

INCREASED ORGANIC TRAFFIC BY

**118.44%**

For an accounting firm in 10 Months

Presented by SEO Experts Company India



3ecpa.com.sg/ ▼

How to use

Ahrefs Rank <sup>i</sup>  
**103,340**



Backlinks <sup>i</sup>  
**192K** +2K  
Recent 231K  
Historical 782K

Referring domains <sup>i</sup>  
**11.7K**  
Recent 13.9K  
Historical 21.8K

Organic keywords <sup>i</sup>  
**21.2K** +123  
PPC 86

Organic traffic <sup>i</sup>  
**19.6K**

Traffic value <sup>i</sup>  
**\$8.4K**  
PPC \$2.6K

Backlink profile **Organic search** Paid search



Monthly volume ▼

All countries ▼

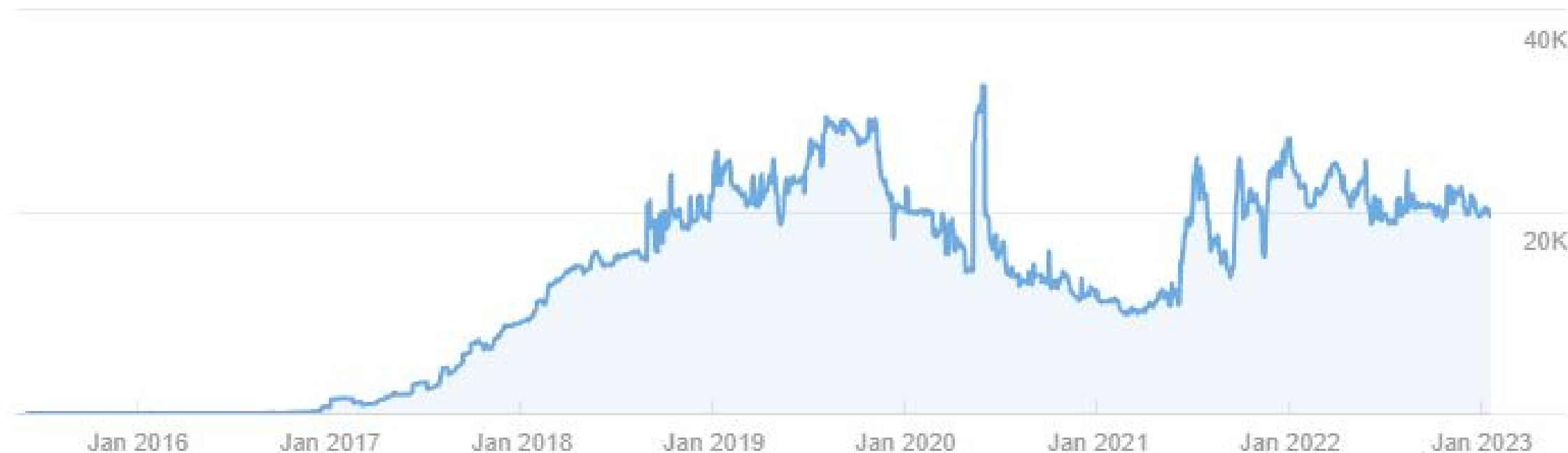
Organic traffic <sup>i</sup> 19,554 /month

All time

One year

Last 30 days

Export ▼



Country	Keywor...	Traffic <sup>i</sup>
All count...	21.2K	19.6K
Singapore	13.1K	16.4K 83.8%
India	1.2K	522 2.7%
Australia	1.2K	449 2.3%
Hong Ko...	295	436 2.2%
Malaysia	724	424 2.2%
United S...	2.0K	401 2.1%
United K...	438	288 1.5%
Indonesia	285	192 1%
Thailand	122	74 <1%

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## PROJECT GOAL

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.



## CREATED A PROFESSIONAL IMAGE OF THE BUSINESS

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(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.

# CREATED A PROFESSIONAL IMAGE OF THE BUSINESS

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(ii)

## Expanded Other Social Media Platforms

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- 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

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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

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- 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



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## 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.





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## PRODUCED DESIRED RESULTS AS PER CLIENT

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- 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

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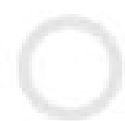
Our Client's Website's Organic Traffic Increased By  
**118.44%** Within 10 Months!

So, here you have it! The challenges we faced, the strategy we built, and the results we delivered.





Organic Traffic  
-6.59% Goal Completions



+ Add Segment

Sep 1, 2021 - Jul 31, 2022

Compare to: Oct 2, 2020 - Aug 31, 2021

Goal Option:

All Goals

## Overview

Goal Completions

VS. Select a metric

Hourly

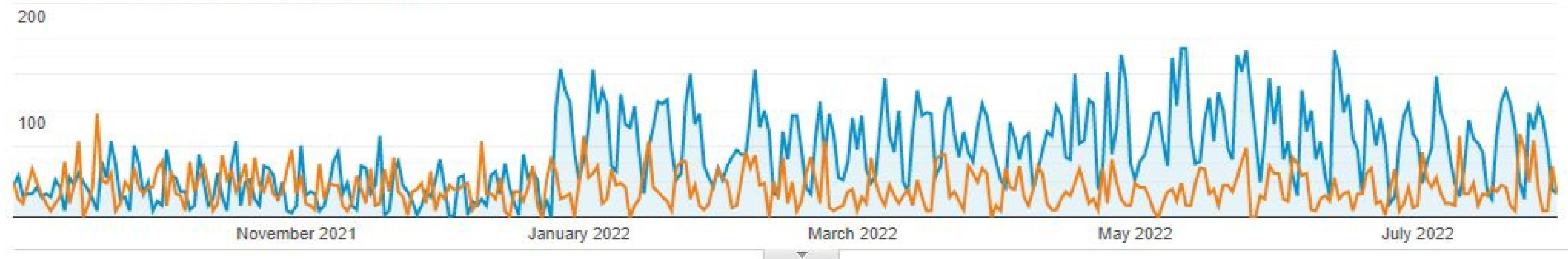
Day

Week

Month

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

Organic Traffic

0.00%

SGD 0.00 vs SGD 0.00

Goal Conversion Rate

Organic Traffic

114.43%

5.34% vs 2.49%

Total Abandonment Rate

Organic Traffic

-42.78%

21.03% vs 36.75%

Contact us from Incorporation  
(Goal 1 Completions)

Organic Traffic

100.00%

712 vs 0





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# THANK YOU