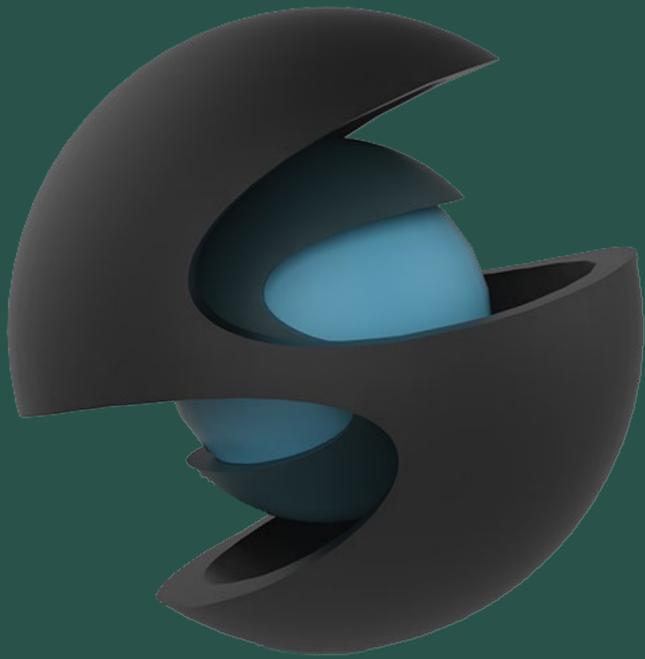


CASE STUDY

How Optimising for
Local Search Helped a
New Firm to Grow



DIGIMARK

ABOUT OUR CLIENT

The client is a new accounting firm with a handful of clients around their local city and the greater area. They offer a full range of accounting services, including tax, business structuring, and superannuation, and take on individual tax returns as well as small business accounting.

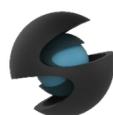
OBJECTIVE

Although the client already had a website for several years prior to working with our agency, it wasn't creating the impact on their business they knew it could. Traffic was appallingly low, generating an average of 60 visits a month, and rarely generating any actual sales.



1.1 Image showing an average of 60 visits per month prior to working with us.

The client knew that their website was the cornerstone of their online presence. Without a well-performing website, any subsequent digital marketing effort would be ineffective. The client approached us determined to capture a larger share of their local market and we were determined to help them do just that.



OPTIMISING FOR LOCAL SEARCH

Because the client catered exclusively to clients in their area, we recommended a strategy of optimising their website for local searches thereby driving relevant and highly-qualified traffic to their website.

Initial Assessment

Website Audit

The first step was to thoroughly audit their website. We integrated Google Analytics and Search Console with the client's website - must-have tools if you want to track how your website performs.

We then assessed every aspect of their website (various on-page elements, the site architecture, website performance, and many others) and how it was performing.

We immediately noticed the website had several unoptimised URL's, lacked certain navigational elements, like footer links, and had numerous pages with unoptimised meta descriptions and web copy.

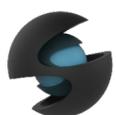
Keyword Research and Mapping

We also began to identify the keywords that would be most beneficial to the client, specifically those that indicate a readiness-to-buy and any low-hanging fruit that we can immediately target. These keywords were grouped, then existing pages on the website were identified to build content around the keywords.

Our analyst then recommended the creation of new pages that target these keywords and we optimised the existing ones.

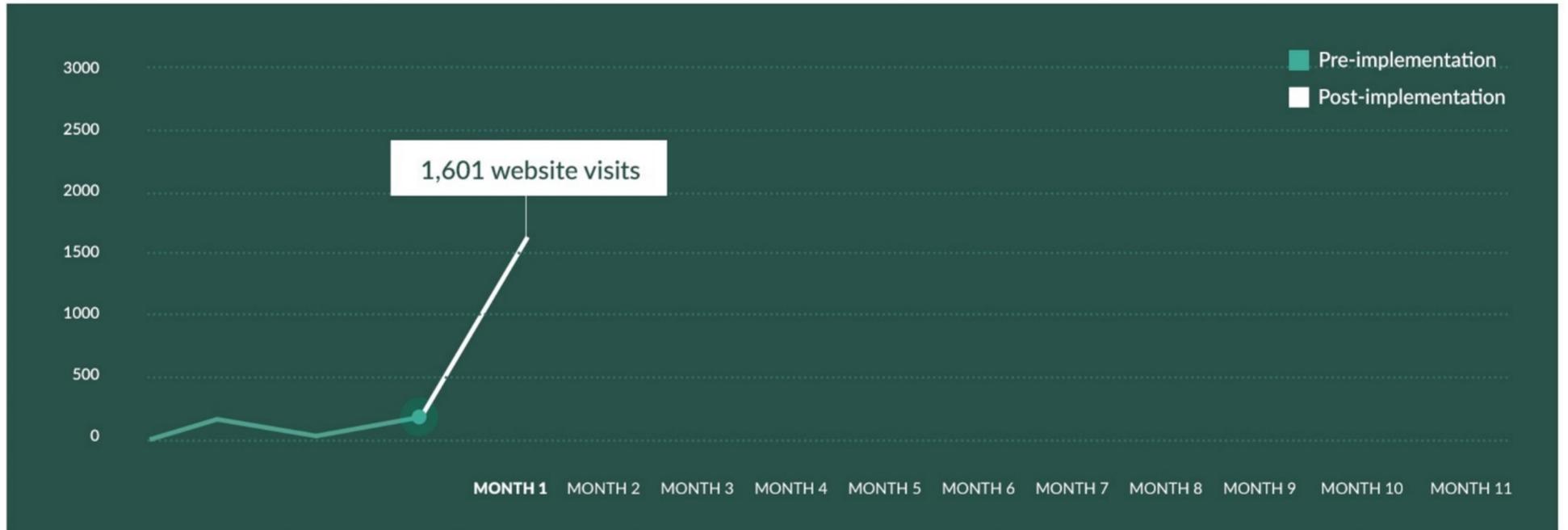
Examples of Targeted Keywords

Accounting Firms XXXX	hire accountant XXXX
Accounting Firms in XXXX	Accountants XXXX
Accountant XXXX	Business Advice XXXX
Accountant in XXXX	Accountant Cost XXXX
Tax Accountant XXXX	Superannuation XXXX
Affordable Tax Accountant XXXX	XXXX Accounting Firms
Small Business Accountant XXXX	XXXX Accountants



RESULTS

Month 1



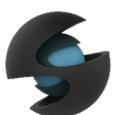
1.3 Image showing visits leading up to the 1,061 for the first month of implementation

Before the campaign, their website was averaged 60 visits each month. By the end of month 1, their website had 1,601 website visits, 26x their previous monthly average.

Month 6

Term & URL	Searches	Type	Start Ranking	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	Current
Tax Accountant XXXX Google.com		🔍	165	100+	100+	90	71	50	25
Accounting Firms in XXXX Google.com		🔍	134	100+	74	55	50	33	12
Small Business Accountant XXXX Google.com		🔍	112	85	60	41	23	19	8

Before the campaign, their website was averaged 60 visits each month. By the end of month 1, their website had 1,601 website visits, 26x their previous monthly average.



RESULTS

Month 11



By month 11, traffic hit an all-time high of 2,848 visits to the website for the month, 46x their previous monthly average.

CONCLUSION

Following an extensive website audit, rigorous keyword research, and an aggressive content strategy, we implemented methodology built to rank their website on the first page of the local search results for 3x more keywords than before the campaign.

This led to an increase in traffic by 26x the previous monthly average in only the first month of the campaign. By month 11, traffic had increased to 46x the previous monthly average.

This sharp increase in traffic generated more leads than the client could cater to. This led them to not only surviving as a new business, but thriving. They have since opened two other locations.

