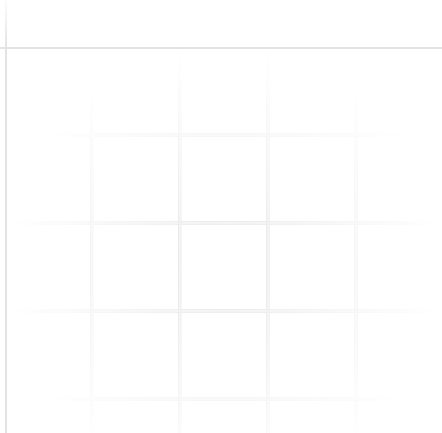


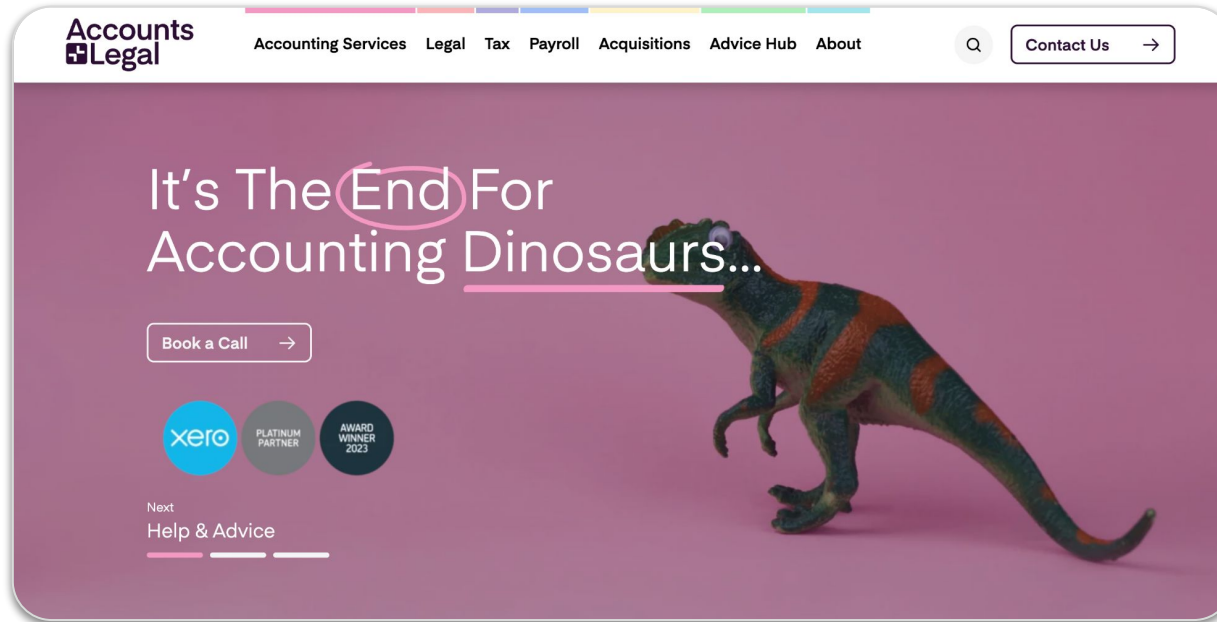
A decorative grid pattern consisting of light gray squares, arranged in a 5x5 grid, located in the top-left corner of the page.

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Search Engineering Project: Accounting & Auditing

[Read the full project](#)

Meet Accounts & Legal



The screenshot shows the homepage of the Accounts & Legal website. The header includes the company logo, a navigation menu with links to Accounting Services, Legal, Tax, Payroll, Acquisitions, Advice Hub, and About, a search icon, and a Contact Us button. The main content area has a purple background with a large headline, a call-to-action button, and several award logos. A dinosaur illustration is positioned on the right side of the main content area.

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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~202+ SEO leads per month*

**How many leads we forecast they could generate per month as a result of their organic search visibility, built using industry average click-through and conversion rates.*

~£14,107/month in SEO revenue*

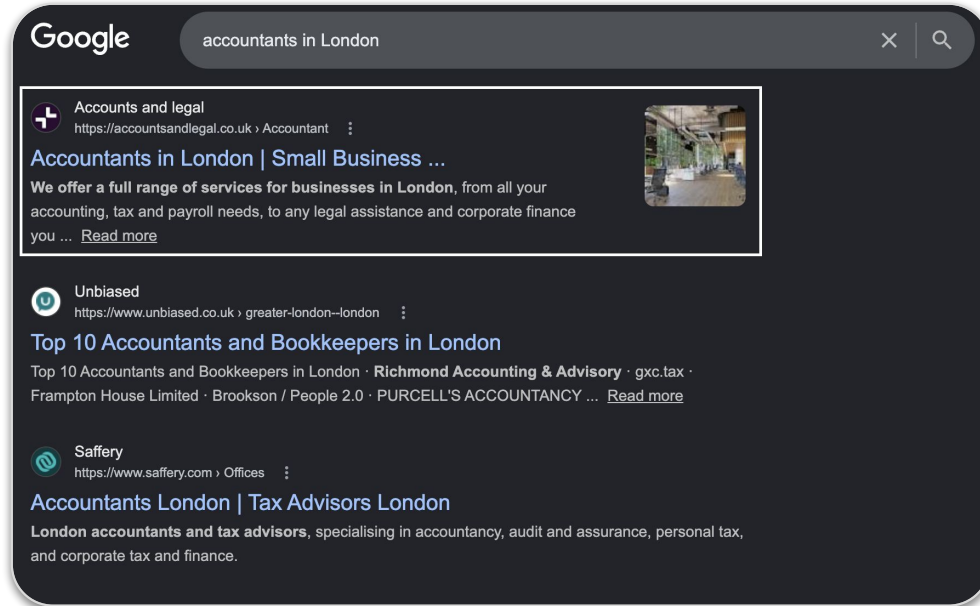
**How much new revenue we forecast they could generate per month as a result of their organic search visibility, build using an industry average lead-to-win rate and average retainer fee of £350 per month.*

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

**How much customer lifetime value we forecast they could generate per month as a result of their organic search visibility, build using an industry average lead-to-win rate and average customer value.*

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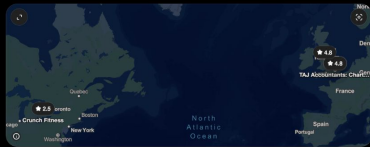
Ranking top on Google for terms like:



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?



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
- Whether they offer compliance-only or strategic support

These divide the market into 3 tiers:

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

These are usually the sweet spot for growing SMEs. They offer a mix of hands-on support and modern tech. **Accounts & Legal** is a good example, providing plus legal/company support under one roof. Strong for growing SMEs.

Good if you want a full-service, all-in-one approach

These are more expensive but offer comprehensive support. **Accounts & Legal** is a good example, providing plus legal/company support under one roof. Strong for growing SMEs.

What may need covered

These are very focused on SMEs, startups, contractors, and owner-managed businesses.

+ Ask anything Voice

ChatGPT can make mistakes. Check important info. See [Cookie 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 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, which is 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](#)

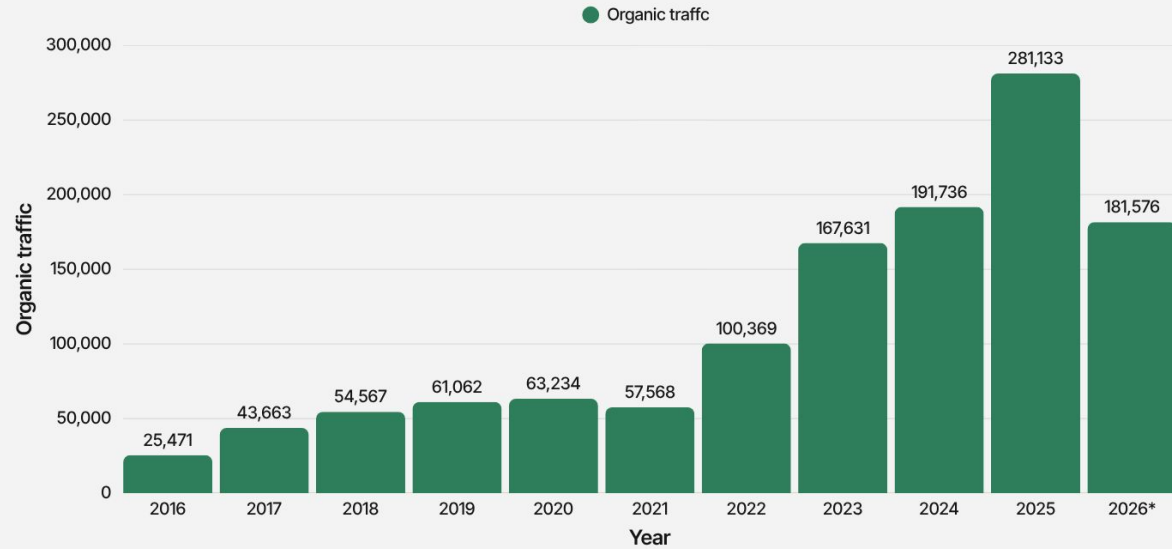
~29,589 SEO visits per month*

from Google search, according to ahrefs.

search informer

Accounts and Legal's organic traffic over time

ahrefs



*2026 figures at the time of publishing, January 2026 to May 2026 only.

search informer

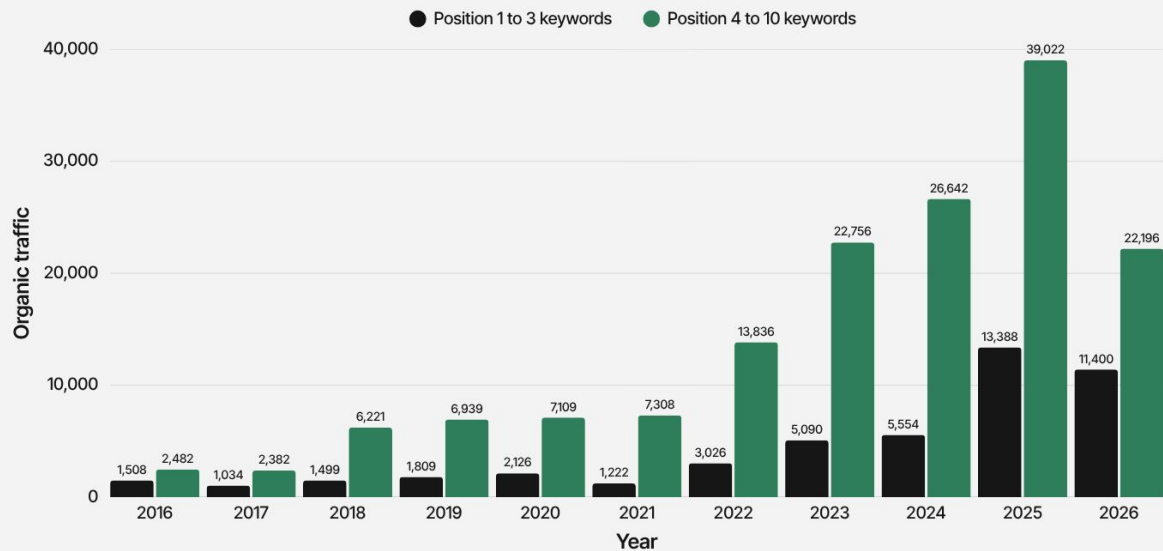
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5,572 page one
rankings

1,997 ranking in
the top three

Accounts and Legal's page one rankings over time

ahrefs

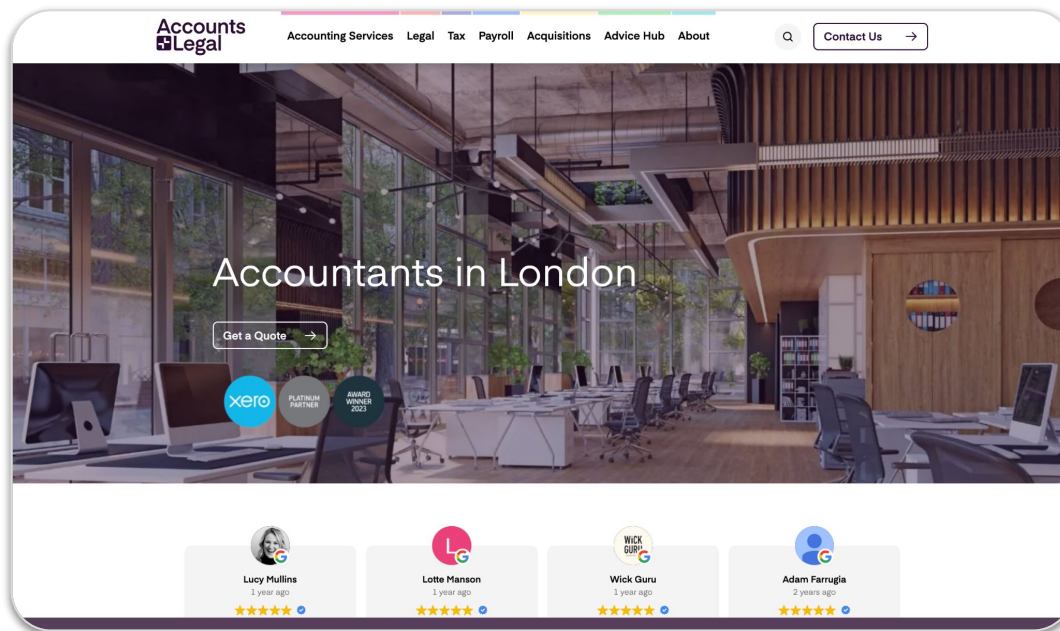


*2026 figures at the time of publishing, January 2026 to May 2026 only.

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Let's reverse engineer their inbound engine

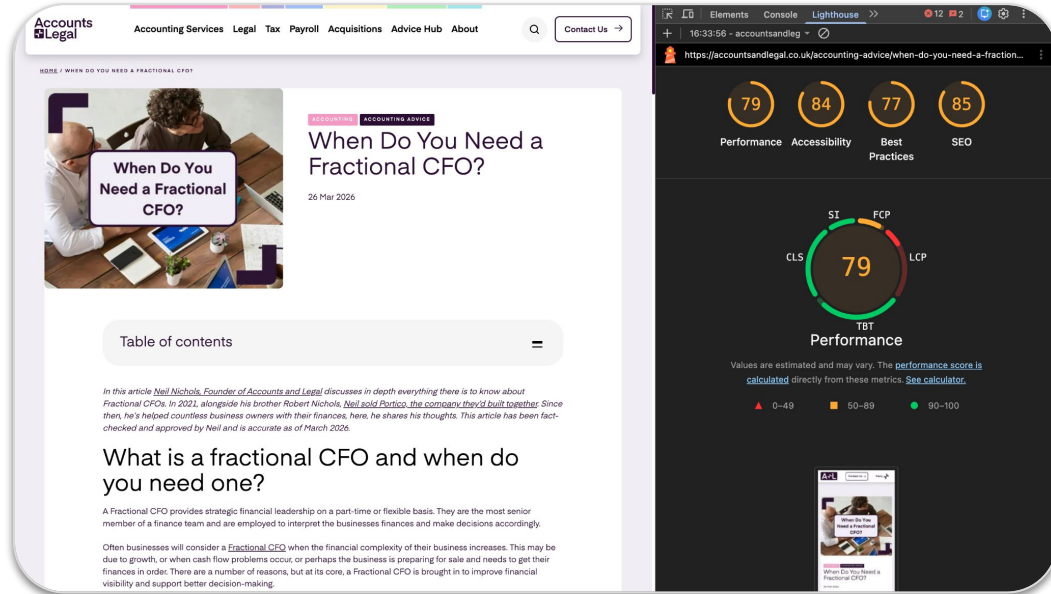


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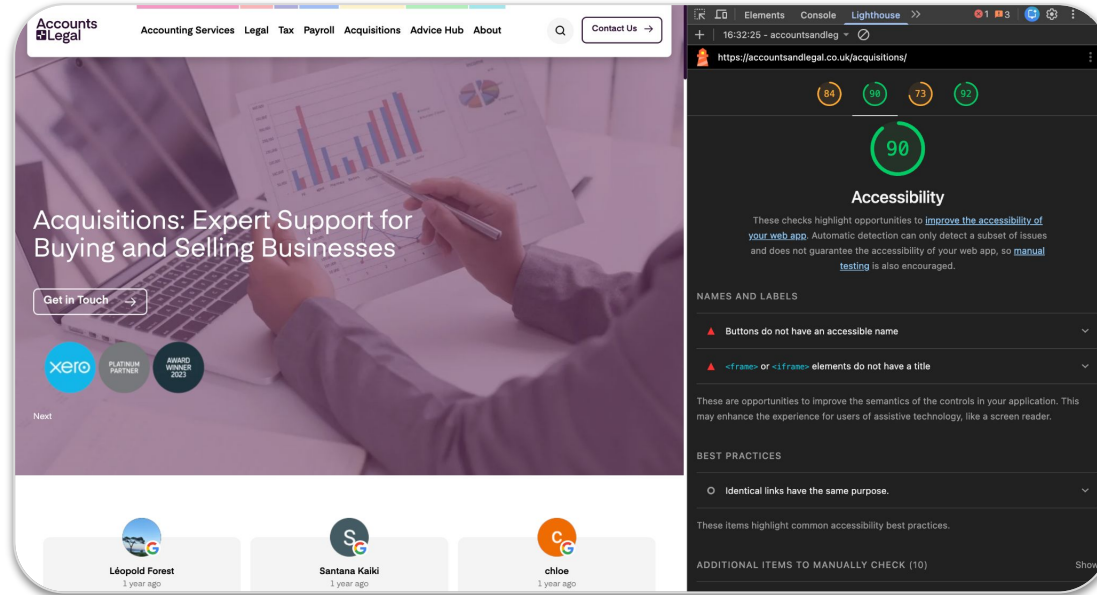


Strong technical foundations drives
efficient search engine and AI
discovery + indexing

Their website is relatively quick and high performing on mobile devices

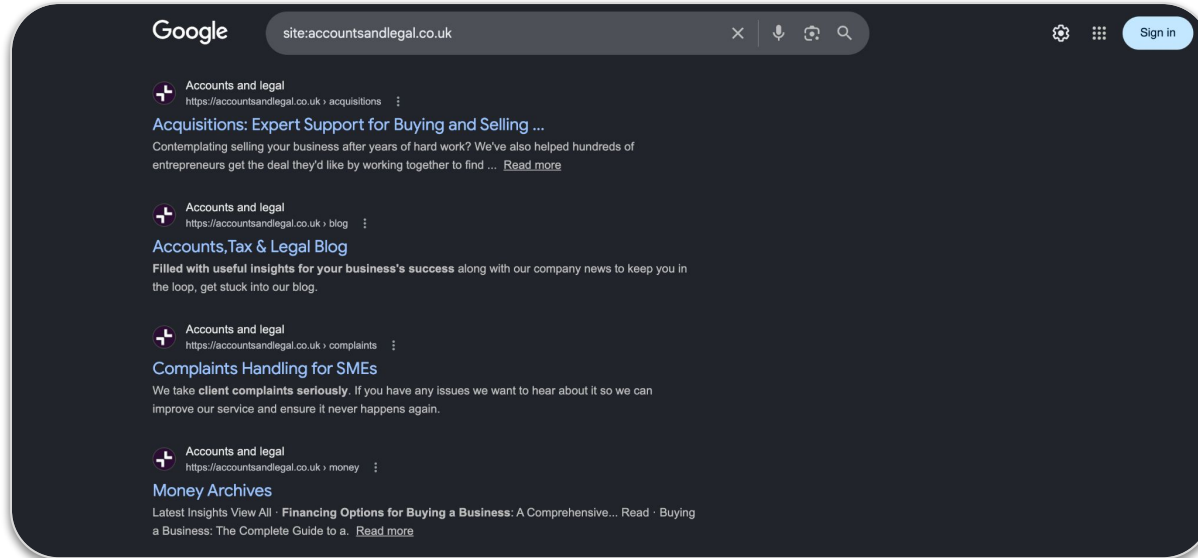


Their site adheres to accessibility best practises, so it's useful for a wide range of searchers



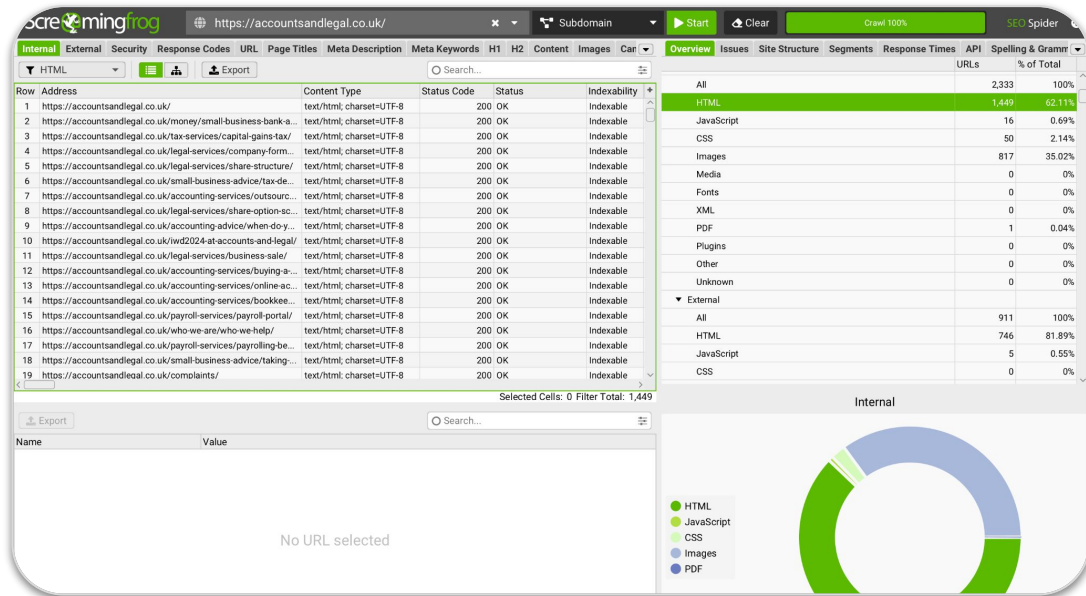
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Their index is clean and well maintained, minimising thin content issues and protecting site quality

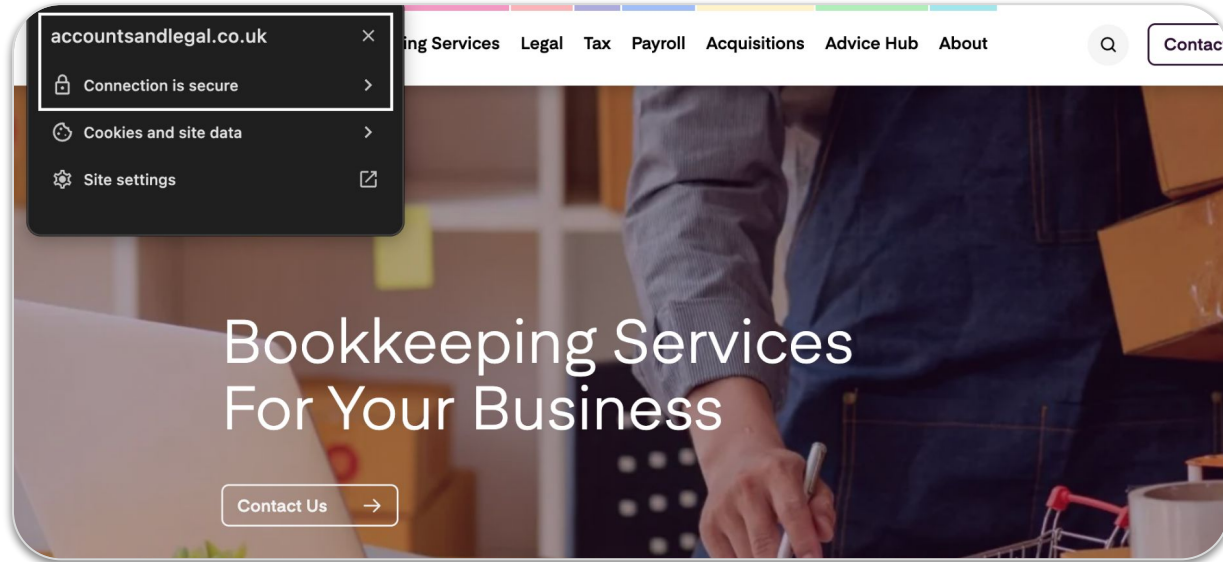


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When crawling 1,449 pages on their website, we found no serious crawling or indexing issues

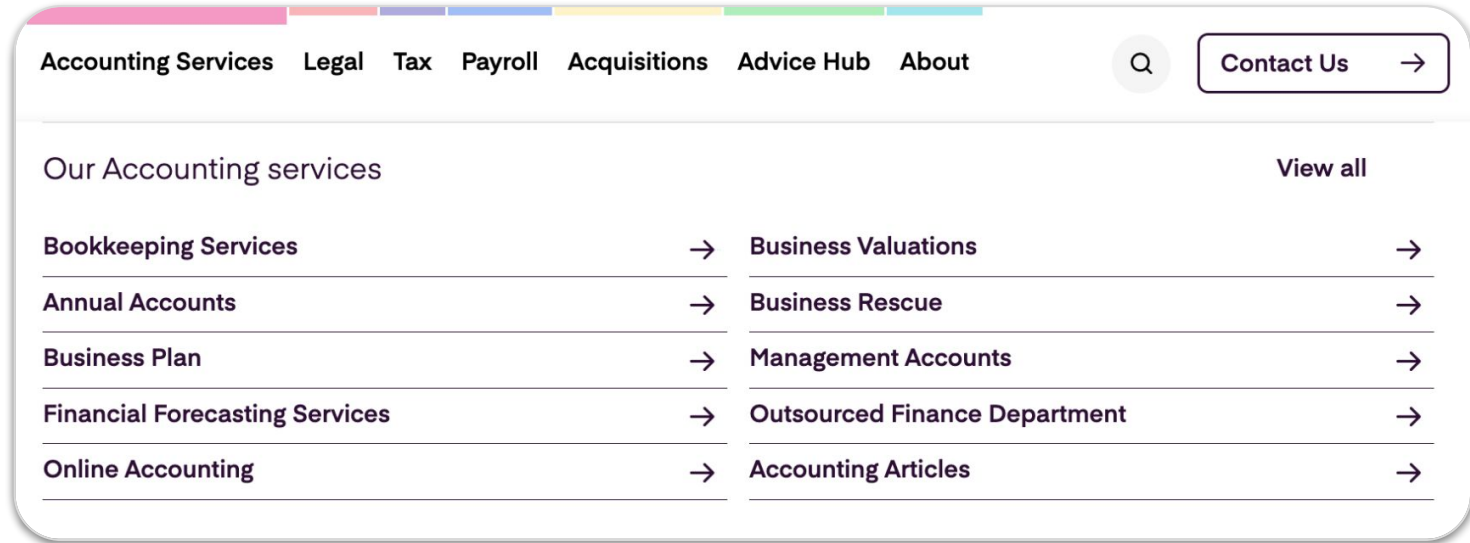


Their website is safe and secure, which builds trust and helps organic search performance



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



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.

This XML Sitemap Index file contains 8 sitemaps.

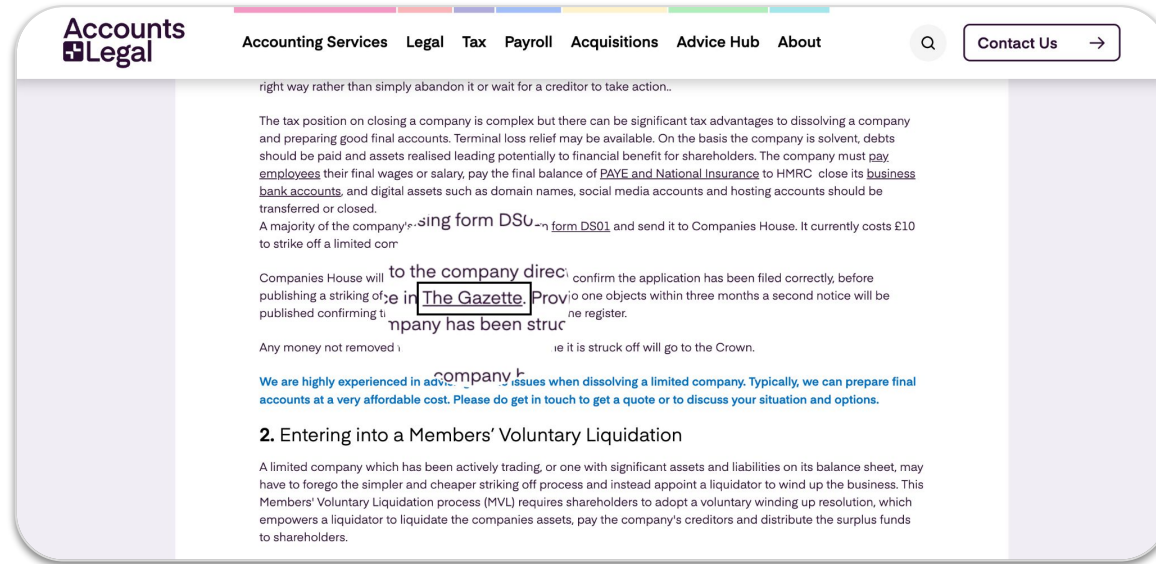
Sitemap	Last Modified
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https://accountsandlegal.co.uk/page-sitemap.xml	2026-04-29 10:49 +00:00
https://accountsandlegal.co.uk/testimonials-sitemap.xml	2023-09-21 09:44 +00:00
https://accountsandlegal.co.uk/insights-sitemap.xml	2026-05-11 14:21 +00:00
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https://accountsandlegal.co.uk/apps-sitemap.xml	2024-09-30 15:02 +00:00
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https://accountsandlegal.co.uk/insights-categories-sitemap.xml	2026-05-11 14:21 +00:00

URL	Images	Last Mod.
https://accountsandlegal.co.uk/	1	2026-03-19 09:43 +00:00
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https://accountsandlegal.co.uk/accountant/estate-agents-and-property-professionals/	1	2023-07-18 14:19 +00:00
https://accountsandlegal.co.uk/accountant/healthcare-and-veterinary-services/	1	2023-07-18 14:21 +00:00
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https://accountsandlegal.co.uk/pk-testing/	0	2024-08-21 12:31 +00:00
https://accountsandlegal.co.uk/accounting-services/quarterly-catch-ups/	1	2024-09-03 14:33 +00:00
https://accountsandlegal.co.uk/legal-services/service-and-supplier-agreements/	1	2024-09-23 16:13 +00:00
https://accountsandlegal.co.uk/legal-services/setting-up-a-business/	1	2024-09-26 14:22 +00:00
https://accountsandlegal.co.uk/accountant/retailers/	1	2024-09-26 14:42 +00:00
https://accountsandlegal.co.uk/tax-services/eis/	1	2024-09-26 14:44 +00:00
https://accountsandlegal.co.uk/blog/	1	2024-09-26 15:19 +00:00
https://accountsandlegal.co.uk/terms/	0	2024-09-26 15:25 +00:00
https://accountsandlegal.co.uk/privacy/	0	2024-09-26 15:30 +00:00
https://accountsandlegal.co.uk/who-we-are/our-news/	1	2024-09-26 15:30 +00:00
https://accountsandlegal.co.uk/hr-services/pensions/	1	2024-09-26 15:31 +00:00
https://accountsandlegal.co.uk/get-help/	1	2024-09-26 15:34 +00:00
https://accountsandlegal.co.uk/advice/	1	2024-09-30 10:16 +00:00
https://accountsandlegal.co.uk/advice/consulting/	1	2024-09-30 10:18 +00:00
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https://accountsandlegal.co.uk/hr-services/	1	2024-09-30 12:50 +00:00
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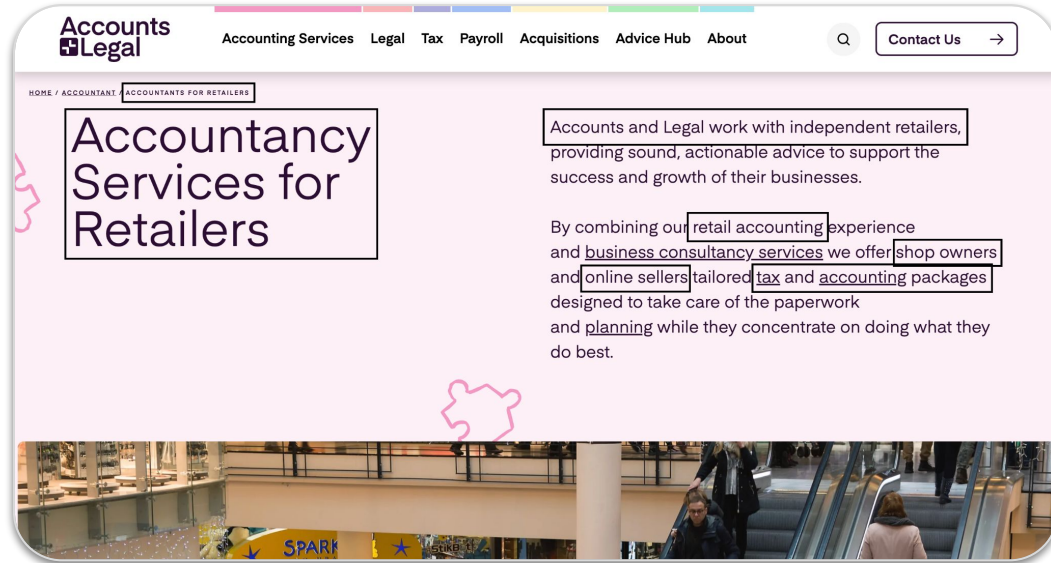


Quality content, key E-E-A-T
features, and strong UX signals
result in solid on-site optimisation

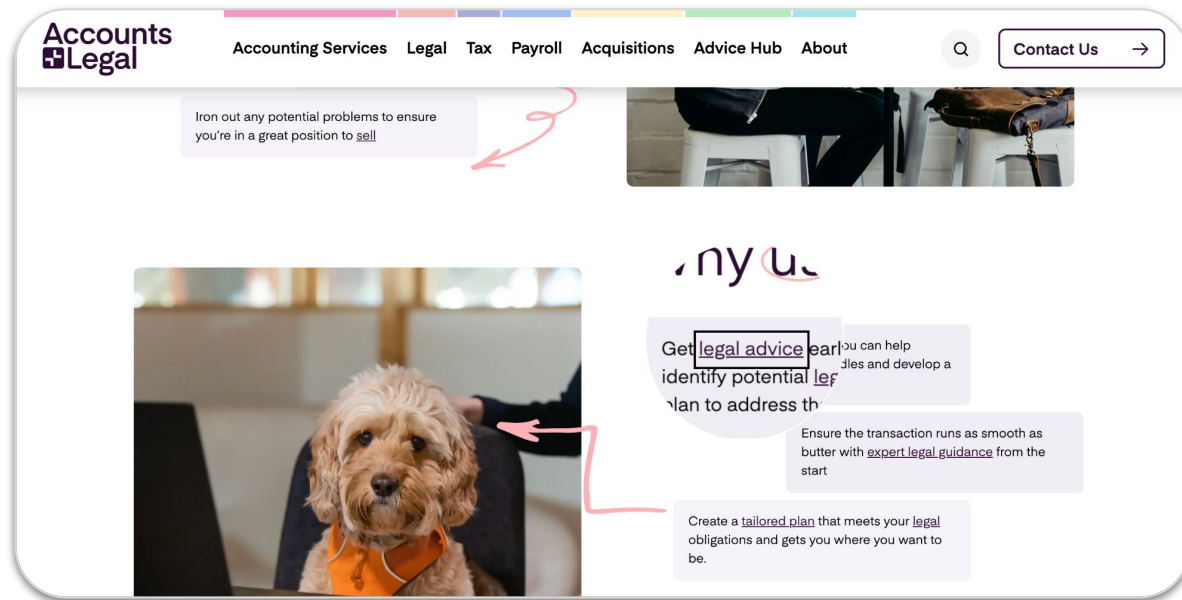
External links to other authority sources in the industry are used to build their trust and credibility



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

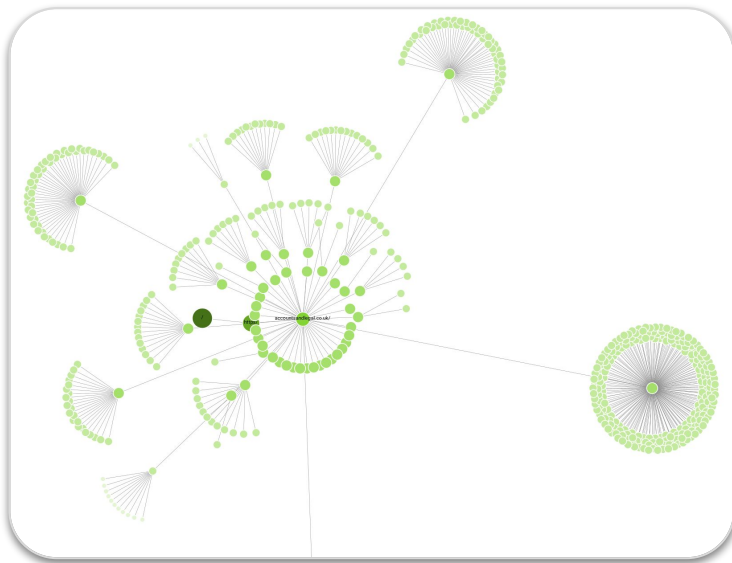


Internal links are used to spread authority, reinforce keyword optimisation, and enhance UX plus CRO

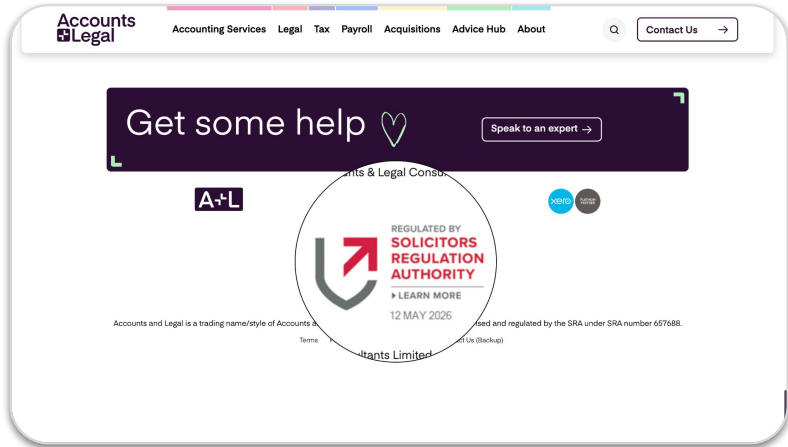
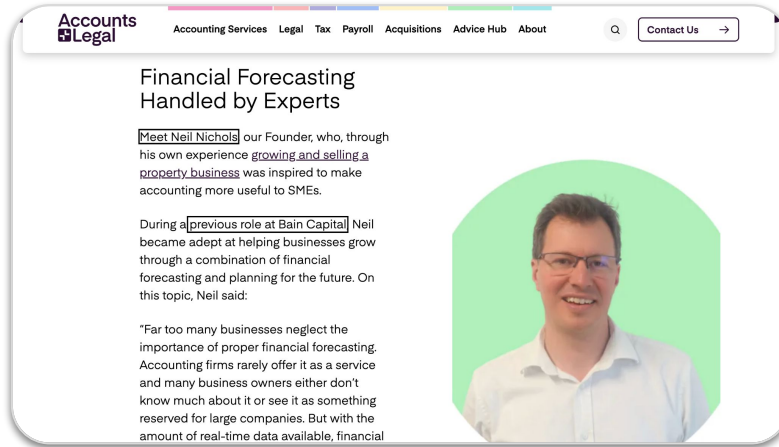


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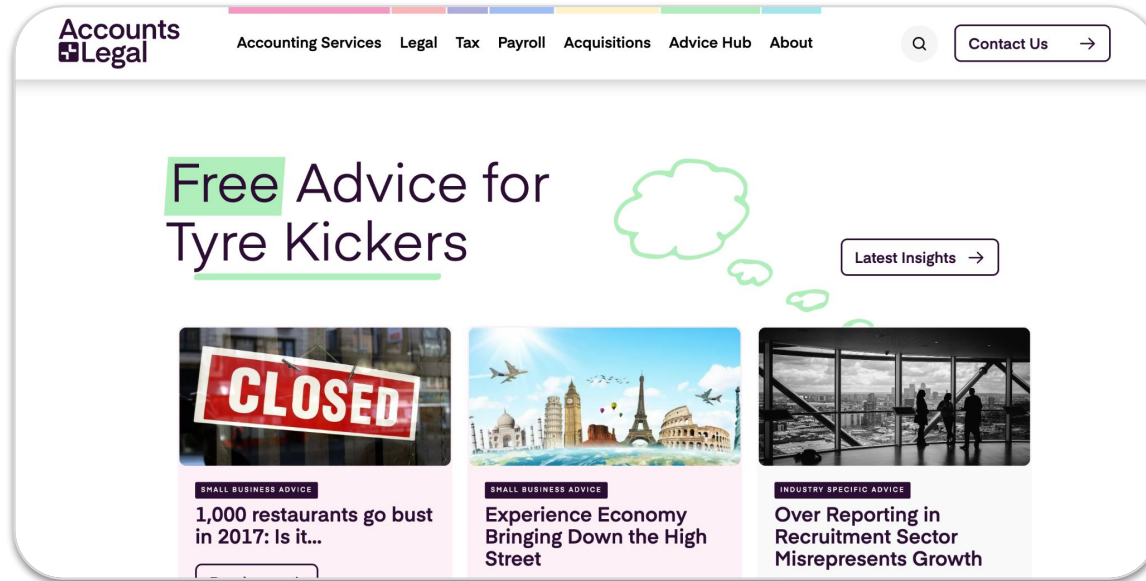
**Dedicated content hubs establish topical authority,
and drive upper funnel traffic that can convert**



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

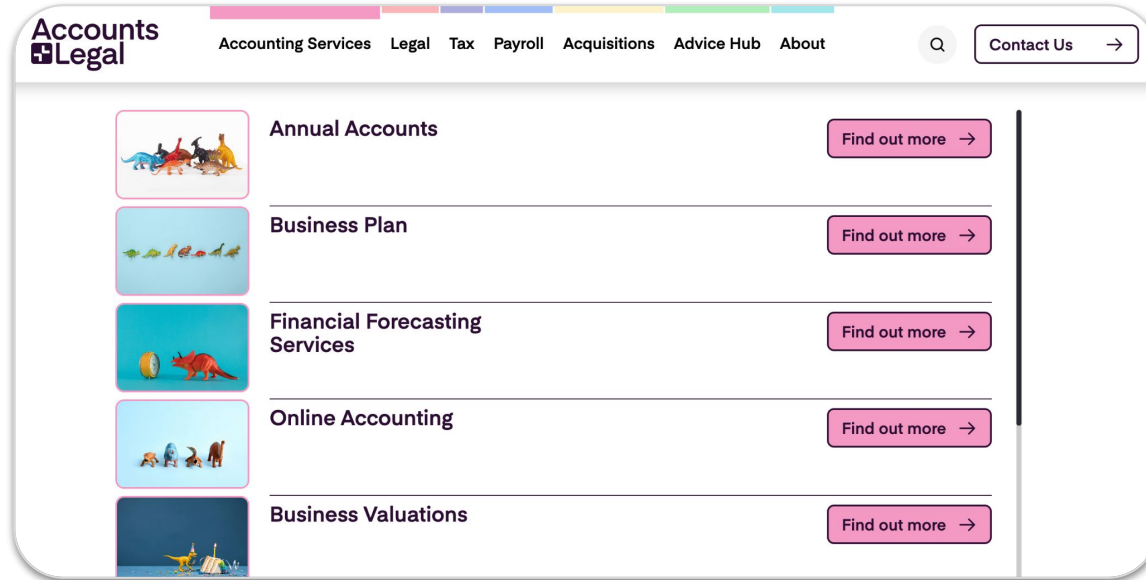


Supporting content is added on key landing pages to make them more useful and unique



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

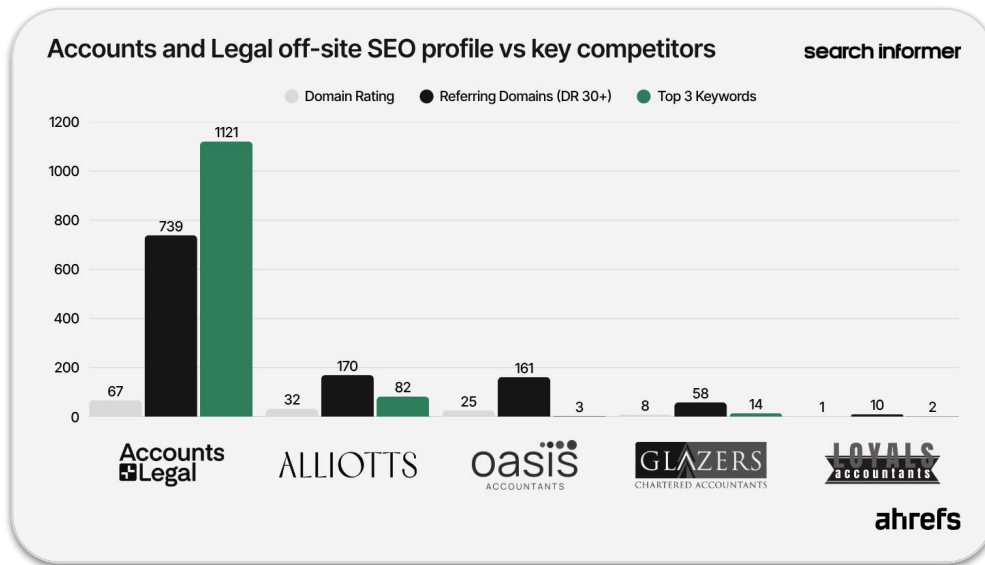


search informer



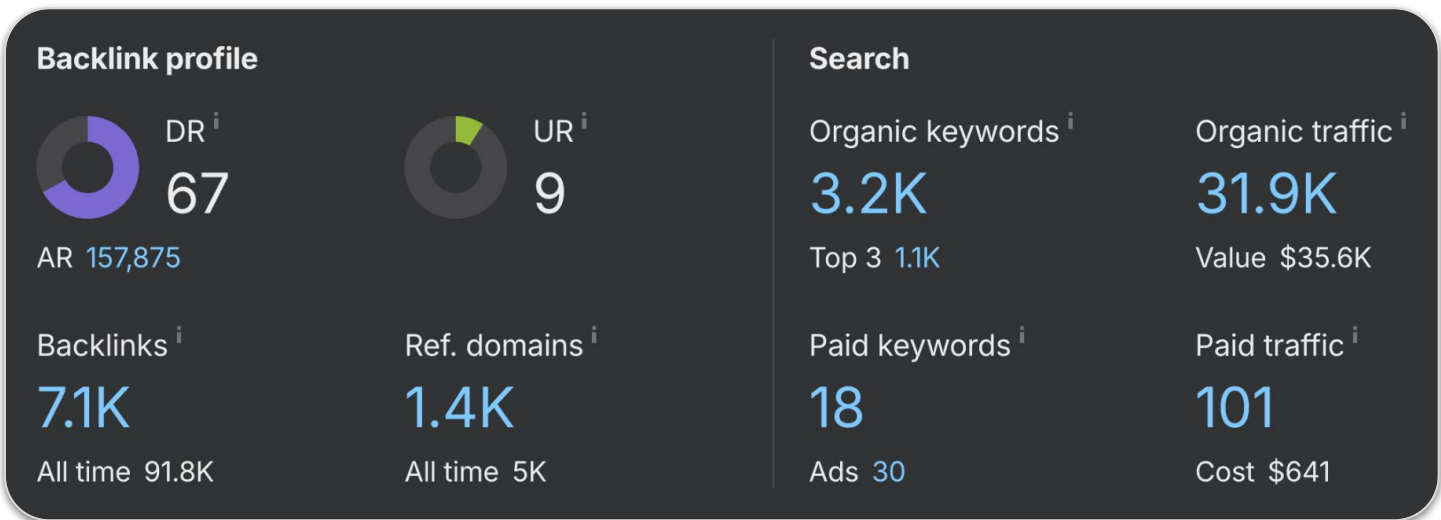
High authority and relevant brand mentions results in greater organic search visibility

The brand has strong authority versus key competitors

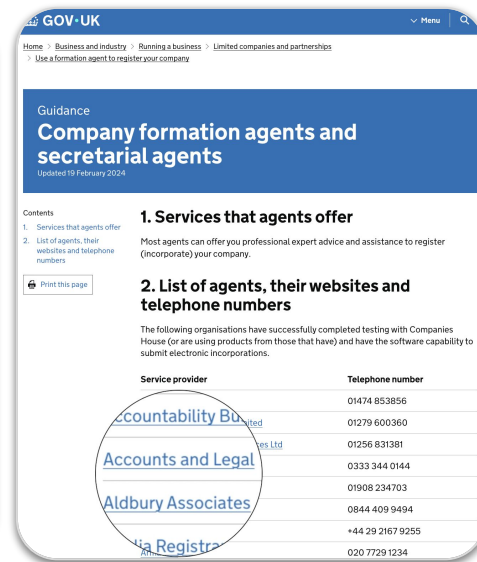
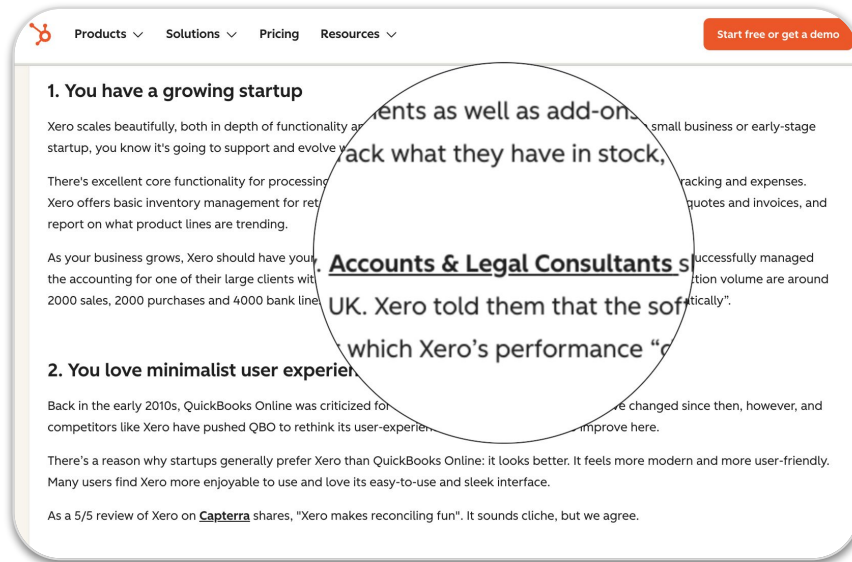


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7,123 links from 1,375 referring domains
forms the foundation of their authority



Links and brand mentions from authoritative websites like HubSpot and the UK government signal trust



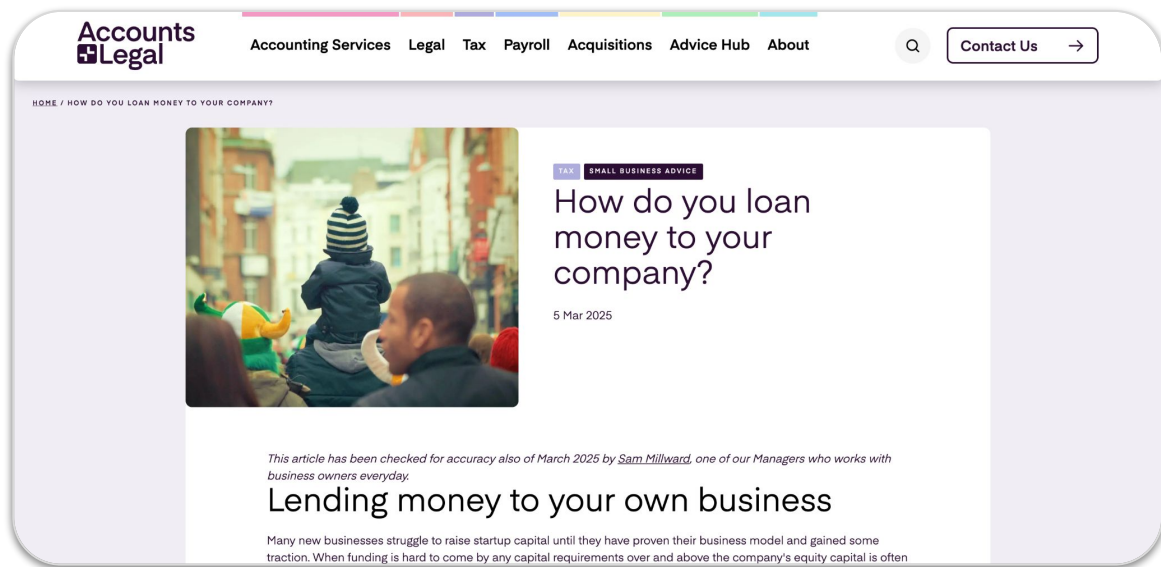
The sites link profile appears natural, using mostly branded or generic anchor text



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

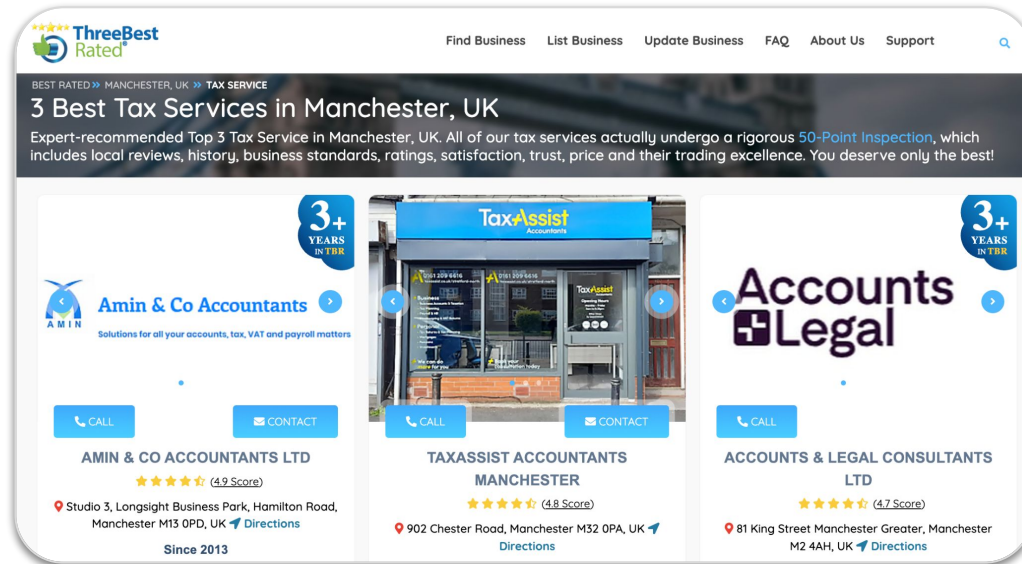


On-site assets also earn high authority links organically and grow their authority effortlessly



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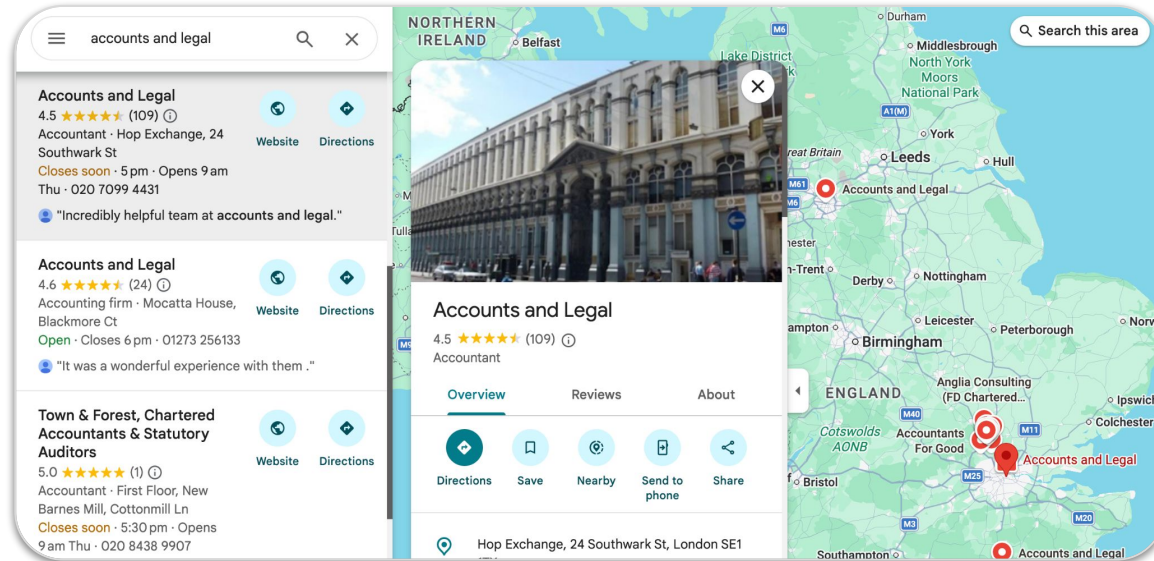
The brand features in industry listicles which get picked up and cited by AI models



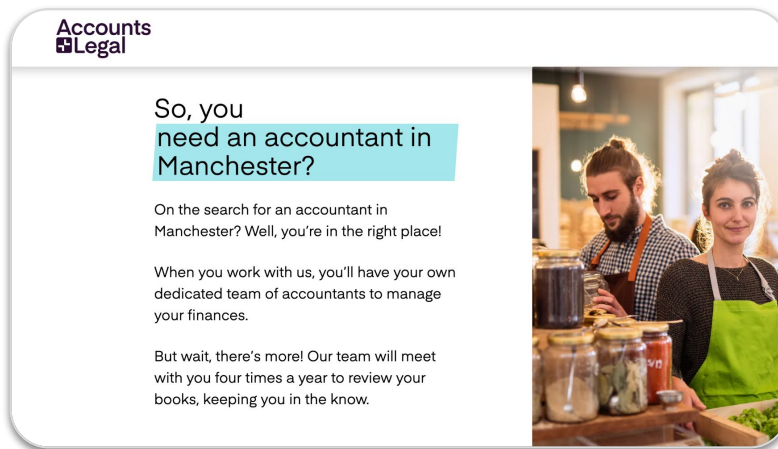
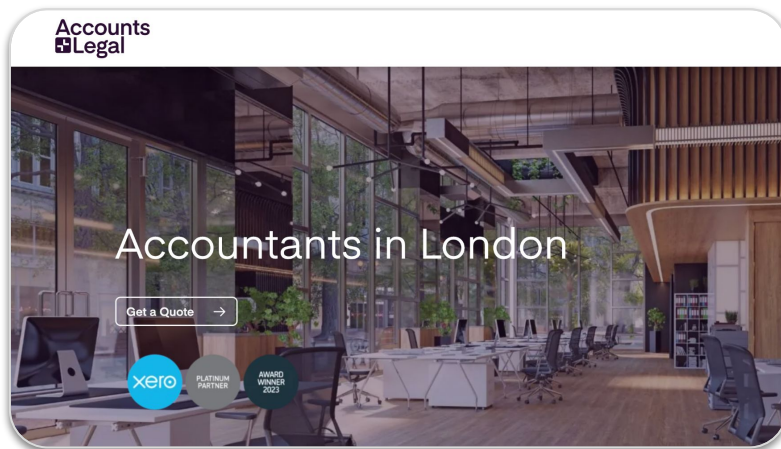


Well managed and optimised
Google Business Profiles also drive
local SEO visibility and rankings

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

A decorative graphic consisting of a grid of squares, with some squares filled in a light gray color, located in the upper left corner of the slide.

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

Schedule yours at <https://www.searchinformer.com/contact>