

Case Study: Accounts & Legal

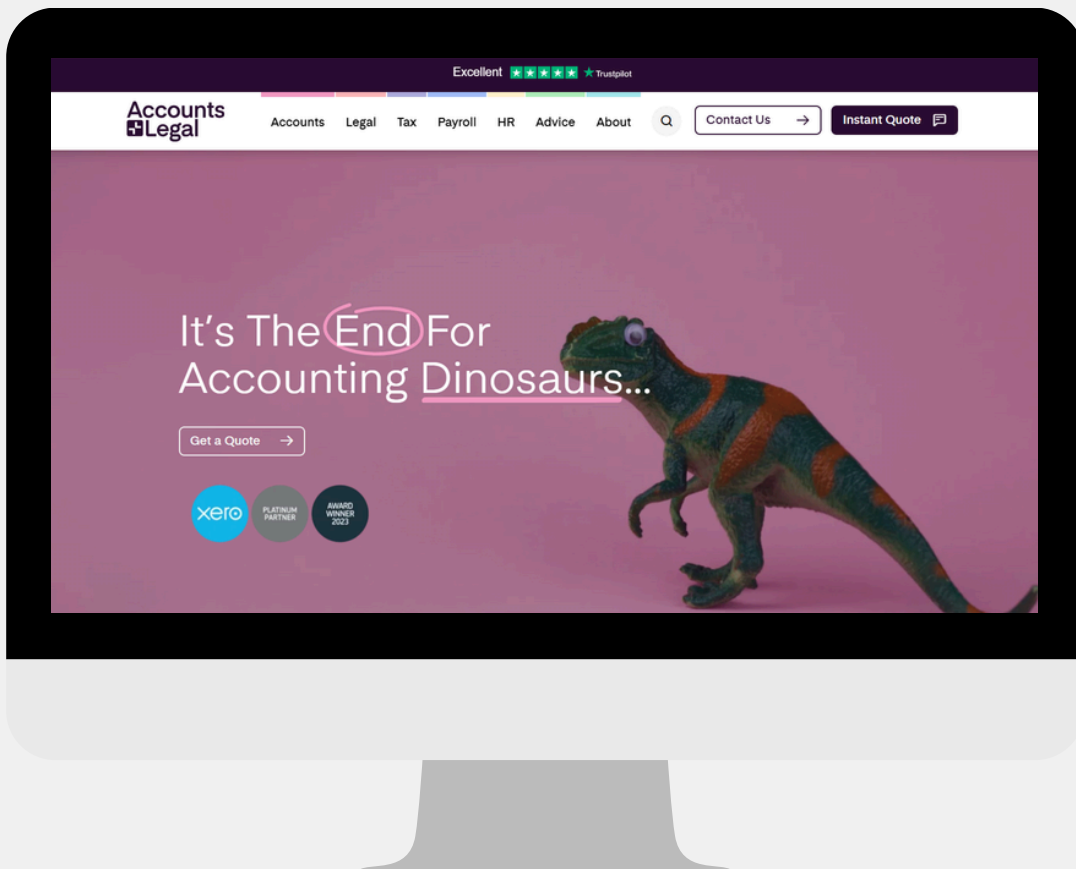
Work by

Jennifer King

Jennifer
KING

accountsandlegal.co.uk

Outranks all large competitors, receiving 200+ enquiries per month



Summary

Startup to £1m
as a result of SEO

In 2013, Accounts and Legal was a London based, unknown accountancy startup with a search first marketing strategy.

I led the project to custom develop a technically sound, properly titled and marked up website, with consideration given to one primary conversion tool; an instant quote function. On page SEO was vital, with optimized service led content and internal links being prioritized.

However, once the core site had been established, the Accounts and Legal project was primarily focused on a content plan to develop long tail keyword resources and build links.

Key features:

Brand new site

Content focused
campaign

Extensive Link
Building

Focus on
conversion feature

Based in Central London, the Accounts and Legal site had a need to compete with large competitors; including the 'Big 4' accounting firms.

For this reason, online reputation building was a top priority*.

This was managed through a combined program of intentional link building through relationships and organic link building through high quality content.

With a DA of 26 after 1 year, the A&L site outranked all large competitors and received 200+ instant quote requests per month.

**Consideration should be given to the SEO era of this campaign when considering strategic decisions.*

Results

£1m, 19 staff, 2 offices,
100s of clients

The business impact of this SEO campaign during my 4 year tenure as the firm's Search Marketing Manager was significant.

10 years on, the firm now has offices in 4 major cities, and was named Xero's Large Accounting Firm of The Year 2023.

Notably this campaign was complimented with a PPC retargeting strategy and social media for maximum results.