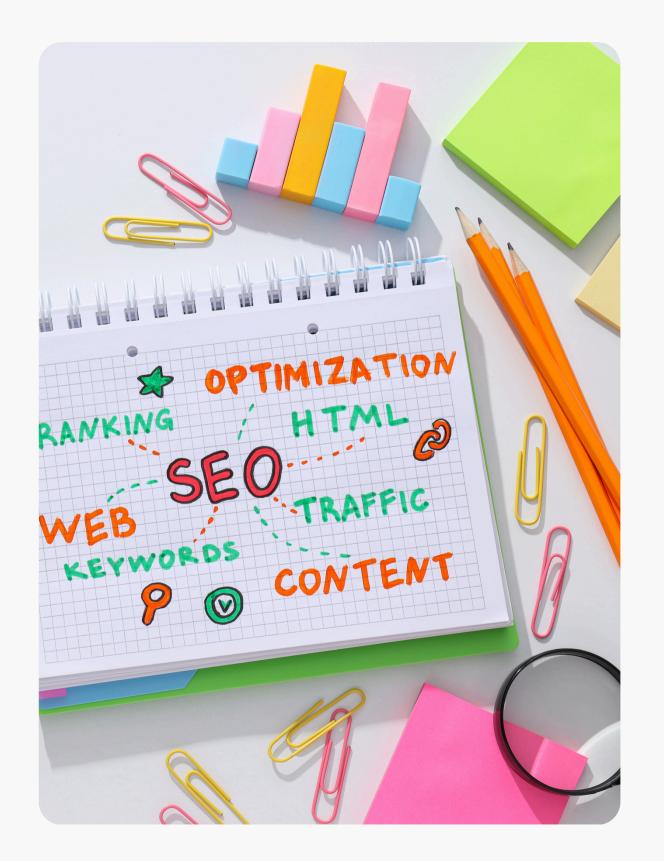# Case Study

Accounting

Search Engine Optimization

We execute a data-driven strategy to boost online visibility by emphasizing unique value propositions and aligning with search intent. Our approach prioritizes keyword optimization, high-quality content, and technical precision to rank higher on SERPs. By leveraging on-page SEO, authoritative backlinks, and user-centric metadata, we craft authoritative content that addresses user queries and showcases expertise. This methodology enhances organic traffic, builds domain authority, and fosters trust with both search engines and audiences, driving sustained growth and measurable results.

On-Page Strategy

Keyword & Metadata Optimization

- Optimize titles, meta descriptions, and headers with high-intent keywords to improve rankings and search visibility.

UX & Technical SEO Enhancements

- Ensure fast loading speeds, mobile responsiveness, and schema markup for better user experience and search engine indexing.

Strategic Internal Linking Architecture

- Implement contextually relevant internal links to improve navigation, enhance SEO, and distribute authority across priority pages.

Content Strategy

Pillar-Cluster Content Framework

- Develop pillar pages with supporting cluster content to build topical authority and improve search engine rankings.

E-A-T-Driven Content Development

- Strengthen credibility using data-backed insights, case studies, and expert sources to enhance trust and authority.

Multimedia Content Repurposing

- Convert top-performing blogs into videos, infographics, and podcasts to expand reach and engage diverse audiences.

Off-Page Strategy

Authority-Building Backlink Acquisition

- Secure high-quality backlinks through guest posts, partnerships, and industry collaborations to boost domain authority.
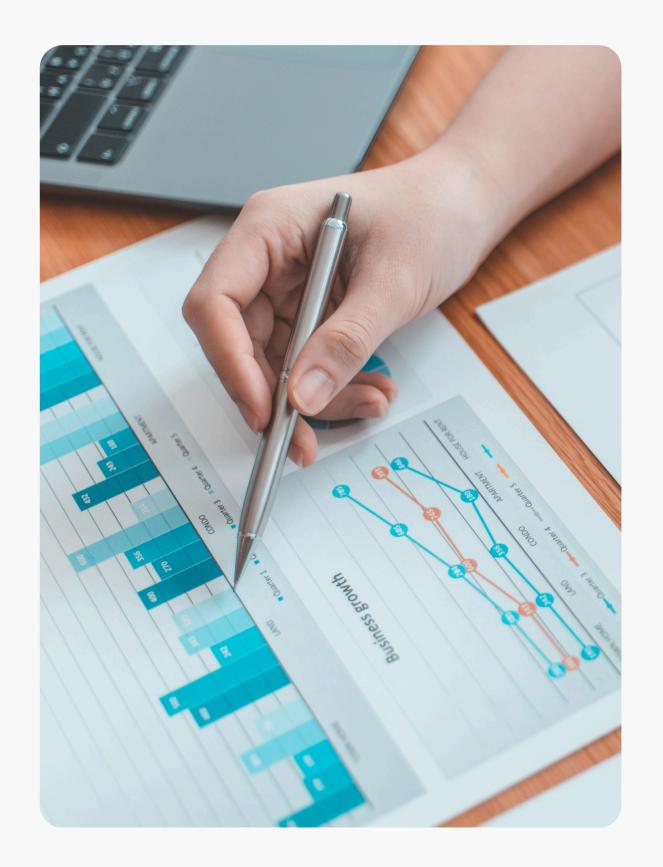
Social & Forum-Driven Visibility

- Share content on LinkedIn, Quora, and Reddit to drive referral traffic and increase brand awareness.

Brand Monitoring & Community Engagement

- Track brand mentions and engage in niche forums to strengthen credibility and foster organic advocacy.

Analysis & Optimisation

Monitoring SEO Performance Metrics

- Track keyword rankings, organic traffic, and SERP click-through rates using tools like Google Analytics and Search Console to gauge SEO effectiveness.

Enhancing Crawl Budget Efficiency

- Optimize crawlability via XML sitemaps, canonical tags, and internal linking to ensure search engines prioritize high-value pages.

Refining Content for Search Intent

- Update underperforming content by aligning it with user intent, improving keyword density, and adding structured data for better relevance.

Table of Content

CJCPA

Business Accounting and Tax
Services

About CJCPA

CJCPA provides accounting, payroll, business advisory, and taxation services, helping businesses stay financially organized and compliant. With personalized solutions designed to simplify financial management, the firm ensures that business owners can focus on growth while maintaining accuracy and efficiency.

It supports startups, SMBs, and franchise businesses looking for strategic financial guidance. From bookkeeping and business planning to performance optimization, CJCPA provides the tools and insights needed to drive stability, scalability, and long-term success.

Objectives

- Boost online visibility for businesses searching for accounting and tax services through SEO-driven content.

- Establish CJCPA as an authority with search-optimized resources on financial management and compliance.

- Increase organic traffic by ranking for high-intent keywords in business accounting and advisory services.
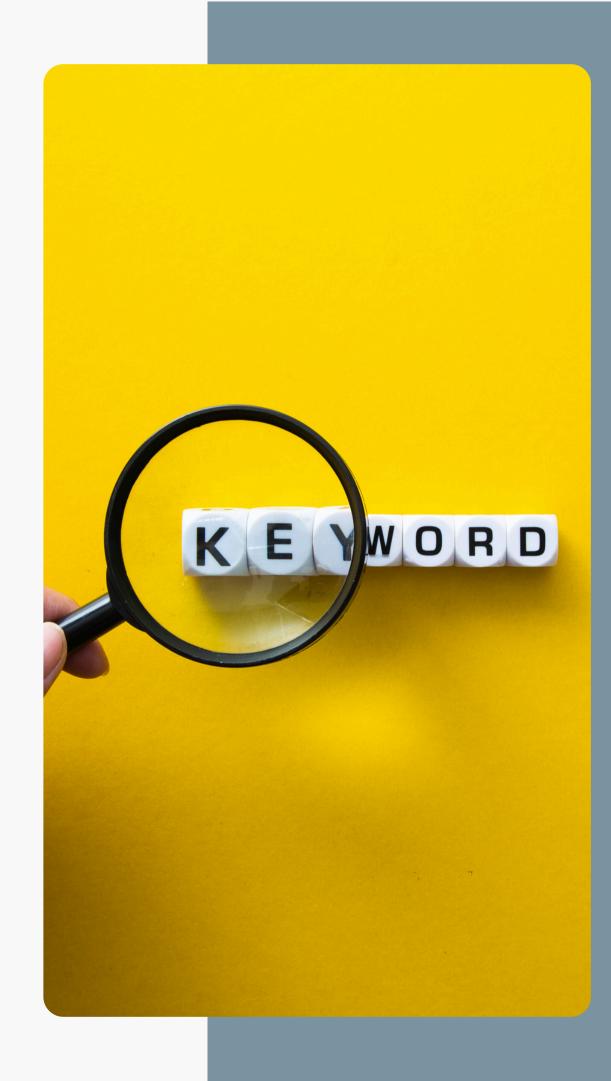
Keyword Rankings Acheived

Keywords	Ranking
accounting services for restaurants	1/2
transportation accounting services	1/1
Logistics Company Accounting Services BC	1/1
business tax advisor	1/3
business tax accountant	1/2

Website Authority

Keywords	Ranking
Linking Domains	371
All time backlinks	4.7k
Domain Authority	18

We focus on creating high-quality, niche-relevant backlinks to strengthen website authority and improve search rankings.

Results & Metrics

Google Search:

- Achieved 70.4k+ total impressions and over 1.75k clicks in the last 6 months.
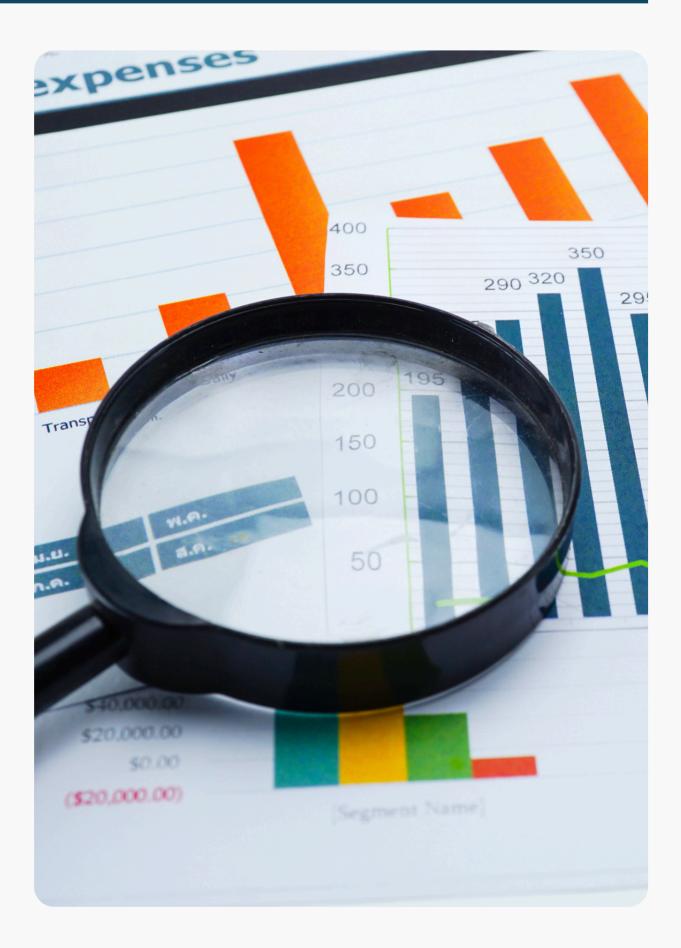
Google Analytics:

- Generated 300+ monthly active users and 270+ new users, with an average engagement time exceeding 1m 30s, boosting retention.

LEAD GENERATION:

- Saw a notable increase in SEO-driven leads, driven by strategic content optimization and improved search visibility.

Thank you

∞dles
Building teams *for you*