co.uk/salisbury/> <https://www.bishopslaw.co.uk/andover/>)

In the screenshot below I searched for ‘lawyer andover’. Bonallack and Bishop’s ‘Andover’ page came up as the third result on the list, and BS&I only came fifth. This means that it may be beneficial for BS&I to create location pages.



1.3. Google My Business Optimisation

The ranking on Google Maps is almost as important as the overall SEO ranking when it comes to local businesses. This ranking can be improved by optimising the Google My Business account.

BS&I-s Google My Business ranking is not generally bad, but it can be improved. Especially when it comes to the PI aspect.

Figure 5 shows that when I typed in ‘personal injury lawyer andover’ into Google, the competitor has come up as the first result, while BS&I is not even in the top three. On the

contrary, it can also be seen that BS&I is number one on the Google search list, ahead of B&B which comes second. However, due to B&B's number-one ranking on Google maps, BS&I can still lose valuable leads.

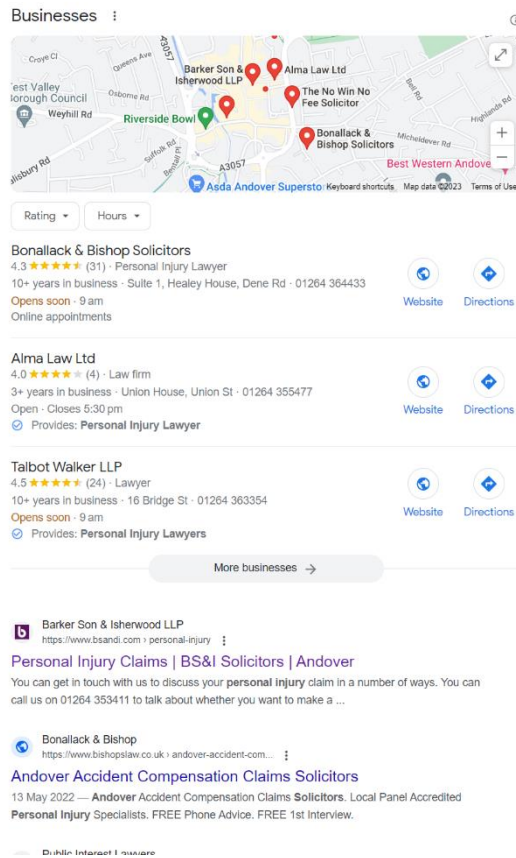


Figure 5 B&B is the number one to rank on Google Maps, despite BS&I being the first one in search results for keyword 'personal injury lawyer andover'

I would suggest that it is worth optimising BS&I's Google My Business and Google Maps ranking.

1.4. Google Analytics Data

1.4.1. Current Traffic

Figure 6 shows the top 10 most-viewed pages between 13th December 2022 and 12th March 2023.

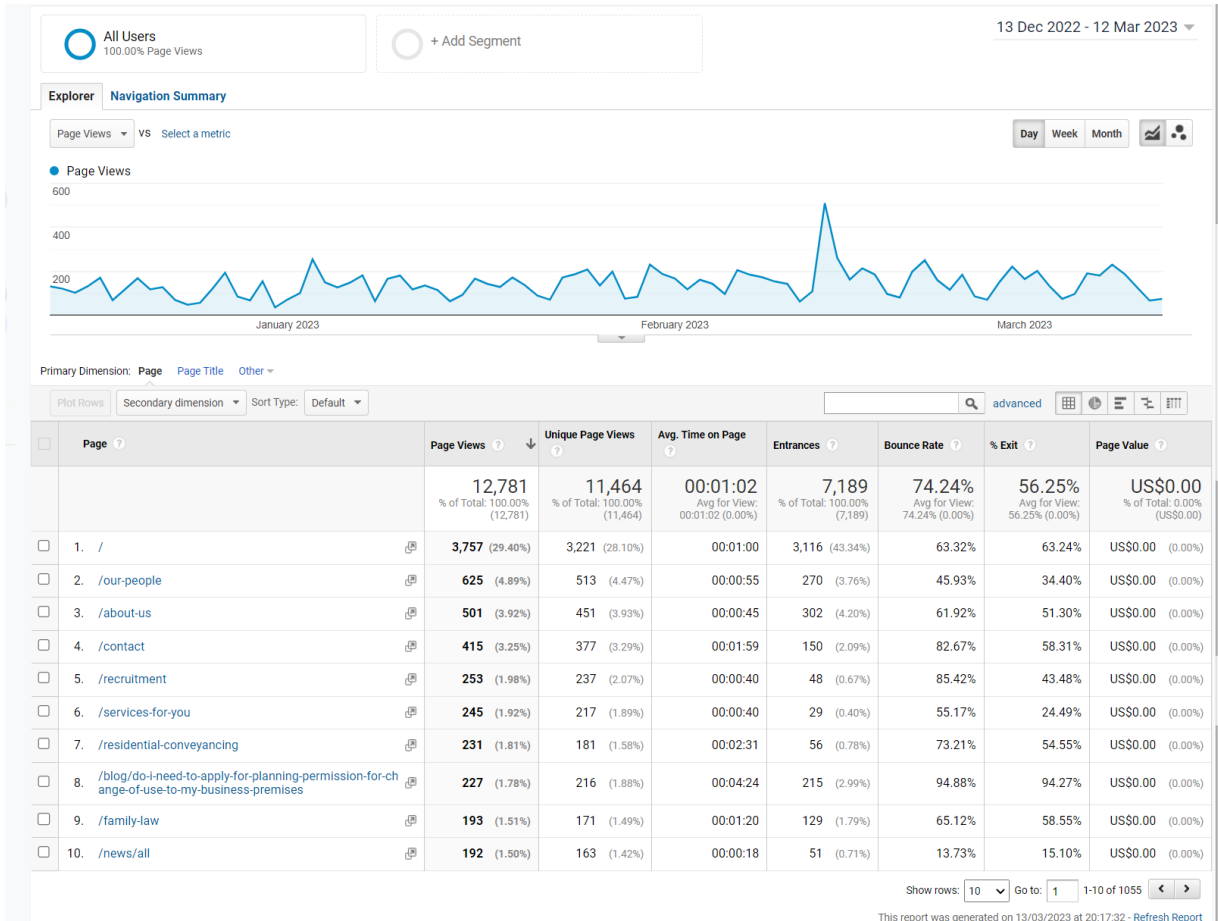


Figure 6 Most Visited Pages

As the **home page**, **‘our people’** and **‘about us’** have been the most viewed pages, it would be worth making a reference to the personal injury service on at least one of these pages (preferably the homepage) to lead those viewers to the personal injury page. (Eg. a carousel on the home page promoting the PI services or a ‘featured services’ section.) – See Figure 7 below for an example of Slater and Gordon promoting its featured services on the homepage.

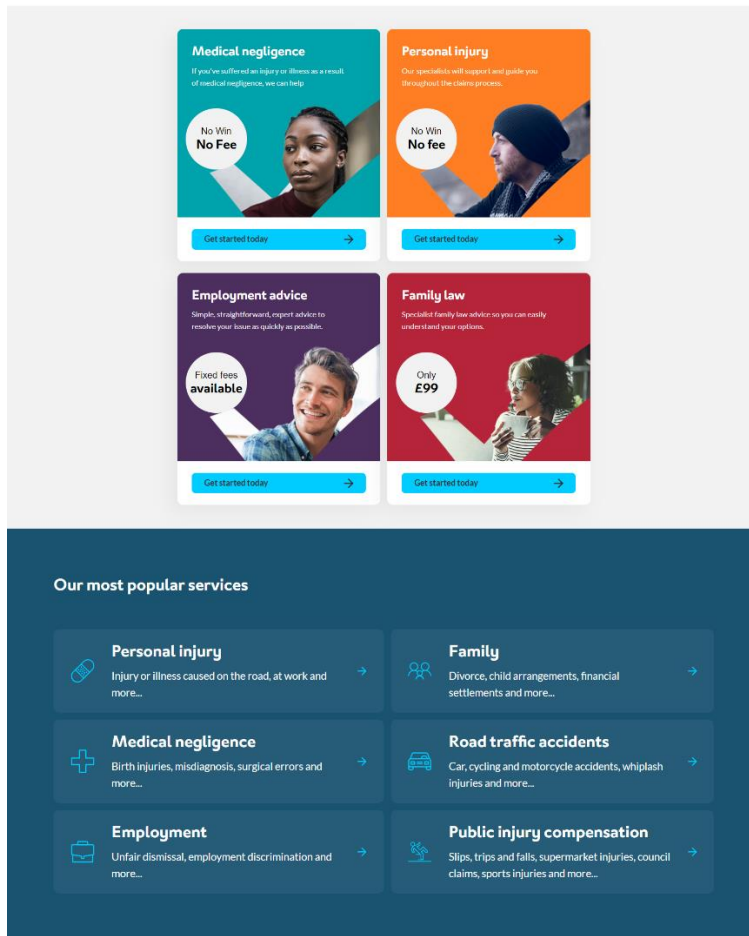


Figure 7 Slater and Gordon's Featured Services Section on their homepage

The fact that the homepage is by far the most visited page of the website also highlights the need of improving the homepage altogether to capture those website visitors more effectively. This would not only benefit the performance and SEO ranking of the personal injury page but every service category.

I do generally feel like BS&I's homepage is a little bit bland and not informative enough for a law firm.

If we have a look at it (Figure 8), we cannot really find anything out about BS&I or its services. Not even the location of the firm.

The home page only consists of a slogan, some random testimonials, a random blog article and a shortened version of the 'about us' section. There are most of the key elements of a good home page are missing here, such as:

- where is the firm located, what are the main features, main benefits, USPs, why is it different, what can the client expect, what are the main service areas etc.

There are also no images, no call to actions to grab the attention or guide the user through the website.

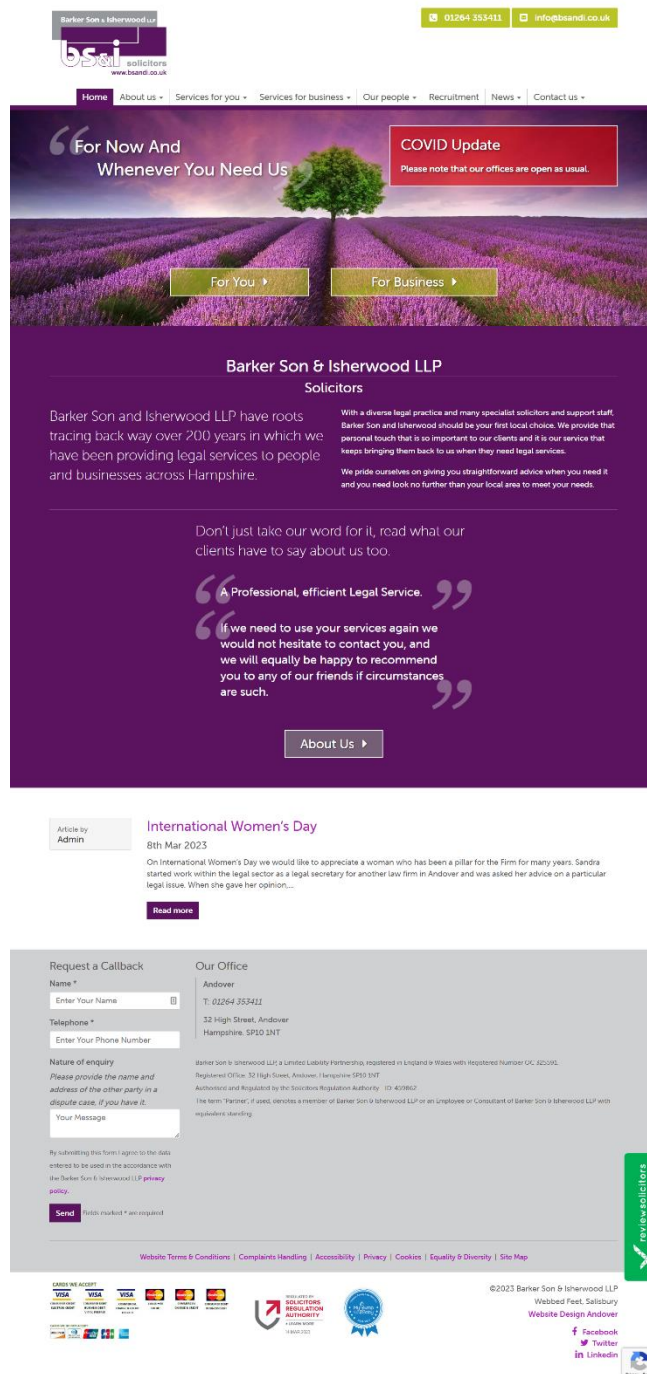


Figure 8 BS&I homepage

In comparison, if we go to <https://www.bishopslaw.co.uk/> (Figure 9), we can tell the difference. We can straight away find out that they are covering Salisbury, Andover and surrounding areas, they offer free legal advice, they are specialising in property investment law, they are specialising in family law, etc. There is much more information that we can see immediately without having to navigate anywhere. There are also images and clear, distinctive sections to grab attention. It is far from a perfect homepage, but it is better than BS&I's.

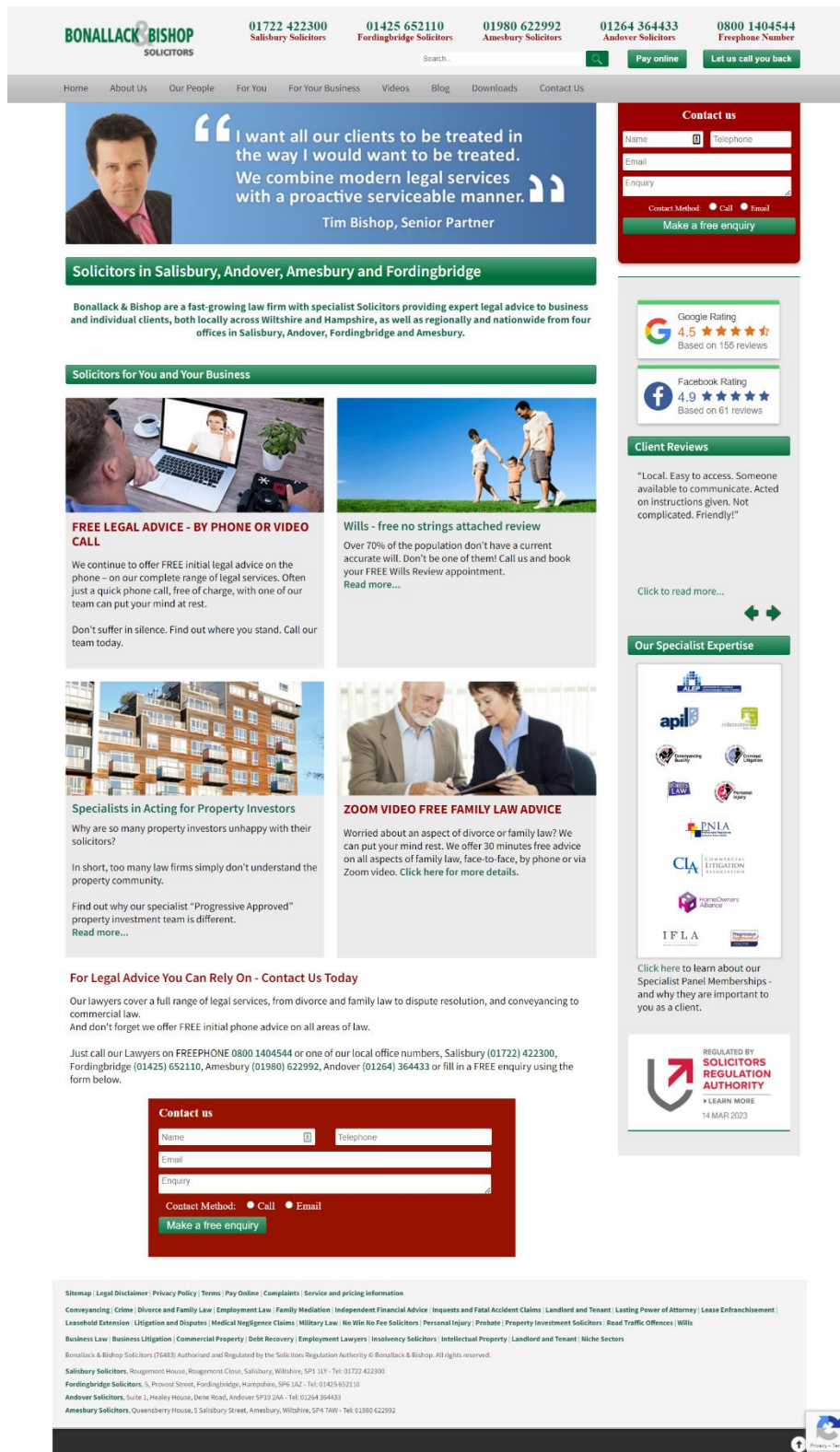


Figure 9 Bonallack and Bishop's homepage

Below there is an example (Figure 10) for a good homepage with all the information about who the company is, what they do, where they are, what are their main services, why the client should choose them and how what is where on the website. <https://www.slatergordon.co.uk/>

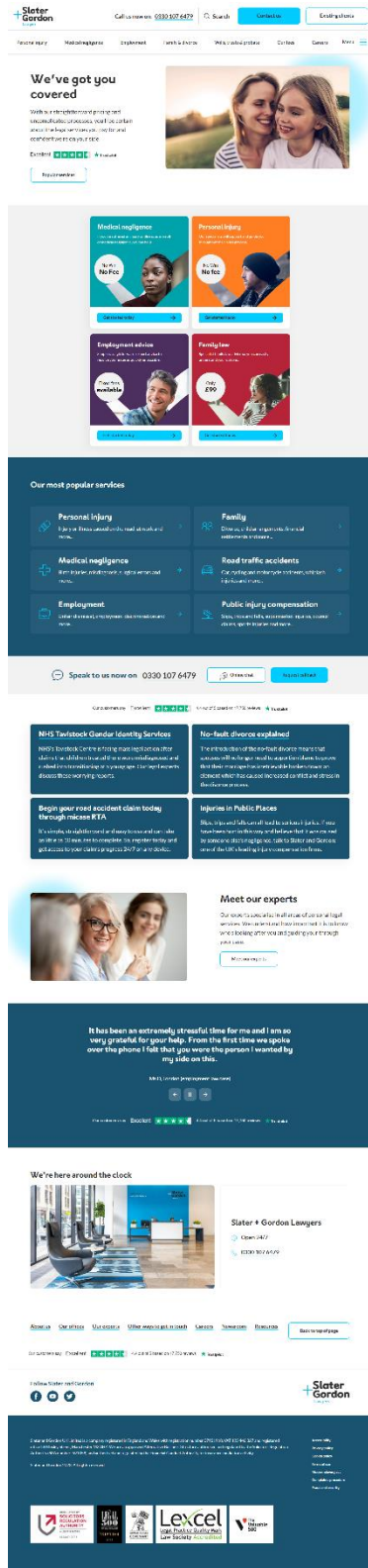


Figure 10 Slater and Gordon homepage

Figure 11 shows that one of the personal injury related blog articles have had more visitors over the past 3 months than the personal injury service page. This suggests that people are actively looking for information in the topic. It would be beneficial to write informative articles on the topic about things that people are usually worried about, do not know or are frequently asked questions. (These articles could also be shared on Facebook.)

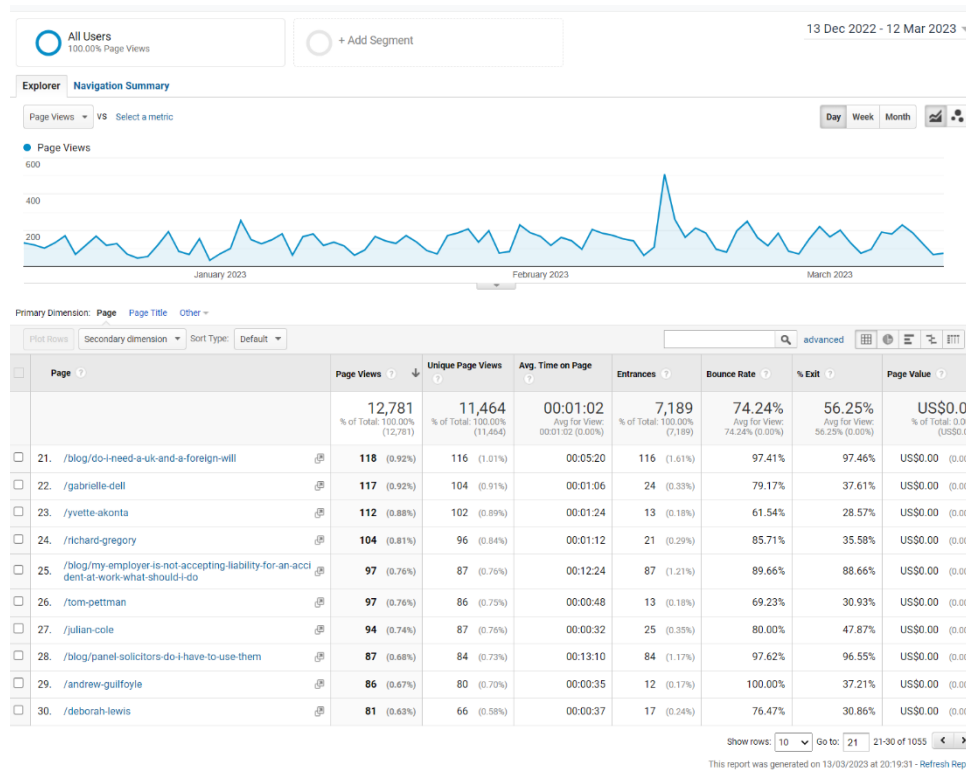


Figure 11 Blog article page views (25th)

Figure 12 shows that the personal injury page has had 40 visitors over the past three months. However, what is worrying is that the bounce rate was 100%. This means that all 40 visitors bounced off the page straight away and did not proceed any further.

This can generally have two reasons:

- The visitors were not from the target audience. They were either looking for a different service or area. This can suggest an optimisation problem. (Which I have already highlighted in section 1.1.)
- The visitors did not like the page or its content. – This is the least likely out of the two, but it is worth improving the content of the page regardless.

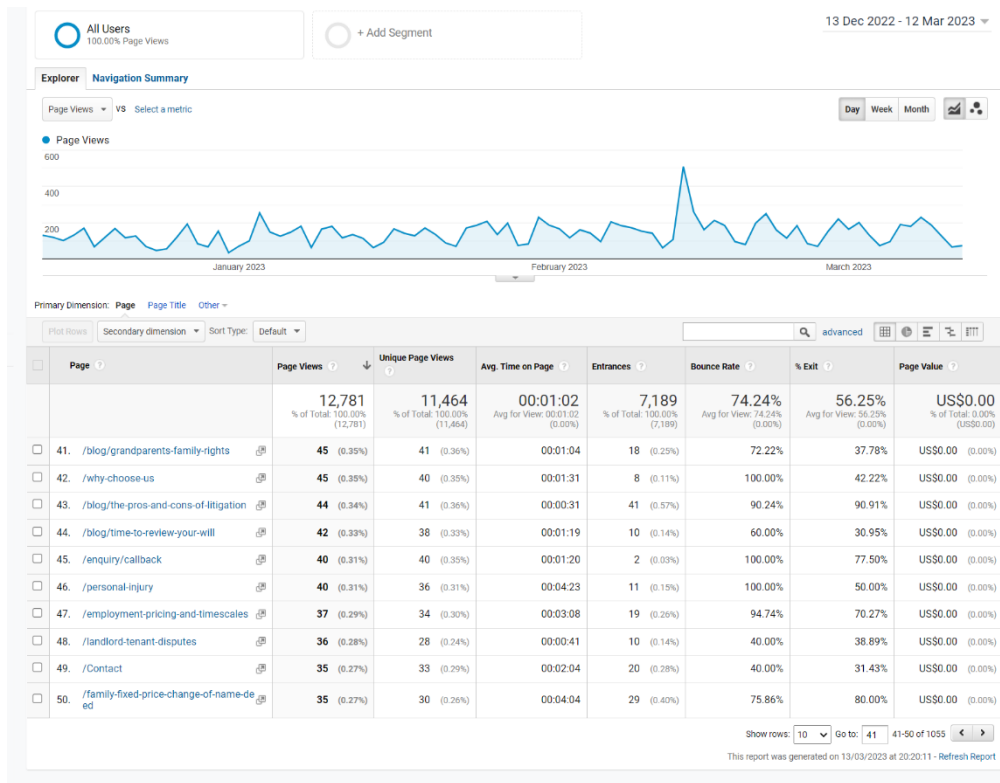


Figure 12 Personal Injury page views over the past 3 months

Figure 13 shows that only a fraction of the overall traffic comes specifically from Andover. There is significant traffic coming from Andover’s surroundings and also London.

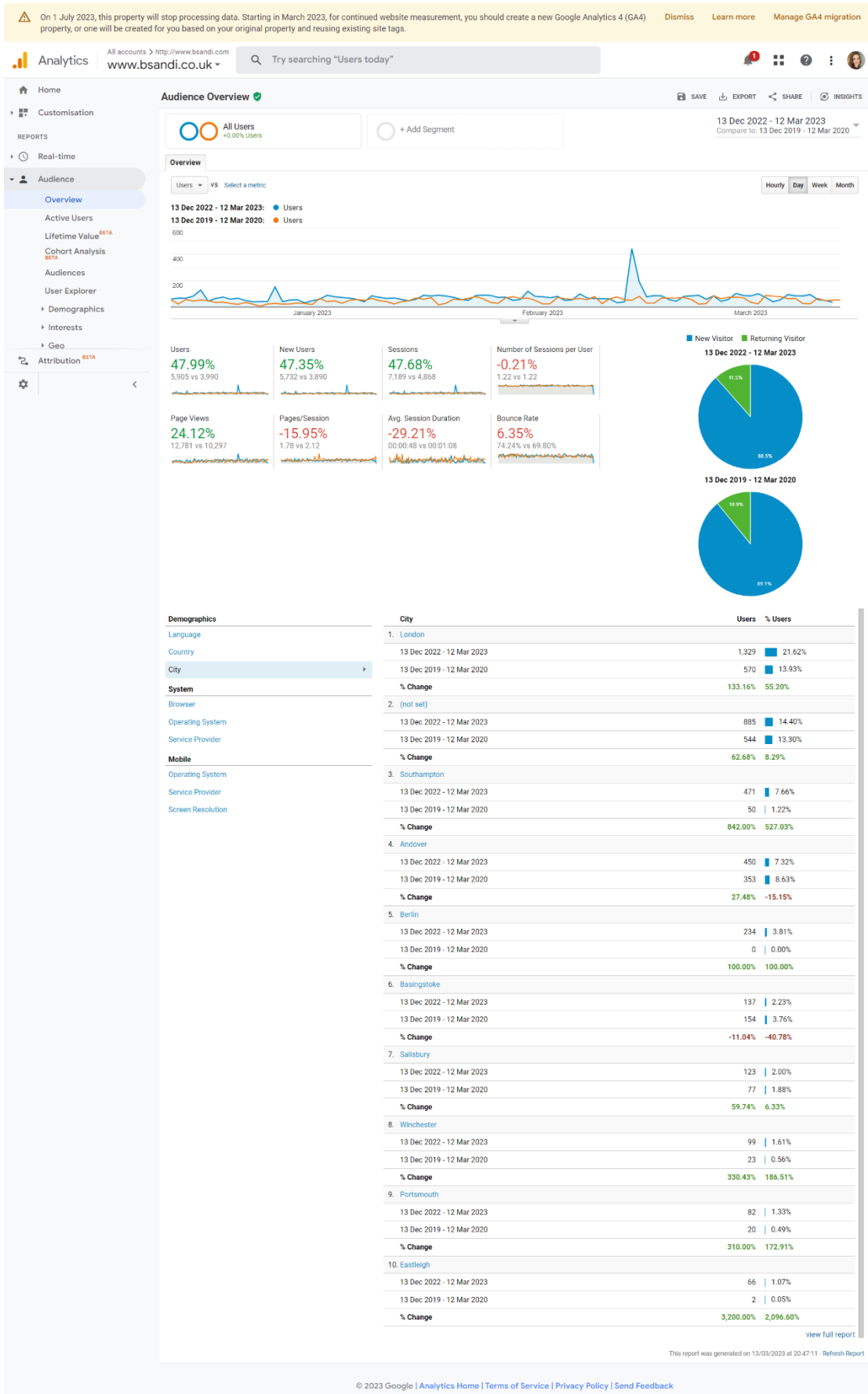


Figure 13 Audience location

1.4.2. Comparison: 2019-2020 vs 2022-2023

Figure 14, 15 and 16 show that BS&I’s overall engagement was significantly higher in the period of 13th December 2022 12th March 2023 compared to 13th December 2019 12th March 2020.

The personal injury page had 40 viewers between 13th December 2022 and 12th March 2023 as opposed to 28 between 13th December 2019 and 12th March 2020. However, the bounce rate has increased to 100%, which means that none of the traffic was valuable. (The bounce rate was already very high in the comparison period at 83%.)

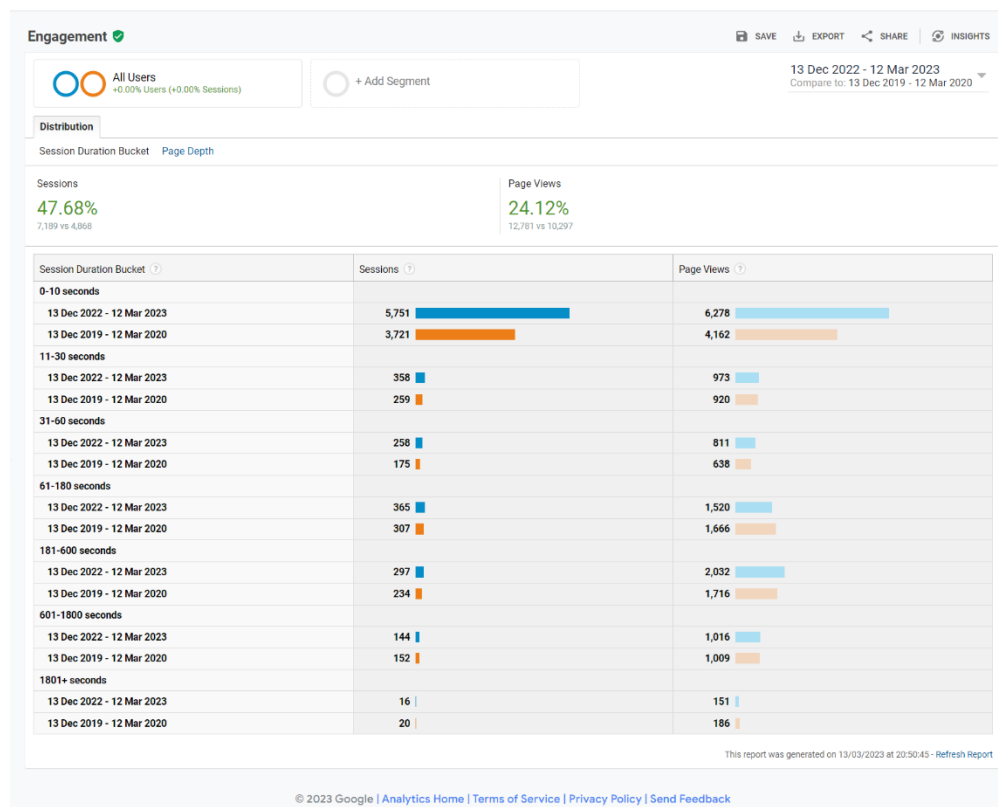


Figure 14 Engagement during 13th December 2022 12th March 2023 vs 13th December 2019 12th March 2020

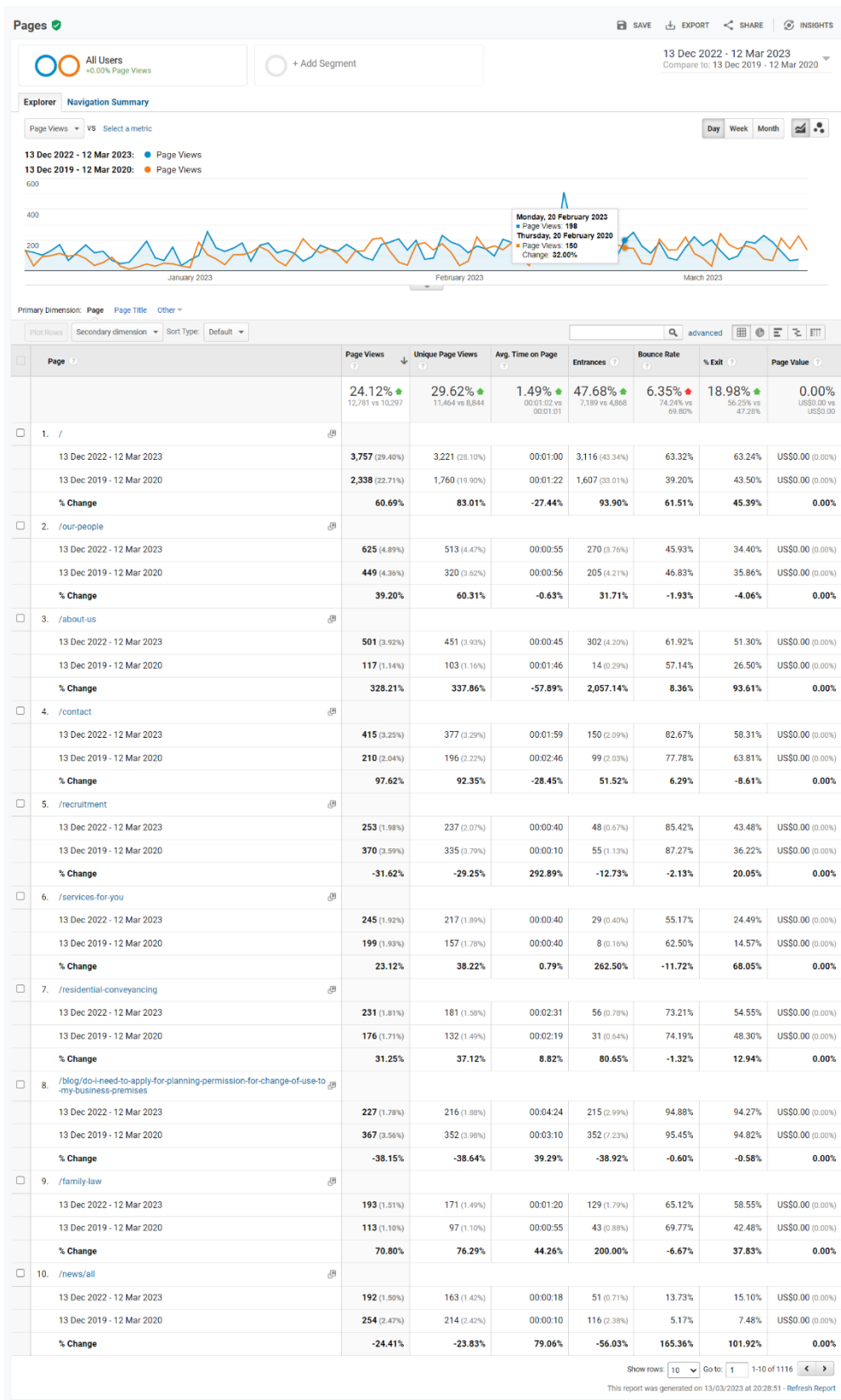


Figure 15 Page views during 13th December 2022 12th March 2023 vs 13th December 2019 12th March 2020

	13 Dec 2019 - 12 Mar 2020	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	US\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%
<input type="checkbox"/>	45. /enquiry/callback							
	13 Dec 2022 - 12 Mar 2023	40 (0.31%)	40 (0.35%)	00:01:20	2 (0.03%)	100.00%	77.50%	US\$0.00 (0.00%)
	13 Dec 2019 - 12 Mar 2020	37 (0.36%)	35 (0.40%)	00:02:23	1 (0.02%)	0.00%	59.46%	US\$0.00 (0.00%)
	% Change	8.11%	14.29%	-44.21%	100.00%	∞%	30.34%	0.00%
<input type="checkbox"/>	46. /personal-injury							
	13 Dec 2022 - 12 Mar 2023	40 (0.31%)	36 (0.31%)	00:04:23	11 (0.19%)	100.00%	50.00%	US\$0.00 (0.00%)
	13 Dec 2019 - 12 Mar 2020	28 (0.27%)	20 (0.23%)	00:01:17	6 (0.12%)	83.33%	28.57%	US\$0.00 (0.00%)
	% Change	42.86%	80.00%	241.48%	83.33%	20.00%	75.00%	0.00%
<input type="checkbox"/>	47. /employment-pricing-and-timescales							
	13 Dec 2022 - 12 Mar 2023	37 (0.29%)	34 (0.30%)	00:03:08	19 (0.26%)	94.74%	70.27%	US\$0.00 (0.00%)
	13 Dec 2019 - 12 Mar 2020	14 (0.14%)	12 (0.14%)	00:03:17	0 (0.00%)	0.00%	50.00%	US\$0.00 (0.00%)
	% Change	164.29%	183.33%	-4.52%	∞%	∞%	40.54%	0.00%
<input type="checkbox"/>	48. /landlord-tenant-disputes							

Figure 16 Page views during 13th December 2022 12th March 2023 vs 13th December 2019 12th March 2020

2. Paid Reach - Google Ads

This section of the report evaluates the current Google advertising of the PI services and suggests some changes to improve performance.

The 'personal injury ad group' was set up on the 7th of December as a part of the main BS&I PPC campaign. As we agreed previously, I increased the overall budget of the campaign to £6 from £5 when I set up the personal injury ad group.

The ad has been active since, but it has barely generated any impressions at all.

I have previously pointed out the most likely reasons as follows:

- **The PI ads' visibility is limited due to the nature of the ad category.** Because it involves harm and injury, Google limits its visibility compared to the other ad groups within the campaign and it is displayed less frequently than the other categories.
- **The budget is too small.** The cost of the personal injury-related keywords is on the higher side at an average of £15-£20 per click. (Please see the table below.) The current campaign budget is £6 / day, which is shared amongst 7 different ad groups. This means that the entire campaign's budget is smaller than the average cost of one click in the PI category.
- **The PI ads are not running as a stand-alone campaign** but as a part of the main campaign. At the moment there are 7 different ad groups in one campaign sharing the same budget. Google will automatically favour those ads that are more searched for, have less competition or cheaper keywords etc. as they have more potential to generate a conversion, giving you a higher return on advertising costs than others. This means that a bigger chunk of the budget will be likely distributed towards the 'family law' and 'generic' ad groups respectively because those are the best performers.

Suggestions

My first suggestion is to move the PI ads into their own separate campaign with a separate budget. That way the other ad groups won't be able to "steal" the budget from it, so it will be more visible.

My second suggestion is to set an approximate daily budget of £20 for The PI campaign. Given the average keyword costs, realistically, there's no point in running a PI campaign with a lower budget than £15-£20 a day.

The average keyword costs for the PI-related keywords can be seen below:

Table 3 average keyword costs for the PI-related keywords

Keywords	Top of page bid (low range)	Top of page bid (high range)
lawyers for injury at work	26.32	64.7
lawyer for accident at work	5.35	56.9
injury claim solicitors	20.84	55.4
injuries lawyers for you	14.09	51.03
accidents at work claims	19.94	49.93
work injury claims	19.72	47.39
injury lawyer	12.82	43.59
injury lawyer near me	7.67	41.73
car accident solicitors	5.18	36.86
injury claim	13.53	36.38
accident injury solicitor	4.75	34.09
personal injury solicitors	11.72	30.54
personal injury	7.05	30.2
personal injury claim	7.74	29.78
personal injury solicitors near me	11.24	26.92
personal injury lawyer	10.5	25.12
car accident claim	2.2	21.93
criminal injuries compensation	3.36	17.11
personal injury claims car accident	4.44	12.01

3. Other Pain Points to Consider

As Aaron has already pointed out, it is worth looking for other pain points in the customer journey in a more holistic manner. It is not enough to make the page more visible to potential clients, this traffic needs to turn into conversions.

Phone Numbers on the Website

Aaron has tested the contact methods listed on the website. He tried to make numerous phone calls to the multiple displayed numbers (including staff numbers and the main line), but he was not able to get through to anyone in the middle of the day within office hours.

This is a big issue, especially in a competitive market where the potential client may be distressed or angry and may want to seek legal aid as soon as possible for peace of mind. They will be less likely to 'leave it and try later' if they can just phone a competitor.

Furthermore, this issue needs to be looked at if we are about to increase the advertising budget. There's no point in paying for potential clients reaching a voicemail.

Therefore, I agree with Aaron's suggestions below:

"I would suggest that - even if the Google Ads, SEO, website, and Facebook Ads all function perfectly - if people can't get through, then you'll lose the lead.

I made some phone calls based on the numbers on the PI page. Results as follows:

Julian – voicemail

Rachel– voicemail

Deborah – voicemail

Richard – voicemail (I left you a message)

Main line – voicemail ("everyone on lunch", makes sense)

So, I tried after lunch

Julian – voicemail

Rachel– voicemail

Deborah – voicemail

Richard – voicemail

Main line – I needed to go through options, and eventually got through after just under a minute

In contrast, you mentioned Bonallack and Bishop as a competitor for PI – their contact number is their main line and was answered in 1 ring, the first time.

May I suggest that

- *We **remove** staff phone numbers from the website pages, **or***
- *Have them **divert** somewhere after a few rings*
- *You add a PI option to your phone system so that they get answered"*

Conclusion

Based on the findings of the report, I suggest to make some changes to various aspects of BS&I's digital marketing.

It has been established that the demand in Andover is very small and there are multiple firms offering similar services. If there is only one competitor, that's already 2 seals fighting for about a maximum of 5 fish per month.

As I have pointed out in [Section 1.](#), there is room for improvement in optimising the personal injury page for the available organic traffic. This includes optimising the page for the right keywords, improving its content and potentially creating some sub-pages for at least some of the specific types of personal injury services.

As there is a big chunk of website traffic coming from outside Andover, it would be worth considering targeting a larger area including, Basingstoke, Southampton, Portsmouth, Salisbury, Winchester, etc. and adjusting the optimisation accordingly. As I pointed out in [Section 1.2.](#), BS&I's competitor Bonallack and Bishop uses location pages for the different areas they cover and it works well for their SEO. This is also something worth considering.

As I highlighted in [Section 1.4.1.](#), given that the homepage is the most visited page and it serves the purpose of navigating the visitors further, it would be worth considering updating the homepage to make it more informative and engaging. Also, the personal injury services could be displayed on the homepage as a 'featured services' shortcut alongside the most popular services of the firm. This could bring more visitors to the personal injury page and ultimately lead to more enquiries.

As pointed out in [Section 2.](#), the Google Ads PPC advertising of the personal injury services also needs to be reconsidered. The current budget is way too low and the ads are sharing it with too many other categories to enable Google to push the PI ads out to the audience.

Finally, it has been highlighted in [Section 3](#) that BS&I should consider the entire customer journey of their prospective clients in a holistic manner and ensure that the number of pain points is reduced as much as possible. This includes ensuring that prospective clients can get a quick and easy response to their enquiries.