




# Complete guide to SEO for accountants

[www.bizinkonline.com](http://www.bizinkonline.com)





**Here at bizink~ we've worked with accountants and bookkeepers from all over the world. Our experience with websites and marketing has given us a clear idea of what works and what doesn't. We've taken the best and presented it in this guide, so that you can get the most out of your marketing.**

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#### About the author **Camille Ivy Tadena**

Camille is Bizink's dedicated copywriter with 8+ years of experience up her sleeve. She has worked both as a freelancer and in-house content marketer for companies across a wide range of B2C and B2B industries. At Bizink, her role involves creating SEO-friendly website content, business blogs, and marketing copy. **[Book some time with our team to find out more.](#)**





## Introduction

In many of the marketing conversations we have with clients and prospects, one question often pops up:

### ‘How can I get my website to the top of Google search results?’

The process behind improving your Google ranking is called Search Engine Optimisation, or SEO as it’s commonly known. SEO is like teenage sex. Everyone’s talking about it, everybody wants to do it, but no one actually knows how!

SEO has always been one of the hottest topics in digital marketing. There are success stories all over the internet about how it has worked wonders for small businesses and multinationals alike. No wonder accountants are eager to jump into the SEO race.

And if you’re reading this, you’re probably one of them.

This growing interest around the topic has prompted the Bizink Team to put together our own SEO guide.

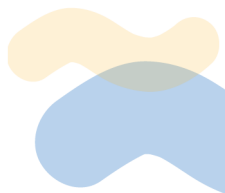
What differentiates this from generic guides written by the masses of self-proclaimed SEO gurus, masters and ninjas, is that it’s tailored for accountants.

Bizink exclusively works with accountants, helping you with websites and digital marketing. This laser focus on your profession enables us to understand your needs more than regular SEO providers.

Throughout this guide, we’ll share actual examples of what we recommend in our clients’ SEO packages. We’re letting you look under the hood to show you the right way to do SEO for accountants.

If you’re ready, let’s get started!

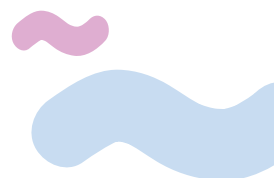
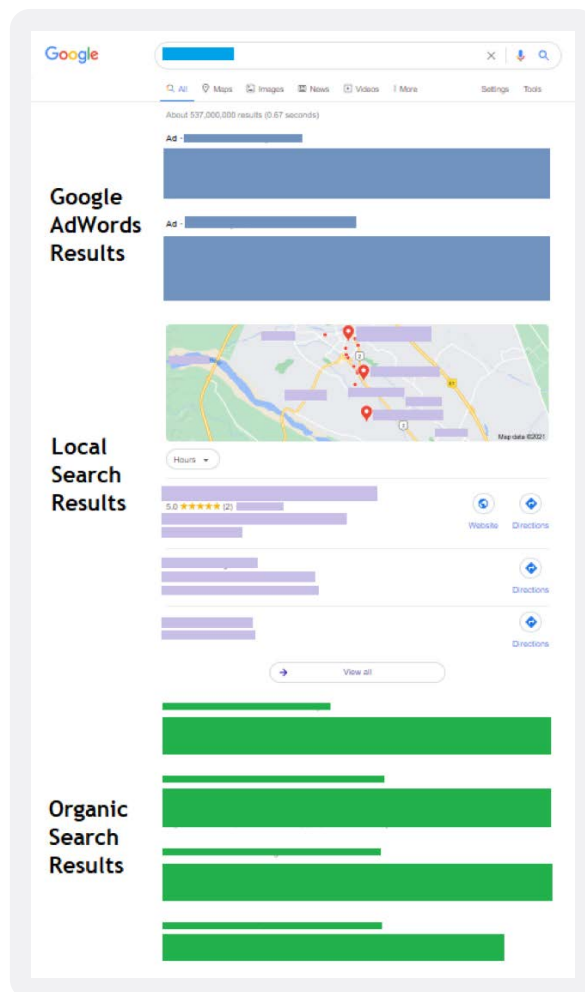
# Why everyone wants to rank #1 on Google



## First things first, what is SEO?

SEO, or Search Engine Optimisation, refers to the process of tweaking a website or content to improve its ranking in search results. When you search for a specific keyword or keyphrase, a list of paid and organic search results is displayed. On Google alone, which processes about 92.04% of all internet searches worldwide<sup>1</sup>, over 40,000 search queries<sup>2</sup> are made every second.

*Just think about that.*



If your website doesn't rank on Google, you're potentially missing out on a rich source of potential clients. But simply appearing in search results is not enough – everybody wants to rank number one!

Although paid search occupies the topmost part of the page, it's important to note that running a Pay-per-Click (PPC) campaign to snag a spot on this section can be costly. As the name suggests, you have to pay a fee each time your ad is clicked, whereas 'organic' presence, through SEO, provides free traffic and is therefore more sustainable.

*Sounds great, right? But here's the catch.*

The top organic search result has an average click-through rate (CTR) of 28.5%<sup>3</sup>. The CTR is the percentage of people who have seen the specific search result and clicked on it. The CTR sharply declines after rank one, with rank two having an average of 15%, rank three an average of 11% and the rest of the top ten just 2.5% of the clicks.

**Let me ask you a question:**

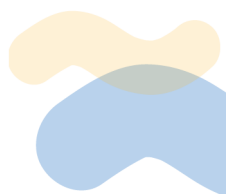
**Do you ever get to the second page of search engine results?**

*No? Almost nobody does.*

**In fact, only 0.78% of users<sup>4</sup> click on results from the second page.**

It's understandable then why so many of the accountants and bookkeepers who come to us to boost their marketing efforts are wondering how to get to the top of search results.

However, before we get on to the 'how-tos', it's important to first understand how search engines work and how web pages are ranked.



## How Search Engines Work

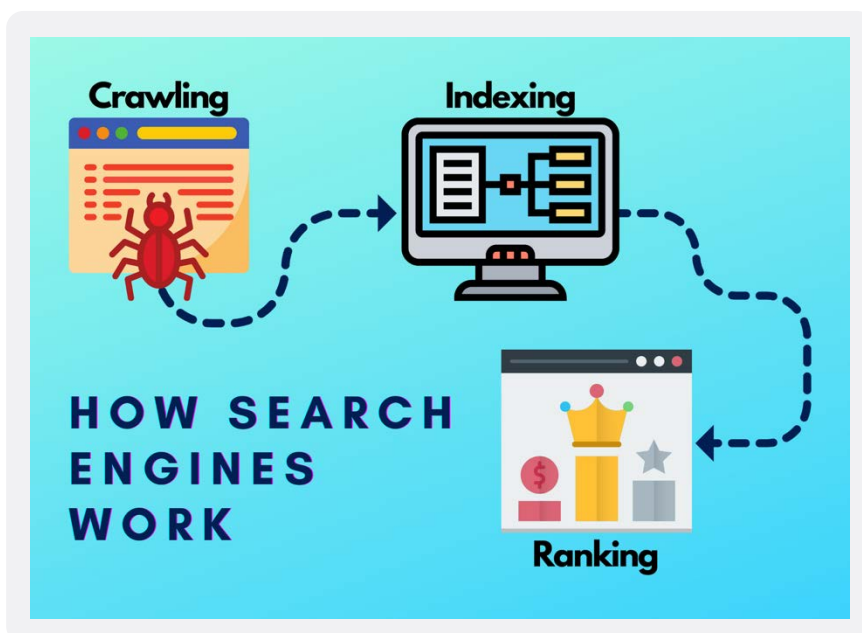
All search engines have a common goal – to provide users with the **most relevant and authoritative results based on their search queries**.

To do this, search engines scan the whole internet universe in a continuous process called **crawling**. During this process, 'bots' or 'crawlers' visit the pages of websites and determine what each one is about and **index** it so they can deliver the right results.

Through **indexing**, all resources on the internet that are associated with a keyword or keyphrase are located and mapped out.

So when you run a search, Google sorts through the billions of webpages they have indexed to give you the information you need in a fraction of a second.

Google uses a series of algorithms that analyses what it is you're looking for, your intent, and what information would be most useful, to determine what to show on the search engine results page (SERP). Search engines continuously refine these algorithms to be able to evaluate your searches in finer detail and rank web pages according to relevance and authority.



Now, for the big question: **What does it take to rank higher?**

Well, we can literally list hundreds of factors that affect ranking, as Google has confirmed that they use over 200 ranking signals<sup>5</sup> in their algorithm.

But before you get overwhelmed, we'd like to note that these ranking factors don't all hold equal weight. We have sifted through them and picked out the ones you should focus on to improve your ranking on the SERP. Also, we'll provide actionable tips throughout the ebook to add real value to your accounting firm.

SERP = search engine results page



## Does My Accounting Firm Need SEO?

As competition gets tougher and businesses increasingly move online, SEO has become a necessary process. It can help you achieve a number of goals including: strengthening your online visibility and brand awareness, establishing credibility and authority, and getting more sales.

SEO drives over 1000% more traffic<sup>6</sup> than organic social media. So if it helps you get more traffic, it is likely that it can help you generate more leads. If your niche is accounting for doctors, for instance, and your website is not ranking for important keyphrases such as 'accountants for doctors in Sydney', SEO can help you gain more visibility.

And if you're already ranking high in search results, ongoing SEO efforts can help you maintain or improve your position as your competitors try to catch up.

If your firm gets plentiful referrals and has more clients than you can handle, maybe SEO isn't for you. But referrals aren't predictable, whereas search engines tend to deliver a steady stream of leads if a consistent ranking can be achieved.

### Bibliography / Footnotes

<sup>1</sup> Statcounter.com, 2020. <https://tinyurl.com/x2zjxwcm>

<sup>2</sup> Internetlivestats.com. <https://tinyurl.com/d7ecn4zm>

<sup>3</sup> Southern, Matt, 2020. <https://tinyurl.com/batfzfjm>

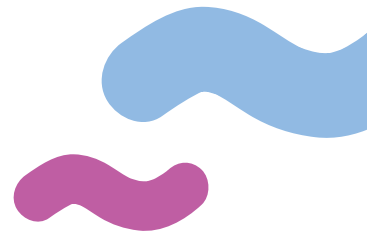
<sup>4</sup> Dean, Brian, 2019. <https://backlinko.com/google-ctr-stats>

<sup>5</sup> Dean, Brian, 2019. <https://backlinko.com/google-ranking-factors>

<sup>6</sup> Brightedge.com <https://tinyurl.com/y63e4jhx>

# Google is the new phone book





In the past, firms used traditional media like print, television and radio to promote themselves. With the internet era came a shift in power. Consumers are now more in control. They look for what they need when they want it. This has forced businesses to adapt by making it easy for potential clients to find them online.

## When was the last time you checked printed yellow pages or directories?

With 97% of people<sup>7</sup> learning more about a local company online than anywhere else, Google has become the new phone book. If your firm's website is not properly optimised for relevant keywords, or worse, not indexed, you lose all that potential traffic to your competitors.

And, this is where local SEO comes in.

### **What is Local SEO?**

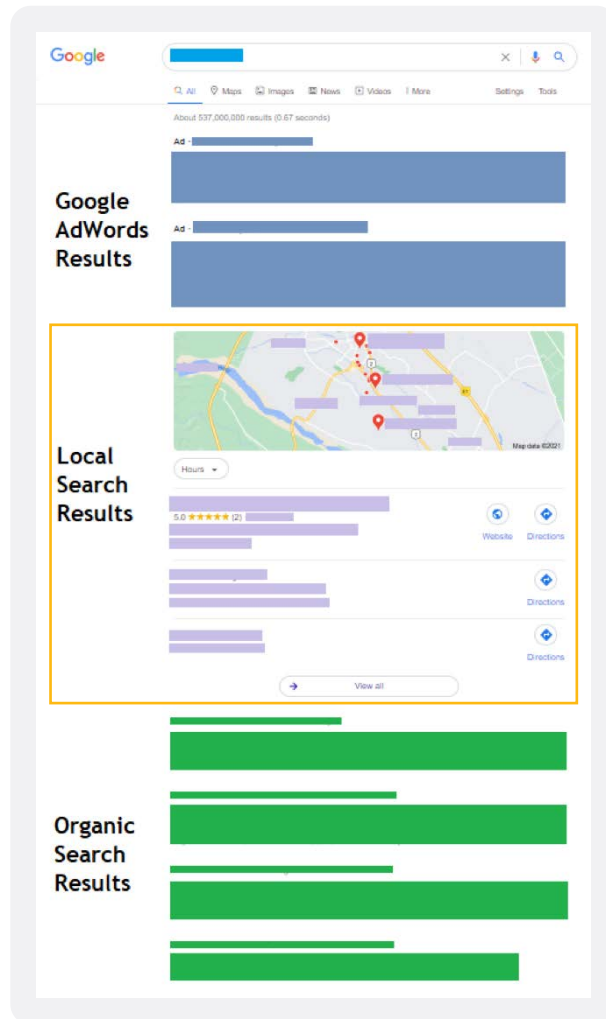
Local SEO is all about grooming your online profile so that you can be found using relevant local searches. Search engines can pick up queries that have local intent. By 'local intent', we mean the user wants results from local companies within a specific geographical area.

For instance, try searching for 'accountants near me' in Google, it should spit out several local firms that you can choose from, including their average ratings. The same thing should happen if your search query contains a geographical element, such as the name of a town or a city.

Now, let's go back to the image earlier.

You'll notice that paid ads and the local search results dominate the top half of the results page.

In 2012, Google released its first local SEO update, which shows results that are not only relevant to the query, but also to the user's geographic vicinity. With effective local SEO efforts, you can get on top of these map listings.





## Why Your Accounting Firm Needs Local SEO

Although cloud accounting notionally means you could service clients anywhere, most business owners still want to work with someone local. This is likely because people need to trust the people handling their finances and may like to meet you in person or at least know where you are.

Whatever the reason, for most of the several hundred accounting firms whose websites we build and manage, local search is crucial. In fact, 'near me' or 'close by' type searches grew by more than 900%<sup>8</sup> between 2016 and 2018. Also, 76% of people<sup>9</sup> who search on a mobile for something nearby, visit the business within a day.

Now, you may argue that your target market is not limited to those within your town or city – that you can work with businesses and individuals anywhere in the country or even globally. Well, local SEO doesn't prevent you from doing that. It is not about limiting your reach, rather a matter of what is more effective for your accounting firm.

Local SEO is highly targeted and timely – users search for a local business at the exact moment they need it. You don't want to miss out on the low-hanging fruit of potential clients within your area, do you?

## Local SEO: Actionable Tips and Tricks

So now that we've established the importance of local SEO in your line of business, the next logical question is, 'How do I do local SEO?'

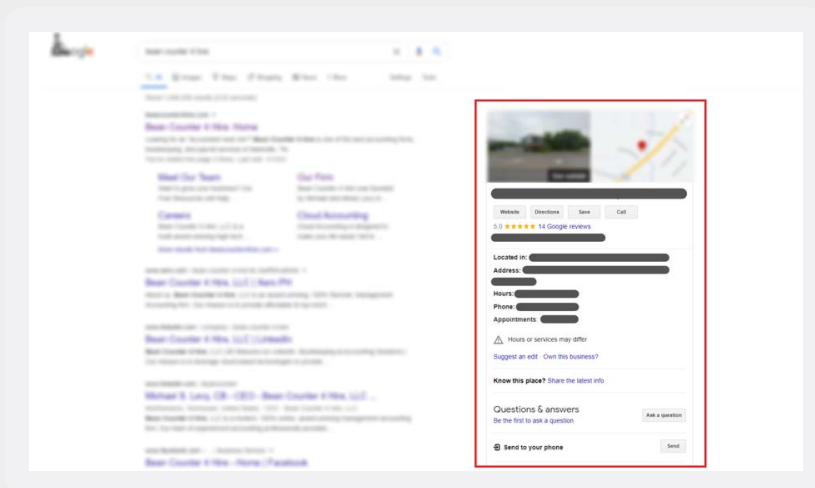
Here are six strategies we recommend:

Here are six strategies we recommend:

## 1. Optimise your Google My Business profile

If your accounting firm is not listed on Google's business directory, you're missing something big. The most basic thing you can do to ensure your firm appears in results for search queries such as '*accountants near me*' or '*accountants in Chicago*' is to keep your listing on [Google My Business](#) accurate and updated.

Your Google My Business listing will be one of the main drivers in your local SEO efforts. And the best part? It's free to use.



You just have to claim your listing and then update the details to make it consistent with the information on your website. The following are what you need to rank first on the listing:

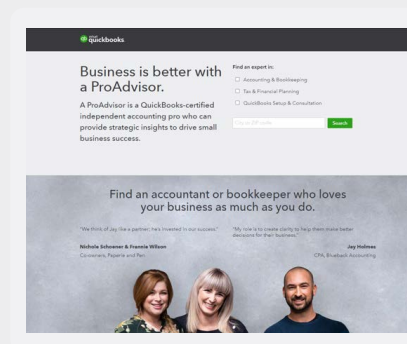
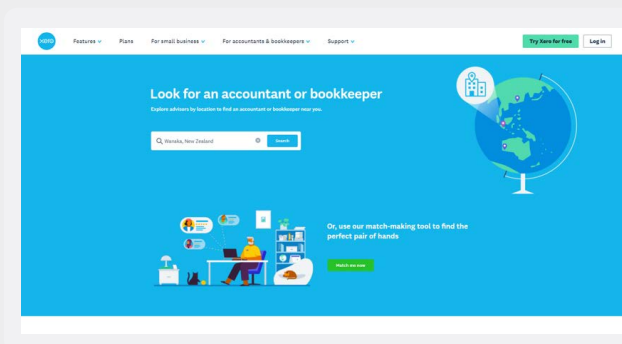
- A complete and accurate Google My Business profile. Pay close attention to your business name (it should be your real-world business name used on your website, signage, and marketing collaterals), business type/category, physical address, website URL, phone number, operating hours, and social media profiles. Never provide misleading information.
- All business locations accounted for.
- Large number of positive reviews and high ratings.
- Booking button feature, if you accommodate online bookings.

## 2. Ensure you have consistent NAP (name, address, phone number) citations.

Your business name, address, and phone number should appear EXACTLY the same across your website, social media profiles, Google My Business listing, and other online assets. If there is conflicting information about your NAP, search engines are likely to lose confidence in your business and show other results with more consistent listings.

## 3. List your business on other online directories

Claim and verify all your listings on online directories, particularly the [Xero Advisor Directory](#) or QuickBooks [Find-a-ProAdvisor](#), where people can search for accountants and bookkeepers who are certified by Xero and QuickBooks, respectively.



Here are some tips to feature higher on these directories' search results:

- Make sure to fill in all the details required to **complete your profile**. Write a clear, concise, and punchy description of your business. Use simple language, be conversational, and highlight the value you can provide to clients.
- Profiles with images are more likely to be noticed and viewed compared to those that don't have any. Give a good first impression by uploading **high-quality, professional-looking images**, preferably staff headshots that show a friendly expression. For Xero's directory, 520 x 520 pixel images in PNG or JPEG formats are recommended. Meanwhile, Find-a-ProAdvisor recommends high-resolution images that are 600 x 600 pixels or higher.

- To show higher up in the Xero advisor directory, you should **geotag all your clients' location details** through the 'Add location details' button in Xero HQ's Practice tab. You can also **tag all your clients with their industry code**, as this influences the search results.
- Also, in Xero's directory, there's space for up to 10 addresses and contact details. If you have **multiple office locations**, include the geotagged address and contact details for each of them.
- **Work towards a higher partner level with Xero**, because the more points you earn, the higher your placement in their search results. Aim for their Xero champion status, so you'll get more exposure and a premium listing that allows you to include a video.
- At Find-a-ProAdvisor, reviews are shown and most prospects won't even view a profile with no reviews. So it is recommended to **request reviews from your clients and reply to reviews** to show your exceptional customer service.
- Promote your practice more widely by **adding links from your listings to your social media accounts**.

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#### 4. Get reviews from clients

Increasingly, people look for local businesses in places other than the search engine. They sometimes go to review sites or mapping apps. In fact, 77% of consumers<sup>10</sup> report using Google Maps when searching for nearby businesses.

On review sites, online directories, and even on Google Maps, you'll find ratings and reviews from clients. These reviews are social proof and can boost the credibility of your firm. You should be regularly asking your clients for reviews and you may consider developing a strategy to encourage these, such as incentivising them.

## 5. Optimise on-site content

The more relevant your on-site content is to the searcher, the higher your website's position will be on the search results page. This means it is not enough that you have a Google Map with a pin on your location on your website. You should also have optimised content that clearly states your location.

At Bizink, when we write website copy for our clients, we make sure that the location is in a prominent place on the homepage and mentioned naturally in other pages. For example, instead of writing, 'We are accountants working with tradespeople across our area', we write, 'We are trade accountants in South Perth'.

**This will be picked up by search engines and reinforce your claim that you are based in a particular location, and at the same time, will make things clearer for the reader – so it's a Win-Win!**

When we help accountants with SEO, we not only optimise their existing website content, but also create geo-targeted landing pages that specify their service area. First we conduct keyword research and discuss, then incorporate, relevant services into the optimised landing pages.

Landing pages give you the chance to turn visitors into leads that you can then convert into actual sales. If you've already optimised your content, adding a Call-to-Action or CTA is your final push.

As you can probably guess, a CTA prompts an action that you want the visitor to take. It could be to download a piece of content, try out a tool, sign up for something, contact you, or any other action that could potentially increase sales or develop customer relationships.

When we add a CTA button for our clients' landing pages, we ensure that it is clear and visually distinct to draw the audience's attention towards it. We use short, action-oriented words, because many website visitors are just skimmers and scanners. So the simpler and more straightforward your words, the more they're going to resonate.

And because local SEO doesn't happen in a vacuum and should be an ongoing process, we also provide recurring customised content – either monthly or quarterly – to further improve their rankings. By using premium, industry-recognised tools, we ensure that our content is optimised effectively for our target keywords.

If you'd rather do this on your own, just keep in mind that you should strike the right balance between including keywords for search engines and providing value to your readers. Don't stuff your content with keywords to the point that it looks spammy – remember, you are writing to attract prospects and not just for crawlers.

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## 6. Use schema markup on your website

Ask your developer to use schemas on your website to embed structured data on your web pages.

It is important to note though that implementing schema markup on your website is not a silver bullet that will make your website rank higher automatically. All it does is make it easier for search engines to interpret the content on your web pages and therefore, become more likely to be included in search results.

To help with local SEO, you can use schema markup on your NAP information on the footer or contact page, as well as on your testimonials to ensure that your reviews show up online.

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### Bibliography / Footnotes

<sup>7</sup> Nikolovska, Hristina, 2019. <https://tinyurl.com/3z46c9rt>

<sup>8</sup> chatmeter.com. <https://tinyurl.com/6prf8jnf>

<sup>9</sup> thinkwithgoogle.com, 2016. <https://tinyurl.com/rjehmv5m>

<sup>10</sup> brandify.com <https://tinyurl.com/73stbn94>

# Start with things you can control: Implementing on-page SEO



If you want to improve your website's ranking, what better place to start than your website itself?

**On-page SEO** encompasses everything on your website that makes it more relevant, authoritative, and credible to search engines.

There are many elements on your website that you can tweak to make it easier for search engines to understand what your web pages are about, to index them, and rank them for relevant search queries.

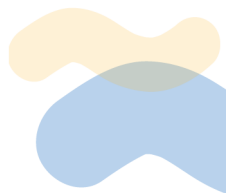
At Bizink, we pay close attention to the following elements:

- Website content
- Images
- Title tags and meta tags
- URL structure
- Internal linking

We've built hundreds of websites for accountants and bookkeepers across five continents and as standard, we ensure that best practice on-page SEO is implemented. In the next section, we'll share some useful tips and tricks that you can apply on your own website.

### **On-Page SEO: Actionable Tips and Tricks**

Now, let's discuss the things that you can actually do with regards to each on-page element we listed above.



Here are five strategies we recommend:

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## 1. Website Content

Time and again, you've heard the phrase 'Content is King'. Well, it's true, especially when it comes to SEO. Without good content, you won't be able to make your web pages rank for specific keywords.

Now, before you get any nasty ideas about making shortcuts to improve your ranking on your primary target keywords, let me tell you that search engines are smart. If you create multiple web pages that cover the same topic, or worse, have exactly the same content, you're wasting your time.

There are many ways you can boost your online presence and rank higher on SERPs without being repetitive. At Bizink, here's what we do on the different webpages:

- **Homepage**

Generally, we optimise the homepage for more generic keywords, as it is for high-level messaging and promoting the overall value of our client's firm. Here, you'll find keyphrases such as '*accountants on the Sunshine Coast*' (i.e. *accountants/bookkeepers + location*)

- **Service pages**

We create a separate page for each service our client offers. We use this opportunity to optimise the promotion of specific services such as '*BAS services in Brisbane*'.

- **Resources**

We build this page as a repository for the expert content we provide as part of our website packages. The Resources page contains templates, tools, calculators, informative articles, guides, and even business courses. We also share helpful links to credible external references to provide real value to our clients' customers and keep them coming back. With SEO, inbound and outbound links, as well as recurring visits/traffic, positively affect SEO ranking.

- **Blog**

Search engines like it when your website is constantly updated with fresh, quality content, and blogging is an incredible way to generate lots of it covering different topics. At Bizink, we write four optimised blog posts a month for our website clients, and those subscribed to an SEO package get recurring custom content, optimised to their set of keywords. This list of keywords is derived from the keyword research we conduct specifically for their business.

As you do your research about SEO best practices, you will come across articles talking about things like keyword density (how many times you mention a keyword in your content), including keywords in your headings, formatting tips such as keywords in bold, and other tricks for better SEO.

However, at Bizink, we believe that none of these matters more than writing content with our audience in mind. I've said this already, but it's worth repeating: write for people, not search engines. Understand your target audience, write content that's relevant to them and you won't go far wrong.

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## 2. Images

Nobody wants to read a webpage with a solid block of text. Adding images is an effective way to break up sections of text.

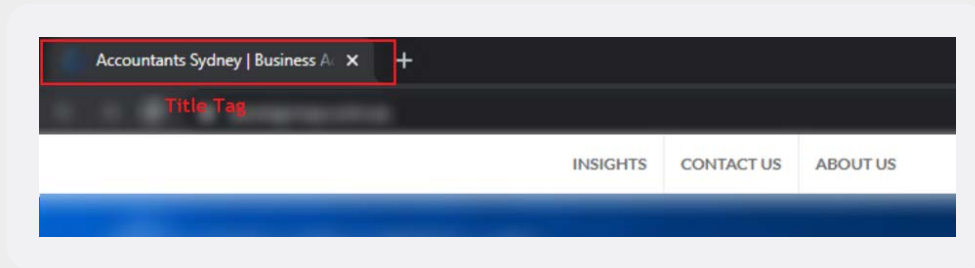
When you upload an image, the file name lives in your website's source code, and search engines will take it as a clue as to what the picture is about when they scan the code. Aside from renaming your image's file name to a more descriptive one, you can also modify the alt tag to help search engines understand it. Alt tags enable you to tag images with a short text blurb.

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## 3. Title Tags and Meta Tags

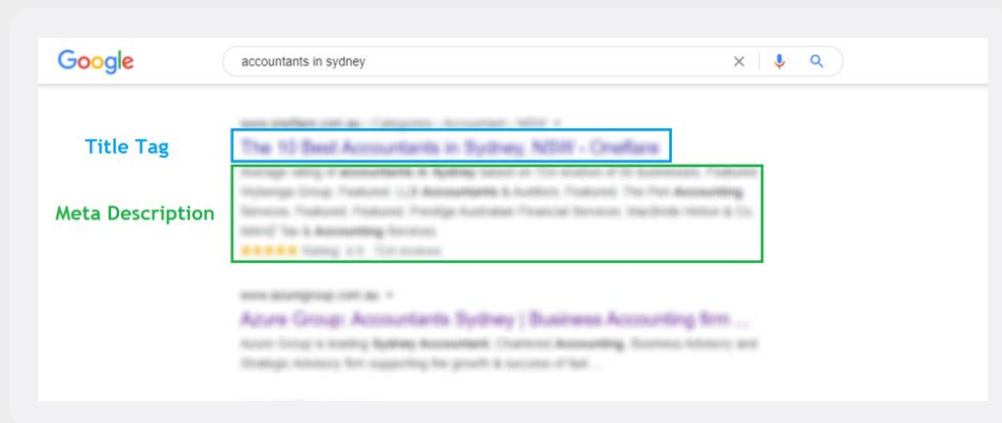
Every webpage has a title tag and a meta tag that search engines scan and also factor in when determining the ranking.





The title tag is the text snippet that appears on your tab. It is also the blue link that search engines show when they list your webpage on the SERP.

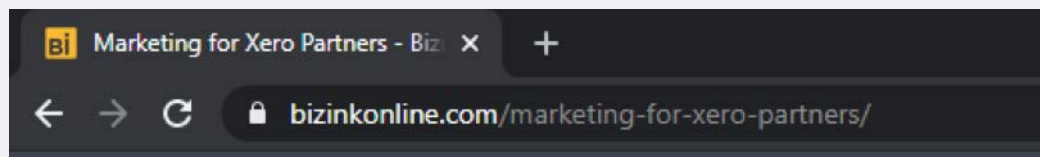
Meanwhile, the meta tags are snippets of code you can add within your page's HTML that come in the form of **meta keywords** and **meta description**. The text that describes what the page is about, located below your title tag on the SERP, is called the meta description.



Title tags' optimal character length is between 50 and 60 characters, while the meta description should ideally have 150 to 160 characters – so choose your words carefully. If you don't create a meta description, search engines will pull out a random part of the content from the page they're showing on the SERP.

The advantage of creating a custom meta description is that you have control over the message you communicate and will be able to target the right audience for your services.

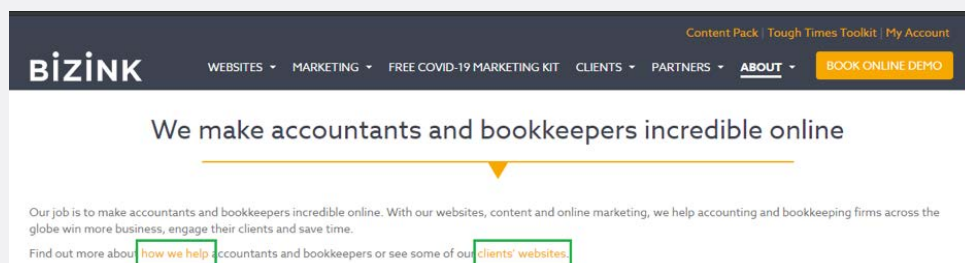
## 4. URL Structure



The structure of your website's URLs can affect the ability of search engines to understand your website. Some website creation tools insert arbitrary numbers, letters, and code within the URL. At Bizink, we make sure that the URL structure is organised to prevent any potential issues.

## 5. Internal Linking

When we create content for different web pages, we link users to other relevant pages within the website that they may find useful. We use buttons and anchor texts within the content to refer them to pages that will provide greater value.



Additionally, this will help search engines understand the structure of your website more easily and establish a hierarchy of those pages which are more important, or of high-value.

# Behind the scenes: Getting your technical SEO right



So far, we've only focused on the aspects of SEO that involve content, design, navigation, and other adjustments that can be made to the front-end of a website. However, there are technical elements that need to be optimised to ensure that search engines can crawl, index, and rank your web pages correctly.

## Technical SEO refers to the fixes that should be made at the back-end of your website – its setup, architecture, and code.

An example is page speed, which search engines take very seriously. Google gives priority to websites that load fast, as they want to offer the best experience to users. As page load time goes from 1 to 3 seconds, the probability of bounce (coming to a page and leaving without engaging with other pages on the website) increases by 32%<sup>11</sup>, and as load speed goes from 1 to 5 seconds, the probability of bounce shoots up to 90%<sup>12</sup>.

So your target should be to have all your pages load in 2 seconds or less. If your website isn't loading quickly, you can improve this through a variety of ways such as optimising the file size of your images.

Other important technical SEO factors include security settings (HTTPS), code compression, responsiveness, mobile-friendliness, schema markup, sitemaps, redirects, and server response times – technical indeed!

If you want to learn about the technical aspects of an optimised website, go check out our Complete Guide to Accounting Websites, which explores these topics in more detail.

At Bizink, one of the first things we do for the subscribers of our SEO packages is to run an SEO audit on their website. We use a leading SEO tool to help us reveal technical issues that we need to fix for our technical SEO and on-page SEO efforts to work together.

### **Bibliography / Footnotes**

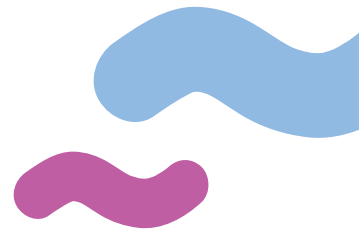
<sup>11</sup> thinkwithgoogle.com. <https://tinyurl.com/mkzex2w5>

<sup>12</sup> thinkwithgoogle.com. <https://tinyurl.com/4su55rsp>



# Tracking SEO performance





One of the main drawbacks of SEO is that it is time-consuming and labour-intensive.

However, it is satisfying to see the fruits of your hard work through the various metrics that you can track on a weekly or monthly basis. Monitoring your SEO performance will give you a good idea if your SEO efforts are working and help keep your SEO strategy on track.

**Some of the key metrics that you need to keep an eye on include:**

**Traffic**

Review your overall traffic from organic search on a weekly basis to see if the optimisation strategies you're implementing are making an impact.

**Leads/ROI**

Google Analytics can help you keep track of conversions and set up different conversion definitions (e.g. visits, leads, etc.) to help you know how much return you're getting on your SEO investment.

**Indexed pages**

The more pages are indexed, the easier it becomes for your website to rank for more keywords.

**Keywords**

Keep a list of organic keywords that are driving traffic to your website and modify your strategy based on your findings. You can keep track of these using tools such as Google Search Console, Google Analytics, and SEMRush.

**Rankings**

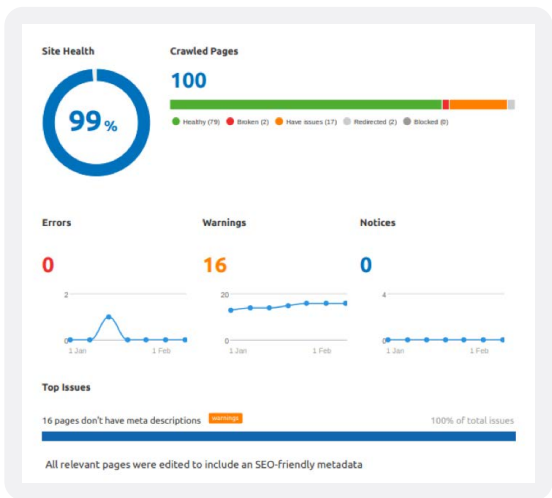
Create a list of keywords that you want to rank for. Monitor your ranking on these keywords each month to see if your SEO efforts have improved your rank.

At Bizink, we keep our marketing services clients updated by sending regular reports on their website's SEO performance.

**The scope of this comprehensive report includes:**

- Site health
- Position tracking
- Organic research
- Organic traffic insights
- Backlink and On-page SEO
- Reputation monitoring
- Social media

Below are some screenshots of the customised 16-page report we send out:



**Position Tracking: Top Keywords by Positive Impact**

Organic | Nov 04, 2020 – Feb 14, 2021

Total Positive Impact: +11.90%

Keyword	Pos.	Visibility	Visibility Gain	Volume
xero accountant colorado springs	1 ↑ 4	10.00%	+8.32%	n/a
xero accountant	5 ↑ 39	1.68%	+1.52%	n/a
xero colorado springs	5 ↑ 3	1.68%	+0.71%	n/a
bookkeeping colorado springs	10 ↑ 16	0.60%	+0.36%	30.00
bookkeeping colorado	10 ↑ 20	0.60%	+0.38%	10.00
bookkeeper colorado springs	12 ↑ 21	0.41%	+0.20%	30.00
bookkeeping services colorado springs	12 ↑ 20	0.41%	+0.20%	10.00
bookkeeper near me	12 ↑ 2	0.41%	+0.05%	10.00
colorado springs bookkeeping services	17 ↑ 27	0.32%	+0.16%	10.00

Keywords for which your domain's rankings increased the most in the selected time period

The table above shows your top target keywords that gained positive impact - positive changes in keyword position and visibility.

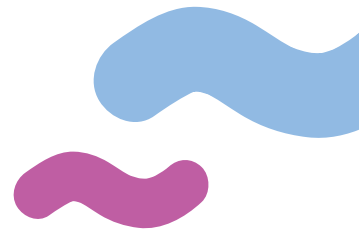


As you can see from these excerpts, we include explanations of the metrics in plain English to ensure that our clients understand what those numbers mean. On top of that, we also schedule a meeting with our clients to answer any queries, clarifications, or concerns they may have regarding the report.

**Now what?**

# **5 Simple SEO tips that actually work**





At this point, you should already have a pretty good understanding of how SEO works. However, with search engine algorithms constantly updated, and with the overload of SEO tips out there, you might think that it has become impossible to determine which actions are worth doing and which ones can be safely ignored.

With over a decade of combined SEO experience, our team rounded up the five most essential SEO tips that could move the needle and lead to concrete results.

Action	Importance	Difficulty
Consistent NAP (name, address, phone number) on Google My Business and other online directories	High	Easy
Set up web analytics	High	Easy
Custom title tags and Meta Description	High	Medium
Optimise web content	High	Medium
Optimised landing page	High	Hard

# 1.

## List your business on Google My Business and other online directories with consistent NAP (name, address, phone number) citations.

Google is the new phone book. So if you're not listed on [Google My Business](#) and other online directories, you're clearly missing out on opportunities. The [Xero Advisor Directory](#) and [QuickBooks Find-a-ProAdvisor](#) are particularly noteworthy, as these are where people can search for accountants and bookkeepers who are certified by the leading cloud accounting software companies.

Make sure that you claim and verify all your listings, and that your business name, address, and phone number in these directories are the same as the ones on your website, social media pages, and other online assets.

This simple step goes a long way to making you more visible when people search for keywords with a geographical element such as *'accountant in Melbourne'*.

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# 2.

## Ensure you have web analytics in place.

How do you know if something is working or improving if you're not measuring?

Although good SEO translates to tangible results such as higher engagement, more leads, or higher sales, it's important to go beyond the visible and dive deeper to truly understand which strategies are working and which are not. Remember, SEO is an ongoing process that requires constant refinement.

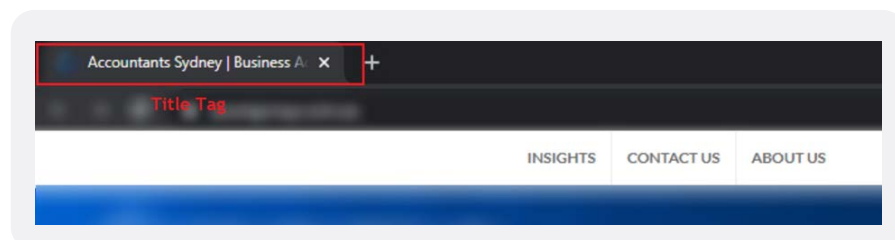
So make sure that you have tools and systems in place to help you track what's working and what's not. [Google Analytics](#) and [Google Search Console](#) are some of the most commonly used free tools to track your success.

At Bizink, besides those two, we also use [Semrush](#) which is a premium, all-in-one tool suite that doesn't only allow us to track our clients' numbers, but also do keyword research, competitive research, content marketing, SMM, PPC, gain marketing insights, and much more. Our digital marketing specialist knows the ins and outs of this tool, and uses it to develop tailored strategies for each SEO client.

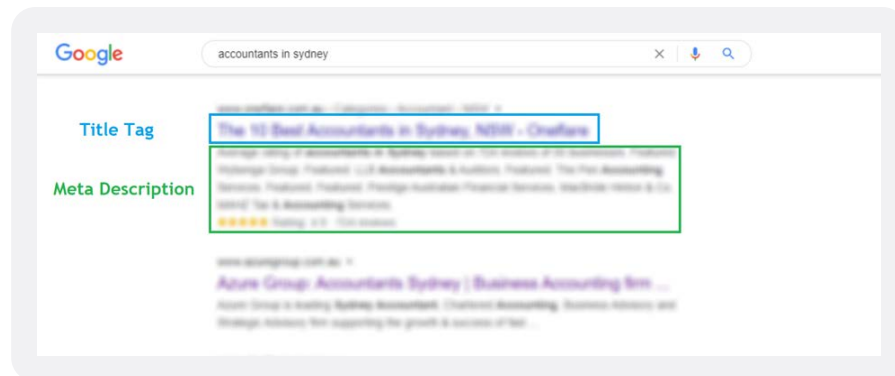
## 3.

### Optimise your title tags and meta descriptions.

Aside from the text headline on your page, each webpage has a title tag and a meta description that search engines scan and factor in for its ranking. The title tag is that text snippet on your tab and the blue, clickable, title that search engines show when they list the webpages on the SERP.



On the other hand, the meta description is the text that describes what a specific page is about and is shown just below the title tag on the SERP.

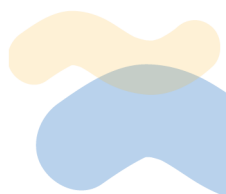


When you don't take advantage of creating custom title tags and meta descriptions, you're missing out on another opportunity to optimise your webpage for your keywords.

*But how would you know which keywords to use? Well, the easiest way is to use the analytics tools you have in place. These tools should allow you to see the organic search keywords that are already driving traffic to your website. These can provide a good baseline of the core keywords that you can use throughout your website.*

When you work with Bizink, we'll do the keyword research and identify your main competitors so we can track your position for specific keywords against them. After benchmarking your performance, we'll design a strategy on how to get you ahead, or maintain your leading position, which always includes writing an optimised title tag and meta description with your keywords for each of your webpages. We'll also track and report the results to you on a regular basis, and then tweak the strategy along the way.

If you opt to write your own, keep your title tags between 50 and 60 characters and your meta descriptions between 150 and 160 characters. Choose your words carefully to control your messaging and engage the right audience without exceeding the optimal character count.



# 4.

## Optimise your website content.

I have already mentioned the phrase 'Content is King'. In SEO, it would be almost impossible to make your pages rank without good content that is properly optimised with the right keywords.

At Bizink, what we do for starters is to check your website's service pages for keyword ideas and then do our own keyword research. The most common keywords we use are a combination of **service + location** (e.g. *bookkeeping in Nashville*) or **niche + location** (e.g. *trade accountant in Sydney*). We'll then incorporate these keywords into your website content as naturally as possible.

While other tutorials you'll find online obsess about things like keyword density (the frequency of keyword mentions), adding keywords on headings, and formatting standards such as bolding keywords, at Bizink, we strike the balance between optimising content for search engines and keeping it engaging for your target audience.

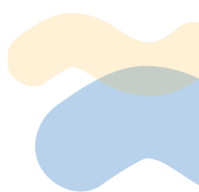
# 5.

## **Create an optimised landing page.**

Landing pages are crucial for driving conversions, so make sure yours target the right audience and can be easily found.

At Bizink, we create landing pages optimised with keywords for a particular service or target niche that our client wants to highlight. We ensure that the content is clear and engaging, the images and aesthetics are of high quality, and the page is structured in a way that funnels the visitor towards a conversion event through the Call-to-Action (CTA) button.

The CTA is a key element of landing pages, as it answers the 'What Now?' We question. It steers the action that you want the visitor to take – whether it's downloading an ebook or template, trying out a tool, signing up for a newsletter, or simply contacting you. By successfully directing them to perform a specific action, you're getting another step closer to achieving your goals, such as increasing sales or building customer relationships.



## SEO Tool Arsenal

To help you get started right away with SEO, we've also compiled a list of tools that we love and use at Bizink:

Tool	Purpose	Accessibility
<a href="#">Answer The Public</a>	Keyword Research	Free
<a href="#">Wordstream</a>	Keyword Research	Paid
<a href="#">Woorank</a>	Ranking Tracker	Free
<a href="#">Rankactive</a>	Ranking Tracker	Paid
<a href="#">Google Analytics</a>	Website Analytics	Free
<a href="#">Google Search Console</a>	Technical SEO	Free
<a href="#">SimilarWeb</a>	Competitor Research	Free
<a href="#">Moz</a>	All-in-One SEO Suite	Paid (with Free 30-day trial)
<a href="#">Ahrefs</a>	All-in-One SEO Suite	Paid (with 7-day paid trial for \$7)

Although we have tools that we swear by, there isn't a single tool that could cover all bases. It's important to keep testing and tracking to find the right tools that align with your SEO and marketing goals.

## Is SEO a science or an art?

Based on all the information we've shared on this ebook, you can deduce that SEO is highly systematic and can be technical. To some extent it calls for a scientific approach, as it requires research, experimentation, and observation.

And when you hear jargon such as 'keyword density', 'schema markup', and 'meta data', it feels as though the terms are taken straight out of a science encyclopedia.

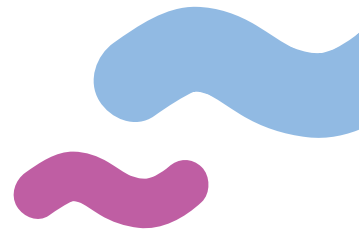
However, on the flip side, SEO also requires creativity.

Your content should be compelling and clickable. And today's SEO demands excellent user experience – something that can only be achieved with skillful design.

With this, SEO should be approached as both a science and an art. Also, it should be recognised as a long-term game and an ongoing process. And while SEO is not fast or instant, neither do the results go away quickly once they're achieved.

So trust the process, and don't rush.





## Next steps

Following our SEO tips should get you started on your journey towards achieving higher rankings, more traffic, and hopefully more leads and sales.

However, as you may have noticed, all these are just one-off SEO actions that can improve your ranking. And as mentioned many times throughout this ebook, because algorithms change and you have competitors who are also fighting for greater online visibility, SEO works best if done on an ongoing basis.

To eliminate the guesswork on whether your website is optimized for search engines, you can request a [FREE Website and SEO audit](#) with us today, and we'll get back to you with a comprehensive report written in easy-to-understand language, together with actionable tips, so you can improve your website's SEO performance.

We understand how hectic your days can get, especially during tax season or the end of the financial year. So if you really want to rank well on search engine results, without taking away your focus on the core aspects of your business, our team is here to provide ongoing SEO maintenance services.

In addition to our team's firm grasp of the fundamentals and consistent effort to stay on top of changes in SEO, our insider knowledge on the accounting and bookkeeping industry is ultimately what sets Bizink apart from generic SEO agencies out there.

[If you want to learn more about our SEO packages that fit every level of need and budget, get in touch with us today!](#)

We hope this guide has shown you the possibilities of SEO for accountants. Bizink's websites are search engine optimized and we also have a full service SEO team. Book some time with our team to find out more.

[www.bizinkonline.com](http://www.bizinkonline.com)

