

**search informer**

# **Search Engineering Project: Accounting & Auditing**

# ~202+ inbound leads per month\*

*\*How many leads we forecast they could generate per month  
assuming industry average click-through and conversion rates.*

~£14,107+ in  
monthly revenue  
potential\*

*\*How much new revenue we forecast they could generate per month, assuming an industry average lead-to-win rate and average retainer fee of £350 per month.*

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~£507,836+ in lifetime  
customer value added  
per month\*

*\*How much new customer life time value revenue  
we forecast they could generate assuming an  
industry average lead-to-win rate and average  
customer value.*

# Meet Accounts & Legal

**Accounts & Legal**

Accounting Services   Legal   Tax   Payroll   Acquisitions   Advice Hub   About

Q   Contact Us →

## It's The End For Accounting Dinosaurs...

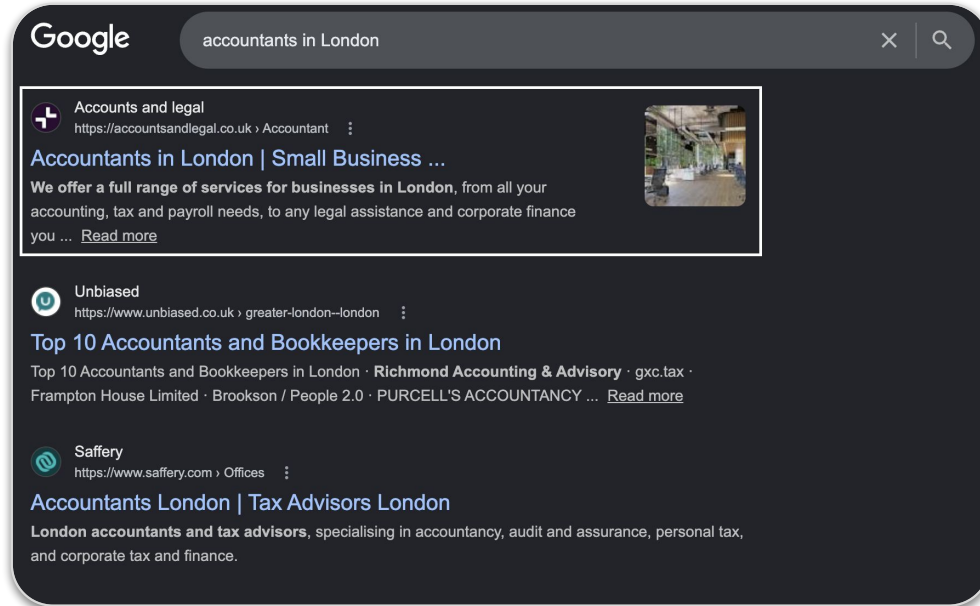
Book a Call →

xero   PLATINUM PARTNER   AWARD WINNER 2023

Next  
Help & Advice

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# Ranking top on Google for terms like:



# Also visible in and recommended by AI:

ChatGPT - Log in Sign up for free

I am a small business owner in London looking to outsource all my accounting (from bookkeeping to tax returns and year-end accounts). Which companies should I consider going with?

2.5  
4.8  
4.8

Crunch Fitness  
D&J Accountants  
Charters

London  
Paris  
Spain  
Portugal

North Atlantic Ocean

If you want to fully outsource finance operations – bookkeeping, payroll, VAT, corporation tax, self-assessment, year-end accounts, and ideally some proactive advice – the best choice depends less on “biggest brand” and more on:

- Responsiveness (you want fast answers, not ticket systems)
- Cloud accounting capability (Xero/QuickBooks integrations, receipt capture, automation)
- Fixed-fee transparency
- Small business specialization
- What you want compliance-only or strategic support

divide the market into 3 tiers:

**Best for most small businesses (hands-on + affordable)**

These are usually the sweet spots.

**Accounts and Legal** (plus legal/company support under one roof. Strong for growing SMEs)

**Good if you want a** (fundraising support, company structuring later.)

**What may need considered** (Management Accountants very focussed on SMEs, startups, contractors, and owner-managed businesses.)

+ Ask anything

ChatGPT can make mistakes. Check important info. See [OpenAI's Preferences](#).

Gemini London Accountants For Small Businesses Upgrade

Who are the best accountants in London for small businesses?

Finding the “best” accountant often depends on whether you need a hands-off digital service, a local partner you can visit, or specialized tax advice.

As of 2026, here are the top-rated accounting firms in London specifically tailored for small businesses (SMEs) and startups, based on client reviews and industry reputation.

**1. Best for Modern & Digital-First Businesses**

- **GoForms (Central London):** Widely ranked as a top choice for contractors and startups. They blend a dedicated human accountant with modern tech (FreeAgent is usually preferred). Known for being very responsive and transparent with their fixed-fee pricing.
- **Accounts & Legal (London Bridge):** Highly recommended for businesses that want an “all-in-one” approach. As the name suggests, they provide legal support alongside accounting. Helpful if you’re dealing with shareholder agreements or employment contracts.

Enter a prompt for Gemini

+ Tools Fast

Your Search Informer chats aren't used to improve our models. Gemini is AI. It can make mistakes, so double-check it. [Your privacy and Gemini](#)

~29,589 visits  
per month\*

from Google search, according to ahrefs.

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# ahrefs

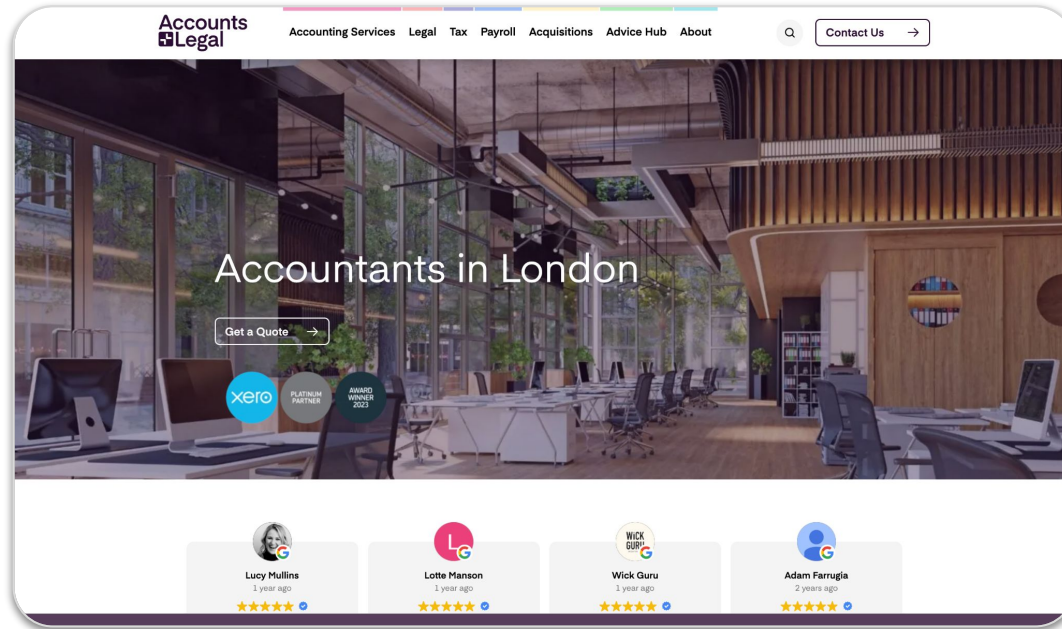


5,572 page one  
rankings

**1,997 ranking in  
the top three**



# Let's reverse engineer their inbound engine

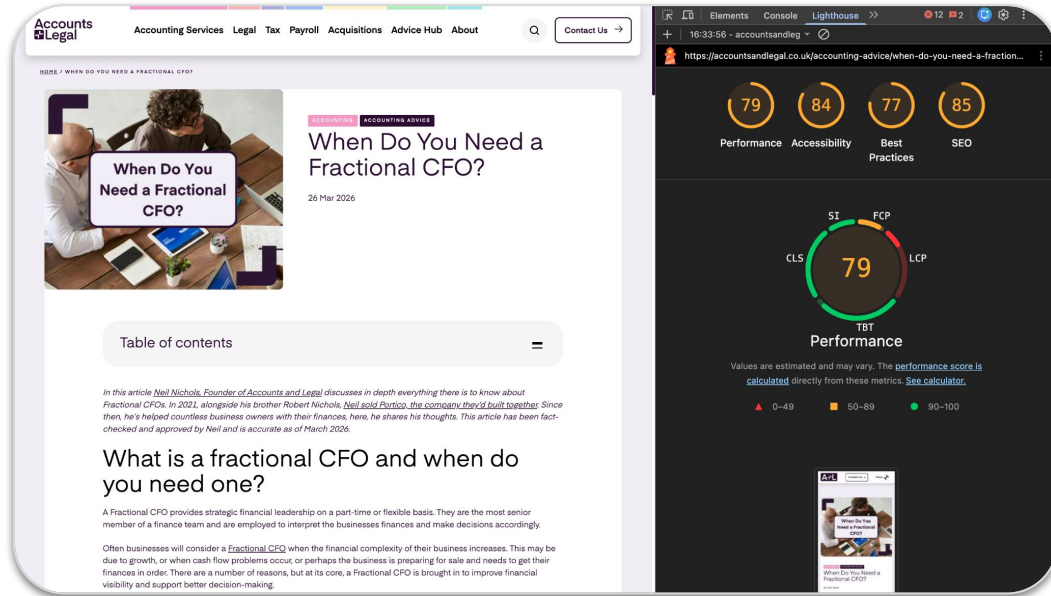


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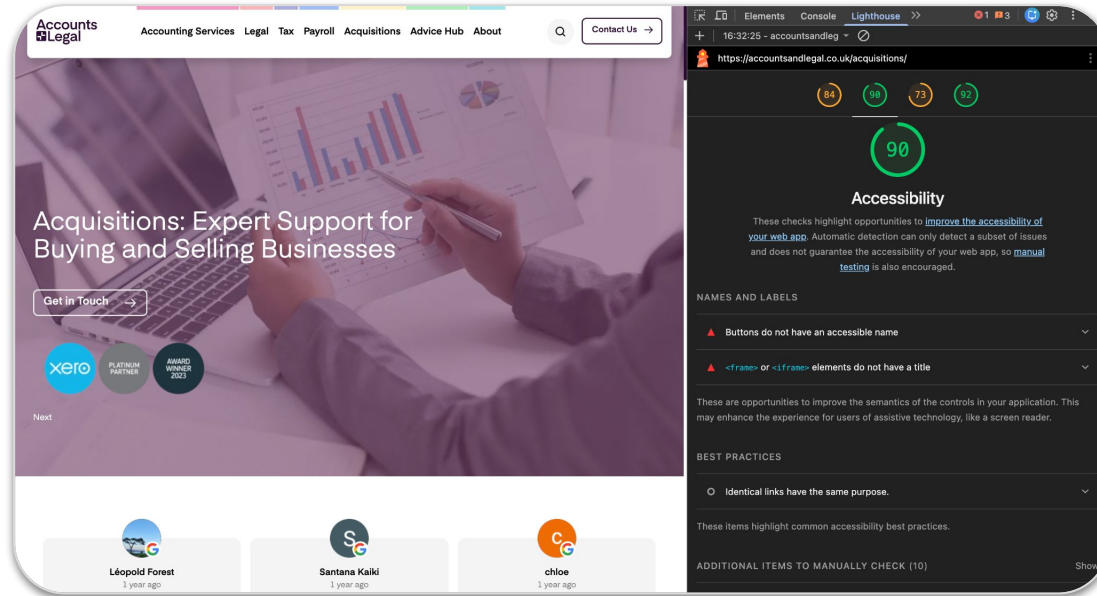
**Strong technical foundations drives  
efficient search engine and AI  
discovery + indexing**

# Their website is relatively quick and high performing on mobile devices



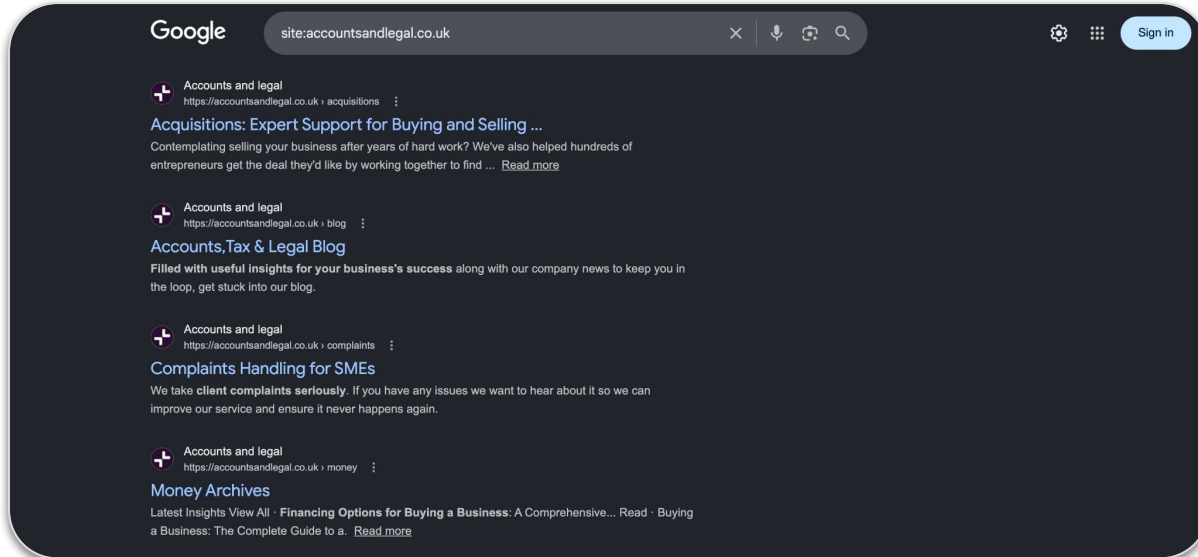
search informer

# Their site adheres to accessibility best practises, so it's useful for a wide range of searchers

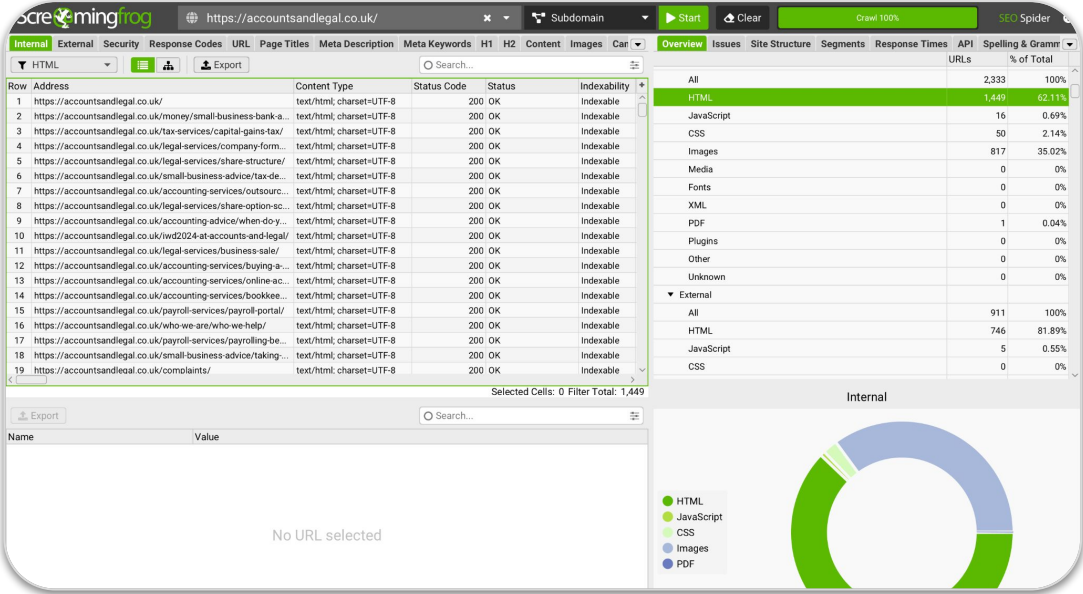


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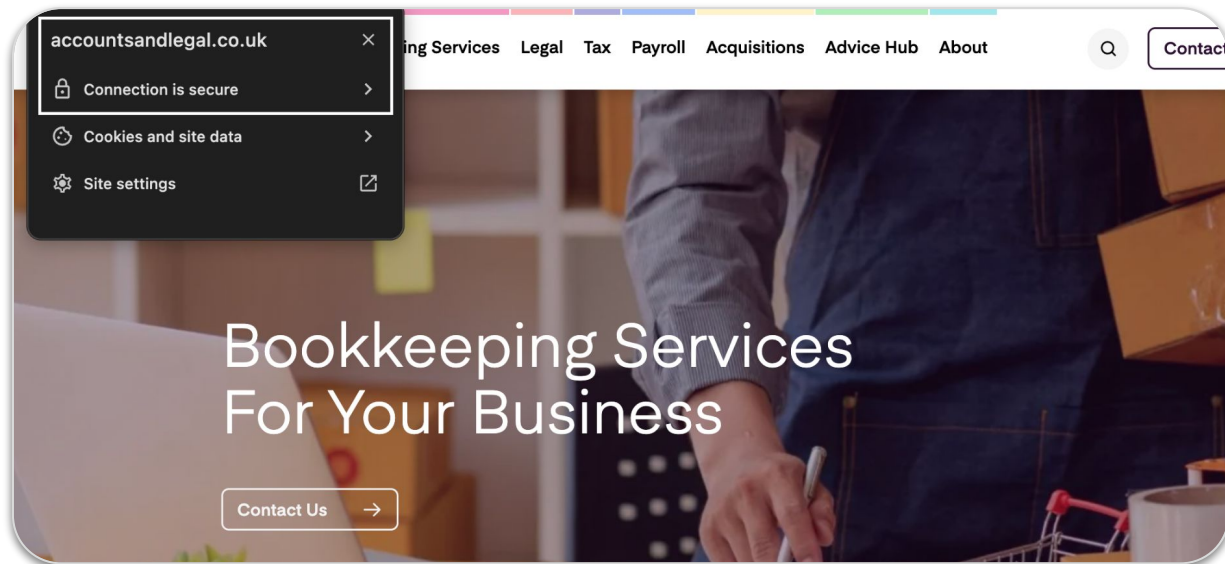
# Their index is clean and well maintained, minimising thin content issues and protecting site quality



# When crawling 1,449 pages on their website, we found no serious crawling or indexing issues



# Their website is safe and secure, which builds trust and helps organic search performance



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# An intuitive main navigation helps users and bots understand which pages are important

The screenshot shows a website's main navigation bar with a multi-colored underline. The navigation items are: Accounting Services, Legal, Tax, Payroll, Acquisitions, Advice Hub, and About. To the right of these items is a search icon and a 'Contact Us' button with a right-pointing arrow. Below the navigation bar is a section titled 'Our Accounting services' with a 'View all' link on the right. The services are listed in two columns, each with a right-pointing arrow:

Bookkeeping Services	→	Business Valuations	→
Annual Accounts	→	Business Rescue	→
Business Plan	→	Management Accounts	→
Financial Forecasting Services	→	Outsourced Finance Department	→
Online Accounting	→	Accounting Articles	→

# XML sitemaps are well categorised to help search engine spiders crawl the website

## XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on [sitemaps.org](https://sitemaps.org).

This XML Sitemap Index file contains 8 sitemaps.

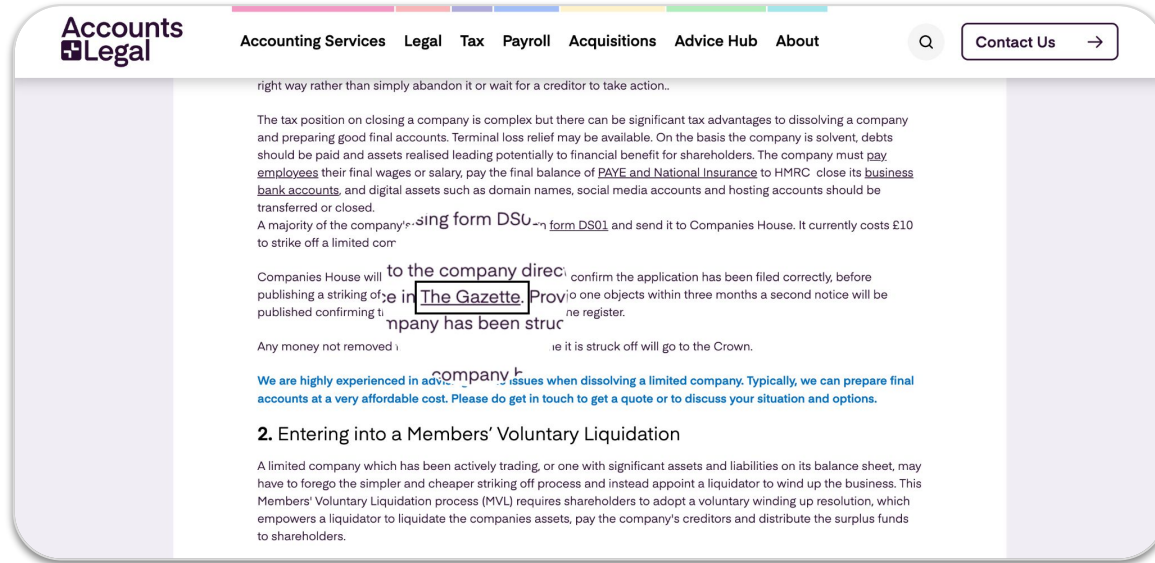
Sitemap	Last Modified
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<a href="https://accountsandlegal.co.uk/team_directory-sitemap.xml">https://accountsandlegal.co.uk/team_directory-sitemap.xml</a>	2026-02-18 12:18 +00:00
<a href="https://accountsandlegal.co.uk/apps-sitemap.xml">https://accountsandlegal.co.uk/apps-sitemap.xml</a>	2024-09-30 15:02 +00:00
<a href="https://accountsandlegal.co.uk/open_positions-sitemap.xml">https://accountsandlegal.co.uk/open_positions-sitemap.xml</a>	2026-02-04 08:29 +00:00
<a href="https://accountsandlegal.co.uk/insights-categories-sitemap.xml">https://accountsandlegal.co.uk/insights-categories-sitemap.xml</a>	2026-05-11 14:21 +00:00

URL	Images	Last Mod.
<a href="https://accountsandlegal.co.uk/">https://accountsandlegal.co.uk/</a>	1	2026-03-19 09:43 +00:00
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<a href="https://accountsandlegal.co.uk/accountant/estate-agents-and-property-professionals/">https://accountsandlegal.co.uk/accountant/estate-agents-and-property-professionals/</a>	1	2023-07-18 14:19 +00:00
<a href="https://accountsandlegal.co.uk/accountant/healthcare-and-veterinary-services/">https://accountsandlegal.co.uk/accountant/healthcare-and-veterinary-services/</a>	1	2023-07-18 14:21 +00:00
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Quality content, key E-E-A-T features, and strong UX signals result in solid on-site optimisation

# External links to other authority sources in the industry are used to build their trust and credibility



The screenshot shows the website for Accounts Legal. The navigation bar includes links for Accounting Services, Legal, Tax, Payroll, Acquisitions, Advice Hub, and About. A search icon and a 'Contact Us' button with a right arrow are also present. The main content area discusses the process of dissolving a company, mentioning the need to pay employees, settle bank accounts, and file a DS01 form. It also notes that Companies House will confirm the application in The Gazette. A section titled '2. Entering into a Members' Voluntary Liquidation' is also visible.

Accounts Legal

Accounting Services Legal Tax Payroll Acquisitions Advice Hub About

Q Contact Us →

right way rather than simply abandon it or wait for a creditor to take action.

The tax position on closing a company is complex but there can be significant tax advantages to dissolving a company and preparing good final accounts. Terminal loss relief may be available. On the basis the company is solvent, debts should be paid and assets realised leading potentially to financial benefit for shareholders. The company must pay employees their final wages or salary, pay the final balance of PAYE and National Insurance to HMRC, close its business bank accounts, and digital assets such as domain names, social media accounts and hosting accounts should be transferred or closed.

A majority of the company's striking form DS01 and send it to Companies House. It currently costs £10 to strike off a limited company.

Companies House will confirm the application has been filed correctly, before publishing a striking off notice in The Gazette. Provide one object within three months a second notice will be published confirming the company has been struck off the register.

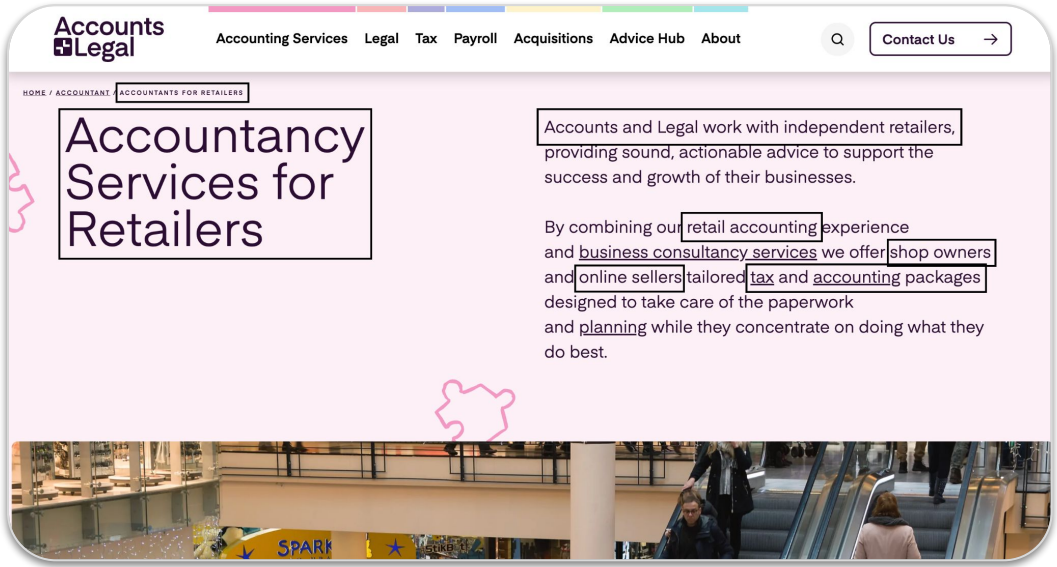
Any money not removed from the company bank accounts when it is struck off will go to the Crown.

We are highly experienced in advising on company issues when dissolving a limited company. Typically, we can prepare final accounts at a very affordable cost. Please do get in touch to get a quote or to discuss your situation and options.

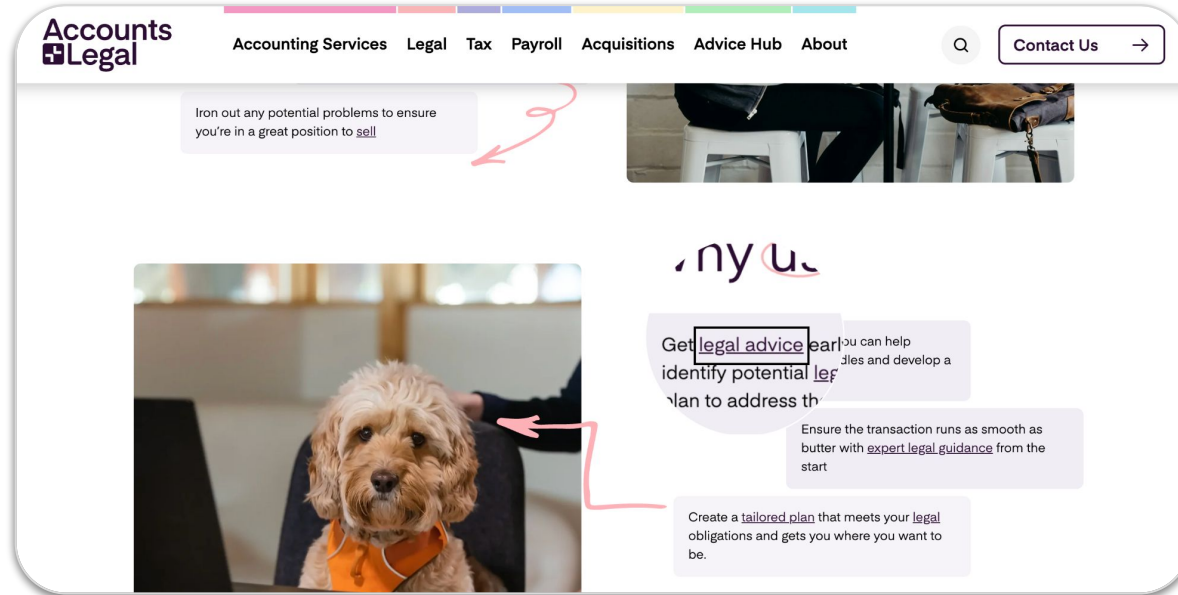
## 2. Entering into a Members' Voluntary Liquidation

A limited company which has been actively trading, or one with significant assets and liabilities on its balance sheet, may have to forego the simpler and cheaper striking off process and instead appoint a liquidator to wind up the business. This Members' Voluntary Liquidation process (MVL) requires shareholders to adopt a voluntary winding up resolution, which empowers a liquidator to liquidate the company's assets, pay the company's creditors and distribute the surplus funds to shareholders.

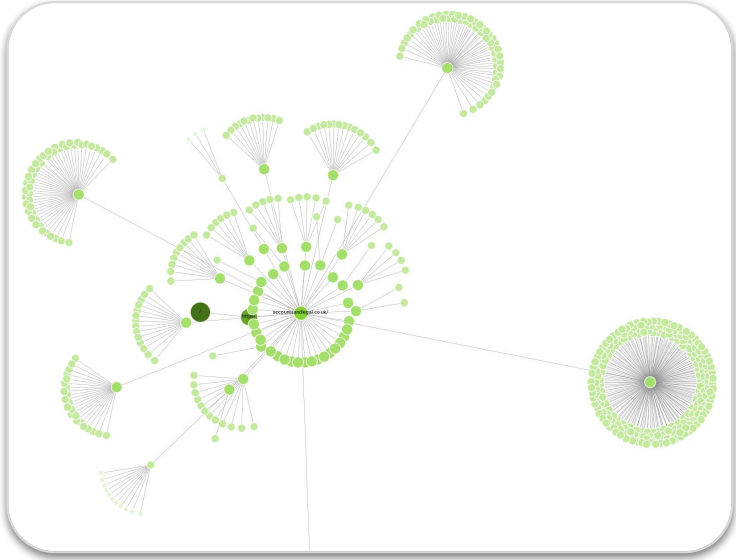
# On-site optimisation is taken seriously and their pages feature optimised titles and H1 tags



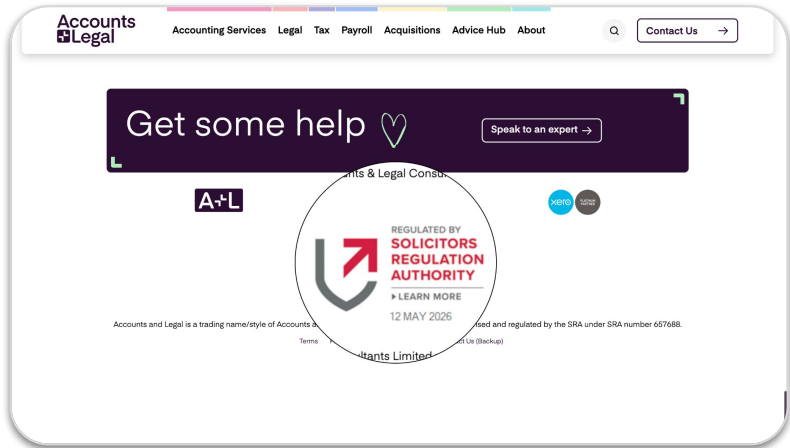
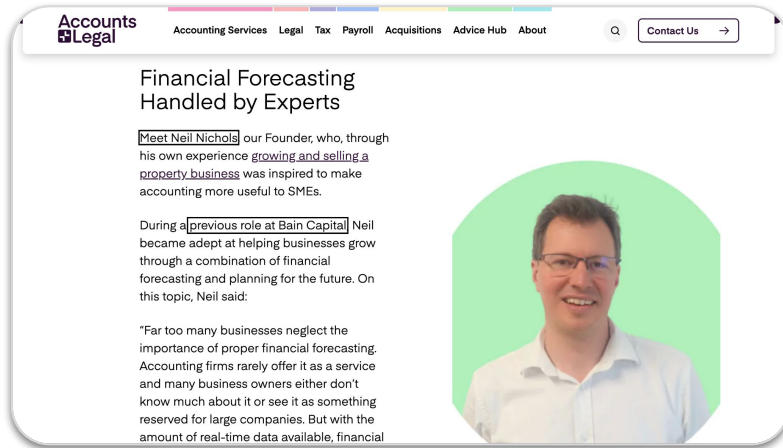
# Internal links are used to spread authority, reinforce keyword optimisation, and enhance UX plus CRO



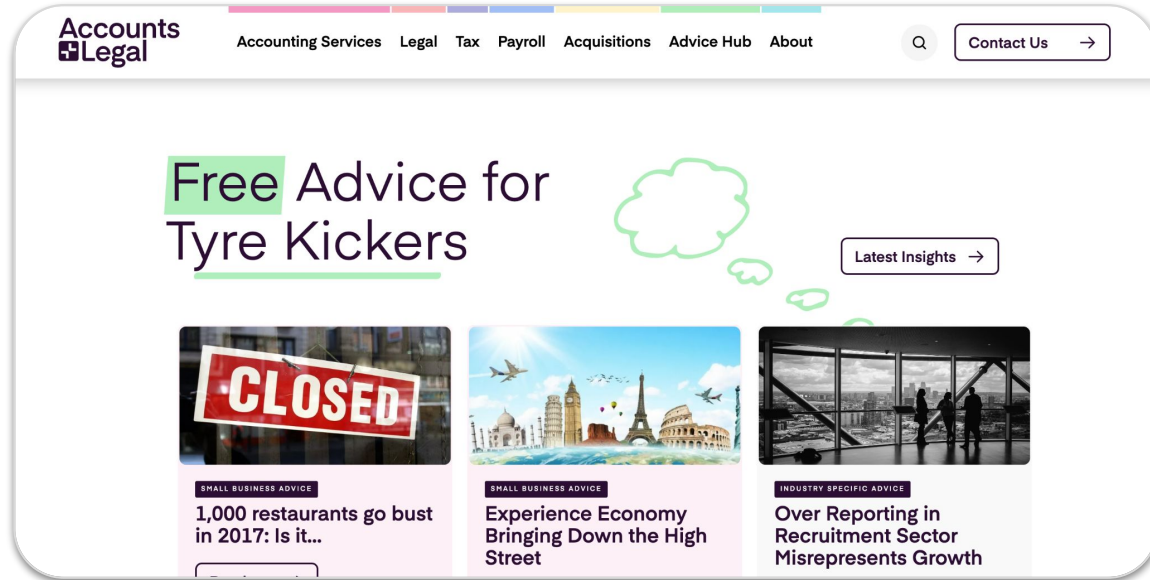
**Dedicated content hubs establish topical authority,  
and drive upper funnel traffic that can convert**



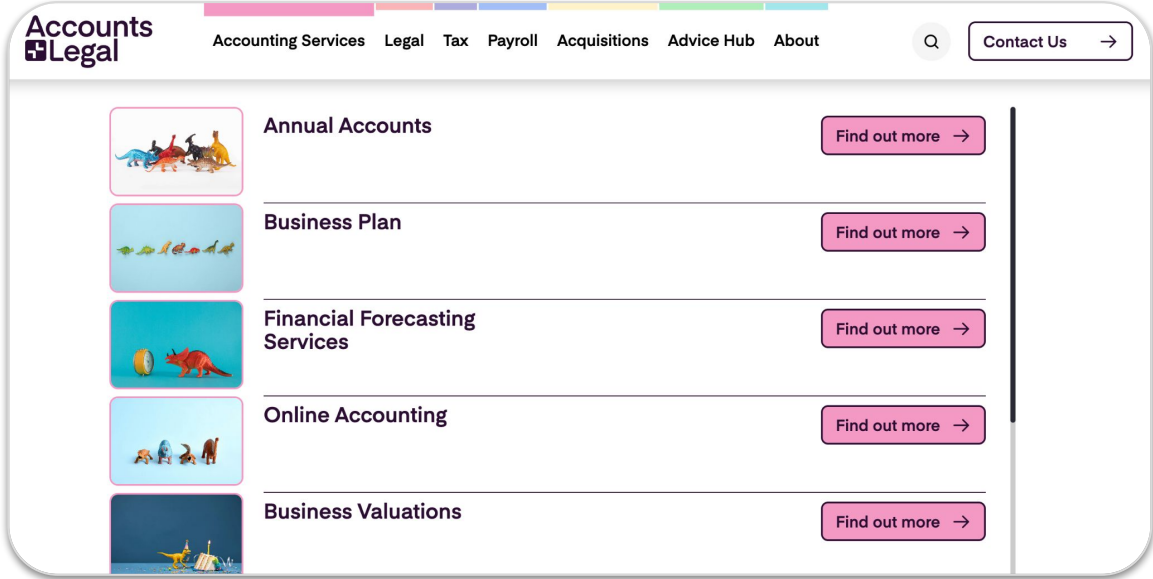
# Strong E-E-A-T signals are being applied across the site to build trust and establish credibility



# Supporting content is added on key landing pages to make them more useful and unique



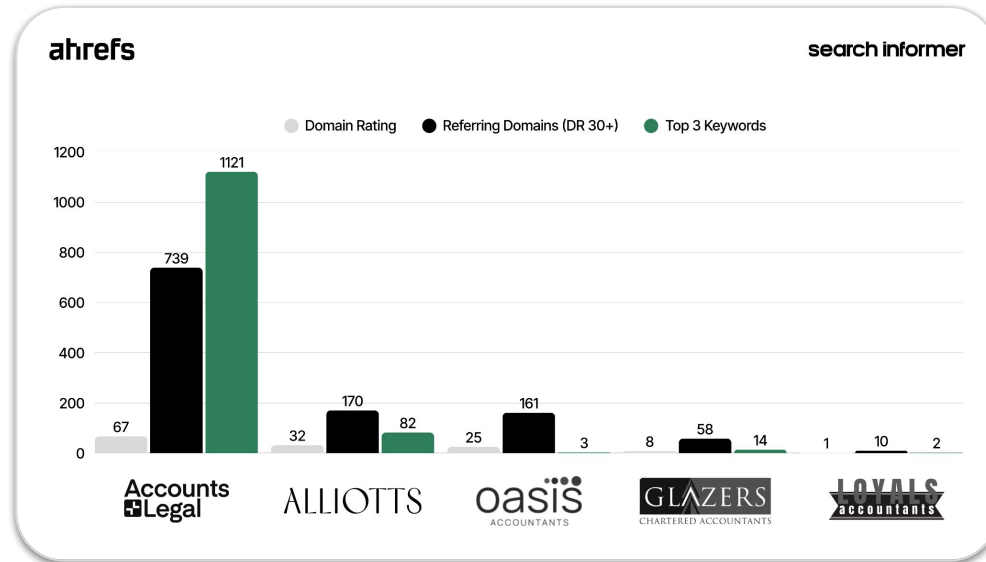
# Lower funnel, commercial keywords are targeted and prioritised on-site to maximise conversions



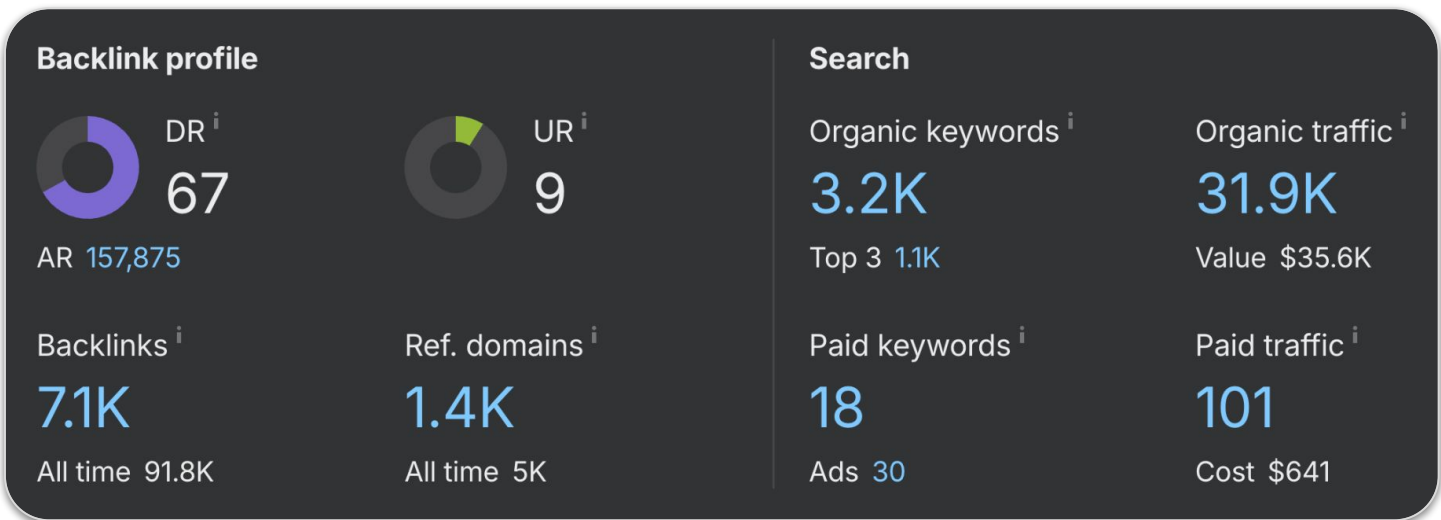


High authority and relevant brand mentions results in greater organic search visibility

# The brand has strong authority versus key competitors



# 7,123 links from 1,375 referring domains forms the foundation of their authority







# Backlinks and mentions have been earned with content marketing and expert comment campaigns

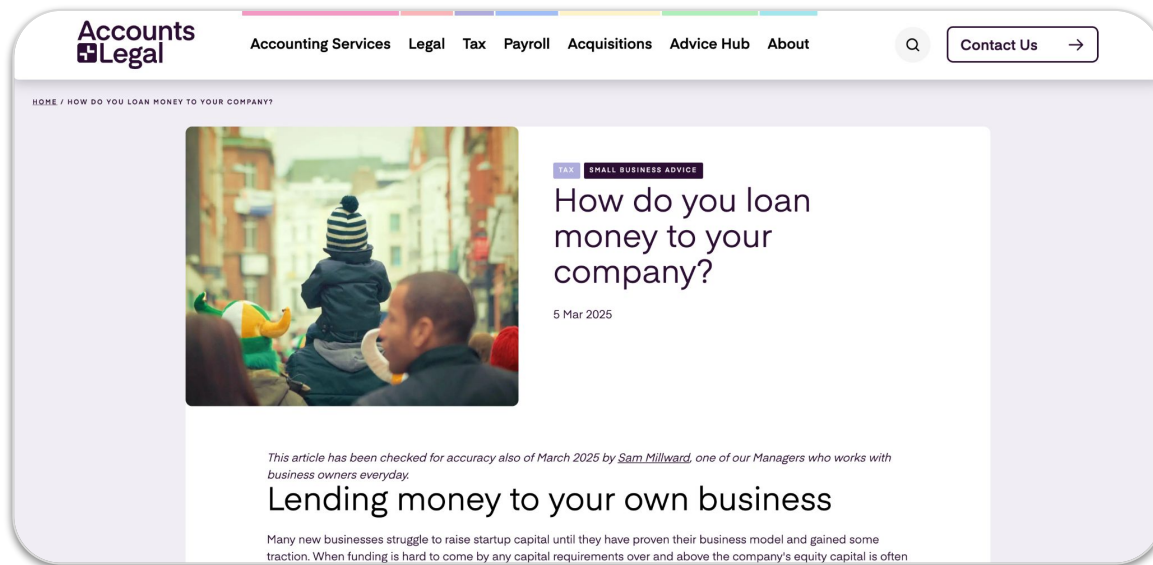
SHORTS

"A study by Accounts and Legal found that SMEs using Management Accounts..."

small business

"bulk at a discount," said Stuart Airey, head of corporate finance at Accounts and Legal...."

# On-site assets also earn high authority links organically and grow their authority effortlessly



# The brand features in industry listicles which get picked up and cited by AI models

The screenshot shows a webpage from ThreeBest Rated. At the top, there's a navigation bar with links: Find Business, List Business, Update Business, FAQ, About Us, Support. The main heading is "3 Best Tax Services in Manchester, UK". Below the heading is a descriptive paragraph: "Expert-recommended Top 3 Tax Service in Manchester, UK. All of our tax services actually undergo a rigorous 50-Point Inspection, which includes local reviews, history, business standards, ratings, satisfaction, trust, price and their trading excellence. You deserve only the best!".

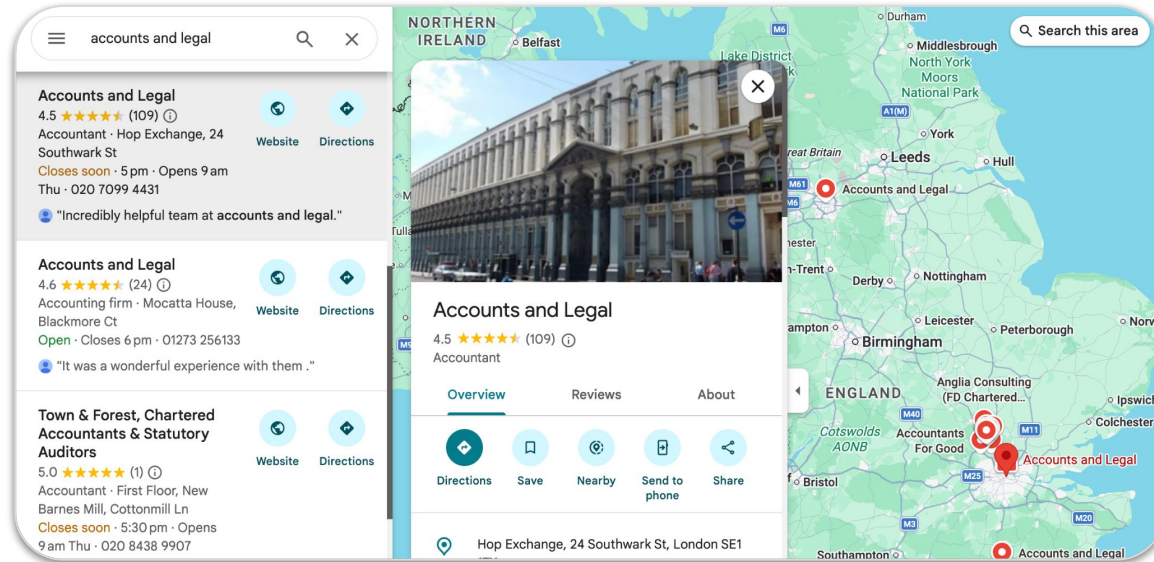
The list features three businesses, each with a "3+ YEARS IN TBR" badge:

- Amin & Co Accountants**: Solutions for all your accounts, tax, VAT and payroll matters. Call and Contact buttons. Rating: 4.9 Score. Address: Studio 3, Longsight Business Park, Hamilton Road, Manchester M13 0PD, UK. Since 2013.
- TaxAssist Accountants Manchester**: Call and Contact buttons. Rating: 4.8 Score. Address: 902 Chester Road, Manchester M32 0PA, UK.
- Accounts & Legal Consultants LTD**: Call button. Rating: 4.7 Score. Address: 81 King Street Manchester Greater, Manchester M2 4AH, UK.

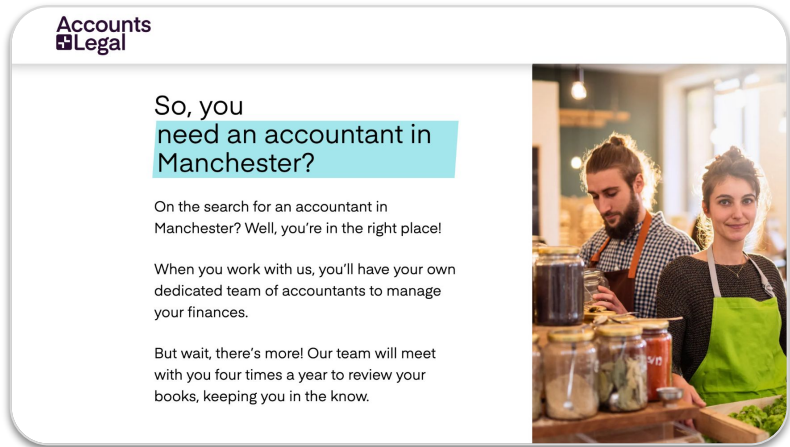
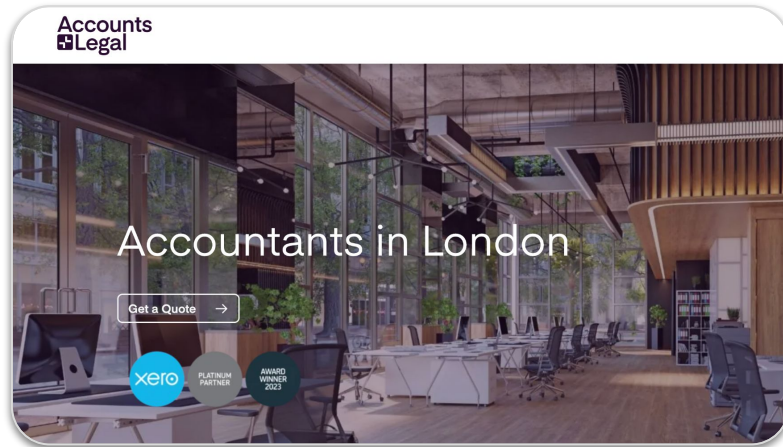


Well managed and optimised  
Google Business Profiles also drive  
local SEO visibility and rankings

# Verified Google Business Profiles are well optimised and maintained to drive local SEO visibility



# Pages are localised on-site, when relevant to do so, to reinforce those key local SEO signals





The combination of these things  
drives their SEO and AI visibility,  
which drives leads and sales

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**Want to run a Search  
Engineering Project for your  
brand or top competitor?**

Schedule yours at <https://www.searchinformer.com/search-engineering>