

# seo case study

## Accounting Firm

### Campaign Information

**Industry:** Finance — Tax Preparation & Audit Services

**Location:** Texarkana, TX

**Campaign Start Date:** 03/01/2020

**SEO Hours per Month:** 20

**Campaign Type:** Local

**Goal:** Rank in the area for tax return prep and audit services.



### Strategy

Focusing on accounting and tax audit keywords for customers in Texarkana, we worked with our client to set a canonical domain to increase their relevance with Google, created service/location specific pages filled with custom content, and adjusted various tags throughout their site to include target keywords. Combined with an aggressive link building strategy, our client's traffic increased by **86%** year over year (Q1 2020 vs. Q1 2021), with a **23%** increase in daily visitors quarter over quarter. We'll continue to grow their brand awareness with link building and publishing new, custom content.

### Results

KEYWORD PHRASE	PAGE	RANK
accounting texarkana tx	3 ↗ 1	30 ↗ 1
auditors texarkana tx	9 ↗ 1	82 ↗ 1
audit services texarkana tx	11 ↗ 1	101 ↗ 3
cpa texarkana tx	2 ↗ 1	13 ↗ 3
accounting services texarkana tx	2 ↗ 1	13 ↗ 7

### Performance

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**Keywords on Page  
1 of Google**

86%

**Increase in  
Organic Traffic**  
year over year

23%

**Avg. Increase in  
Daily Visitors**