

Accountancy Firm. SEO Achievements without costing the Earth!

BigBox Agency supported an Accountancy Firm based in Yorkshire. They are a small business, and we helped them with their online positioning and visibility. With a smart SEO strategy, it is possible to rank high in Search Engines on a limited budget.

The Challenge

Their website had 497 monthly visitors when we started working together. The accountancy firm (our client) could afford to invest a small amount in the SEO campaign. The biggest challenge for BigBox was to **get the results the client expected on a tight budget.**

The Solution

- **Website;** the client already had its own website, and we focused on its Search Engine optimisation.
- **Audits;** we performed technical audits on the website, implemented the changes and corrected the mistakes detected.
- **Content Creation;** we created and optimised the content for the website.
- **Keywords Research;** we analysed the keywords and phrases that the firm's potential clients used when searching for an accountant on the Internet.
- We improved the position of the content the firm published periodically (blog). The new content attracted new readers.

- We built backlinks on platforms that added value to the firm.
- We **generated leads** through:
 - Downloading resources.
 - Subscriptions; to the blog and contents via email.
 - Booking consultations (video calls); related to the content published on the blog.

The Results

- Our starting point was 497 visitors per month when we started working together. After BigBox Agency's work, the **firm reached 1233 visitors per month.** Considering the impact the pandemic has had on businesses it has almost **tripled its number of monthly visitors organically.**
- Considering the impact the pandemic has had on businesses, we have **increased the number of visitors to the website of our client via Google by 150%.**

Please get in touch with us
via email at info@bigboxagency.com
or call us on +44 (0) 800-689-1574

We would love to help you with your project.

