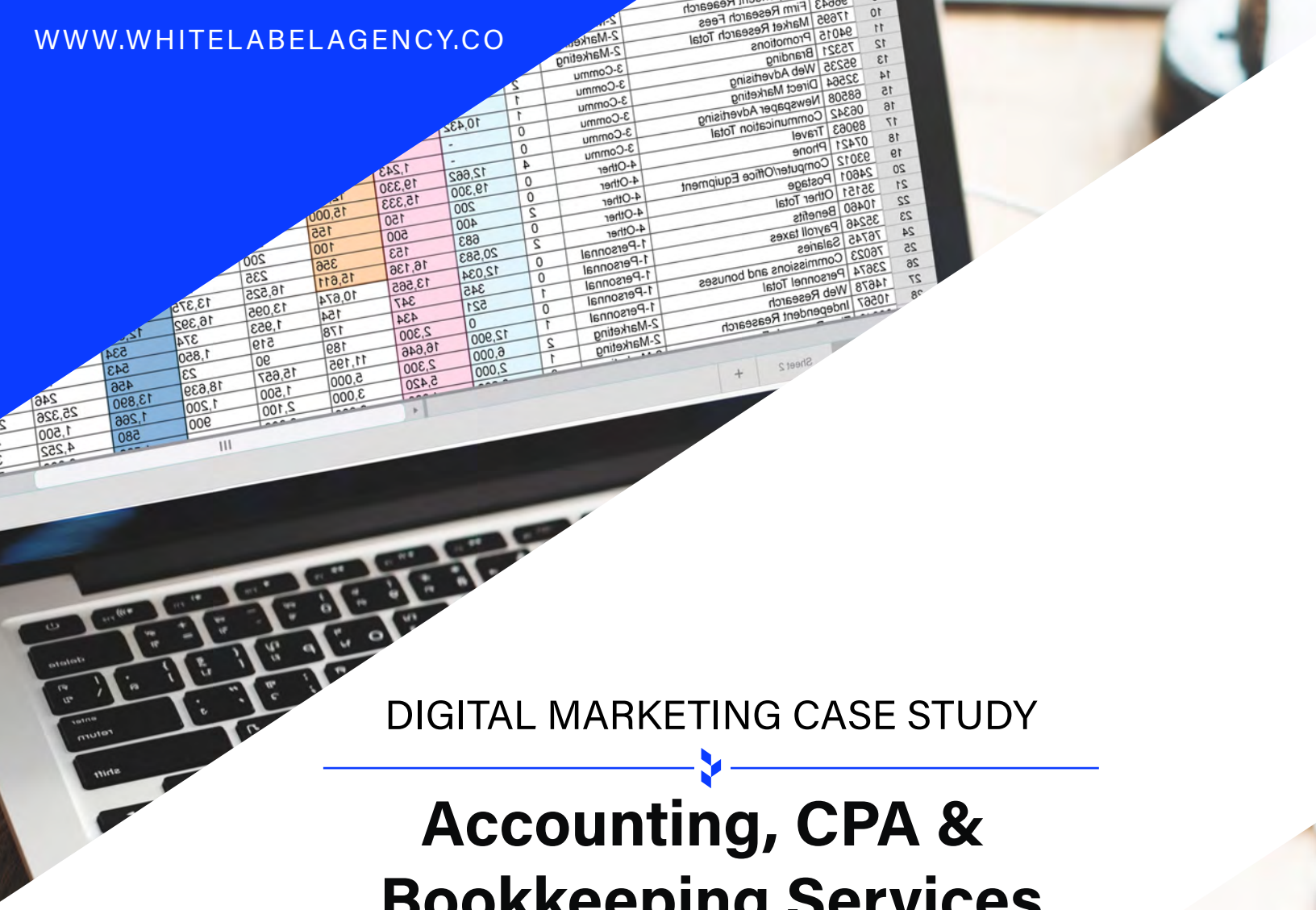
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DIGITAL MARKETING CASE STUDY

Accounting, CPA & Bookkeeping Services

From near-zero online presence to recognized regional authority in under two years



White Label Agency

Client Overview

Our client is a professional accounting and advisory firm headquartered in Northern Virginia, delivering outsourced accounting, bookkeeping, and CPA services to small and mid-sized businesses across the region. The firm has built its reputation on accurate financial reporting, proactive tax preparation, and strategic advisory services that equip business owners to make confident financial decisions. Accounting is a trust-based profession. Prospective clients aren't browsing for deals, they're searching for a firm they can rely on to protect and steward their business finances. That dynamic shapes everything about how the firm needed to appear online: authoritative, credible, specific, and local. The firm engaged White Label Agency in late 2021. Since then, our integrated SEO and paid advertising programs have delivered consistently, compounding growth in both organic visibility and qualified inbound leads.

Goals & Objectives

The firm's primary objective was straightforward: generate a reliable, growing pipeline of qualified leads for outsourced bookkeeping and accounting services through digital channels. Secondary goals included establishing the firm as a recognized authority in the Northern Virginia professional services market and reducing dependence on referrals as the sole source of new business. To accomplish this, we developed and executed a comprehensive digital marketing plan spanning technical SEO, content strategy, Google Ads, and ongoing authority-building, all measured against a clear definition of success: qualified leads that convert to paying clients.



The Starting Point

When we began the engagement, the firm's digital marketing foundation was essentially nonexistent. The challenges weren't minor gaps to patch, they were structural, requiring a ground-up build before any campaign could succeed:

Challenges Identified

- No prior SEO or paid advertising campaigns in place
- Minimal Google presence in search results and local directories
- Highly competitive accounting and bookkeeping marketplace with entrenched national players
- Website requiring significant on-page SEO and UX/UI improvements to convert visitors
- No conversion tracking: no way to measure what was working
- Needed to differentiate from DIY accounting software platforms capturing top-of-funnel searches

How We Responded

- Built a full digital marketing foundation from scratch before launching any campaigns
- Established local and directory presence across all major platforms and citation sources
- Focused strategy on hyper-local and long-tail keywords where authority could be built faster
- Collaborated directly with the client's web developer to redesign key pages for conversion
- Implemented Google Tag Manager, Analytics, Search Console, and Ads with full event tracking
- Created service-specific content targeting business owners who had outgrown generic software



Strategy & Execution

Our approach was structured around three sequential phases, each building on the one before it, ensuring that every campaign dollar launched into a properly optimized, fully measurable environment.

1

Pre-Launch Foundation: Build Before You Broadcast

- Conducted in-depth keyword research identifying high-volume, cost-effective terms aligned with the firm's core services and Northern Virginia target audience
- Integrated Google Tag Manager, Analytics, Search Console, and Ads accounts, ensuring full tracking was in place before a single ad ran
- Added structured data markup for services, FAQs, and local business schema to improve SERP visibility and enable rich results
- Created targeted service content around high-intent phrases like 'outsourced bookkeeping for small businesses,' 'CPA bookkeeping services,' and 'payroll management for contractors'
- Optimized site speed, mobile usability, and page architecture to reduce bounce rates and improve conversion paths

2

Campaign Launch: Activate Paid & Organic Simultaneously

- Verified and linked the site to Google Search Console and built out the Google Business Profile for local search visibility
- Launched Google Ads campaigns targeting high-intent bookkeeping and outsourced accounting keywords, capturing demand while organic rankings were building
- Secured high-quality backlinks from relevant business directories, professional associations, and regional financial publications
- Conducted end-to-end testing of all analytics pipelines, lead forms, and conversion tracking to ensure accurate reporting from day one

3

Ongoing Growth: Compound Authority Month Over Month

- Published thought leadership blog content on bookkeeping best practices, tax deadlines, financial compliance, and small business advisory topics to build E-E-A-T signals
- Expanded citation footprint through local chambers of commerce, regional business directories, and professional association listings
- Ran a mix of Google Search, Remarketing, and Performance Max (PMAX) campaigns to capture leads at every stage of the buyer journey
- Maintained a consistent cadence of 2–4 high-quality backlinks per month to steadily compound domain authority over time

Results

The results of this engagement reflect what happens when a structured, patient digital marketing strategy is given time to compound. The firm went from having virtually no online presence to becoming a recognized regional authority in professional accounting services in less than two years.

1,000+
Monthly Organic Visitors

Starting from near-zero organic traffic in mid-2023, the firm's website surpassed 1,000 monthly visitors within 18 months, driven entirely by organic search. This milestone reflects the compounding value of sustained SEO investment: each piece of content, each backlink, and each technical improvement adds to a growing asset that continues to generate leads without additional ad spend.

Website Traffic Growth: 2023 Vs. 2024

Year-over-year comparison across the full calendar year (January 1 – December 31) shows substantial growth across every tracked dimension. All figures are verified directly from Google Analytics:

+115% Direct Sessions Growth	**+188%** Homepage Traffic Growth	**+222%** Homepage Key Events Growth
+25.3% Organic Engaged Sessions	**+45.8%** Target Accounting Page Traffic	**+12.5%** Target Page Key Events



Keyword Rankings Driving Growth

Organic traffic growth is directly tied to ranking improvements for high-intent, service-specific keywords. As of June 2025, the firm is generating consistent traffic and conversions from terms that place them in front of business owners actively searching for accounting support:

- ✓ **Outsourced Bookkeeping Services Virginia**
- ✓ **CPA Bookkeeping for Small Businesses**
- ✓ **Payroll Management for Contractors**
- ✓ **Outsourced Accounting Firm Northern VA**

These aren't vanity keywords. Each term represents a business owner at a specific decision point, evaluating whether to outsource their accounting function, find a new CPA, or upgrade from DIY software. Ranking for these terms means the firm is entering the conversation at exactly the right moment.



Lead Generation & Bottom-Line Impact

Thanks to the combined SEO foundation and sustained paid media campaigns, the firm now receives a steady stream of qualified inbound leads every month from business owners seeking reliable, professional bookkeeping and accounting support. These are not tire-kickers. They are decision-ready owners of small and mid-sized businesses who have already decided to outsource their accounting and are evaluating providers.

Over the past 12 months, digital marketing efforts have directly contributed to significant recurring revenue growth. The firm now serves dozens of new business clients acquired through organic and paid channels, clients who represent ongoing, subscription-style revenue relationships rather than one-time transactions.

> "By combining SEO, Paid Advertising, and consistent content marketing, we helped the firm evolve from having minimal online visibility to becoming a recognized regional authority in professional accounting services in less than two years. The results compound every month."
>
> **Michael Delpierre, Partner**



Key Takeaways

This engagement demonstrates several principles that apply broadly to professional services digital marketing:

What Drove Success

- Professional services require trust signals, not just traffic: content authority and local credibility matter as much as keyword rankings
- Paid advertising bridges the organic gap. Google Ads kept leads flowing while SEO authority was being built over 12–18 months
- Structured data is a competitive differentiator, few local accounting firms invest in schema markup, making it a high-ROI technical win
- Accounting buyers are high value but deliberate, remarketing campaigns captured prospects who visited but didn't convert on their first visit

Why It Mattered

- Long-tail, service-specific keywords outperform broad terms: 'outsourced bookkeeping for small businesses' converts far better than 'accounting firm'
- Thought leadership content builds E-E-A-T: blog posts on tax deadlines and compliance positioned the firm as a knowledgeable, trustworthy resource
- Citation consistency unlocks local pack visibility: directory management directly improved map rankings for location-based searches
- Recurring revenue clients amplify ROI, a single acquired client paying monthly retainer fees generates outsized lifetime value vs. a one-time transaction

> "In a crowded professional services market, the firms that win online aren't necessarily the largest. They're the ones with the most credible, visible, and conversion-optimized digital presence. That's exactly what we built for the firm."
>
> **Harry Brooks, Partner**