INCREASED ORGANIC TRAFFIC BY

118.44%

For an accounting firm in 10 Months

Presented by SEO Experts Company India
### SEO Metrics

- **Ahrofs Rank**: 103,340
- **UR**: 29
- **DR**: 70
- **Backlinks**: 192K (+2K Recent, 231K Historical)
- **Referring domains**: 11.7K (13.9K Recent, 21.8K Historical)
- **Organic keywords**: 21.2K (+123 PPC 86)
- **Organic traffic**: 19.6K
- **Traffic value**: $8.4K (PPC $2.6K)

### Backlink Profile
- **Monthly volume**
- **All countries**

### Organic Traffic
- **Monthly Volume**: 19,554 /month

### Organic Traffic by Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Keyword Traffic</th>
<th>Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>All countries</td>
<td>21.2K</td>
<td>19.6K</td>
</tr>
<tr>
<td>Singapore</td>
<td>13.1K</td>
<td>16.4K</td>
</tr>
<tr>
<td>India</td>
<td>1.2K</td>
<td>522</td>
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<tr>
<td>Australia</td>
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<td>449</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>296</td>
<td>436</td>
</tr>
<tr>
<td>Malaysia</td>
<td>724</td>
<td>424</td>
</tr>
<tr>
<td>United States</td>
<td>2.0K</td>
<td>401</td>
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<td>United Kingdom</td>
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<td>288</td>
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<tr>
<td>Indonesia</td>
<td>265</td>
<td>192</td>
</tr>
<tr>
<td>Thailand</td>
<td>122</td>
<td>74</td>
</tr>
</tbody>
</table>
This CPA firm had tried radio advertising, local newspaper ads, and Yellow Pages listings, but none of those mediums delivered the results they needed to expand the business.

We suggest investing in search engine optimization, or SEO, as part of their online marketing plan.

By using simple advertising methods, a client may not be able to stand out from rivals, but by employing SEO strategies, the client's business is likely to prosper and achieve its business goals.
Here are the steps that we undertook after the analysis of the entire website to achieve the desired results.
Here are more specifics about the solutions we used:

01. Created a Professional Image of the Business.
02. Added Call-To-Action in the Each Blog with Updated Content.
03. Bring in more accounting clients than bookkeeping clients.
04. Took steps to earn quality backlinks.
05. Most importantly – produce results! Since the client’s firm was relatively new, trying things that did not work was not an option.
1. CREATED A PROFESSIONAL IMAGE OF THE BUSINESS

(i)

Improved the Firm's LinkedIn Profile with Fresh Content

- Posted brief blogs
- Made use of LinkedIn Stories
- Posted audio, visual, and graphical content
- It was critical to realize that creating quality material alone won't be enough to increase a firm's LinkedIn profile; you also need to interact with the larger community, and we put our weight behind it.
(ii)

Expanded Other Social Media Platforms

- Daily published fresh content or news related to accounting.
- Added targeted audience in the social media profiles
- Focused on creating videos that showcase specialized knowledge on the Youtube
ADDED CALL-TO-ACTION BUTTONS IN EACH BLOG WITH UPDATED CONTENT

Additionally, we added numerous CTAs (calls to action) to the blog posts relevant to searchers' inquiries, which increased the client's order calls and revenue.
BRING IN MORE ACCOUNTING CLIENTS THAN BOOKKEEPING

- Joined business groups and did one-on-one interaction
- Took up opportunities for speaking engagements
- Created an online business listing and encouraged clients to leave reviews
- Started an email newsletter
QUALITY LINK BUILDING

• The most important ranking factor in Google is the creation of backlinks.
• With the proper backlinking strategy in place, we started gaining links from relevant, high-quality websites that helped us raise the overall domain authority of our client's website.
When we started working for this company, more than 70% of the revenues came from bookkeeping clients, and only a minor portion came from tax and accounting clients. We fully reversed this sales trend using the practical, unique SEO strategies because of which they now primarily serve accounting and tax clients.
THE RESULTS WE ACHIEVED

Our Client's Website's Organic Traffic Increased By 118.44% Within 10 Months!

So, here you have it! The challenges we faced, the strategy we built, and the results we delivered.
Organic Traffic: -6.59% Goal Completions

Goal Option:
- All Goals

Overview

Sep 1, 2021 - Jul 31, 2022:
- Goal Completions

Oct 2, 2020 - Aug 31, 2021:
- Goal Completions

Goal Completions
- Organic Traffic: 118.44%
  19,734 vs 9,034
- Goal Value: 0.00%
  SGD 0.00 vs SGD 0.00
- Goal Conversion Rate: 114.43%
  5.34% vs 2.49%
- Total Abandonment Rate: -42.78%
  21.03% vs 36.75%
- Contact us from Incorporation: 100.00%
  712 vs 0
THANK YOU