

5Tales

Recent Client Case Study: Accounting Firm

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When it comes down to it, SEO is simple.

1. Create a website that speaks to your target customer.
2. Optimise it so it runs like a well oiled machine
3. Promote your website, in all corners of the web.

Every “SEO” in Australia knows this, yet most fail to get results.

Why?

Execution. That’s where we excel.

We build campaigns based on an SEO framework that is proven to get results. If you become a client, **we will put your business in the best position to succeed, guaranteed.**

If you would like to find out if and how we can help you succeed, give us a call on **(07) 3102 1174**.

Happy marketing,

Jason
[LinkedIn](#)

**From 0 to over
1,000 new
monthly visitors
in 8 months**



<https://www.charterpartners.com.au>

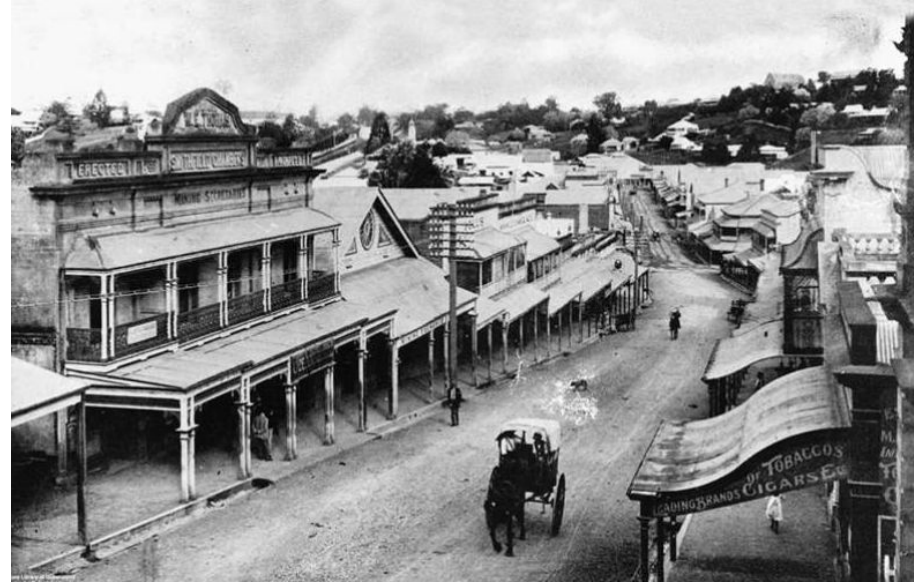


The Client

Charter Partners is an accounting firm with 3 QLD office and a history dating back to 1932 in Gympie, QLD. It has rural Australian roots but had not yet established a modern marketing presence.

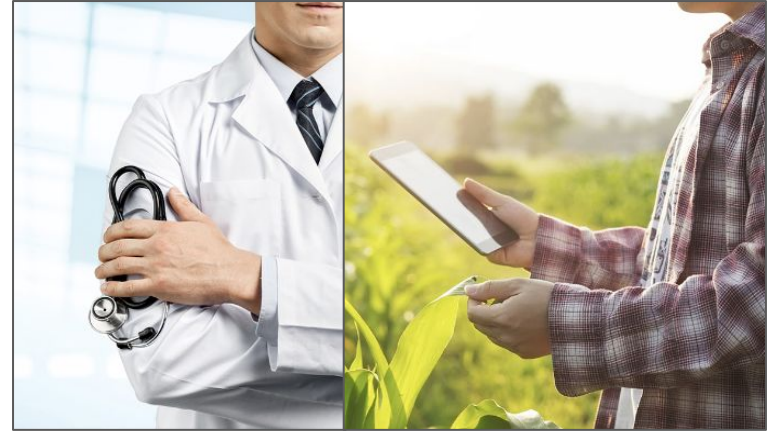
The management team was looking for an agency that could deliver tangible results. 5Tales presented a strategy around a premium design, coupled with a multi-location Search strategy.

The Charter Partners website now ranks #1 when you search for “business accountant” in all of their office locations.



The Plan

- The firm had three main office locations with a plan to purchase another firm in the next 12 months, so we created a strategy to rank in all of their locations.
- The partners had specialised experience in both the agriculture and medical industry. The plan leveraged this by also bringing in visitors who were specifically looking for tax and accounting experts in these fields.
- Charter Partners has mid-tier pricing. As such we wanted to be selective about the queries we wanted to reach prospective clients through in order to reduce the number of time-wasting enquiries.



The Execution - Technical

Since our team designed and developed the site from scratch, we were able to implement all the needed technical adjustments from the start:

- Schema markups (aggregateReview, breadcrumbs, products).
- Proper silos (category pages, no-index tag pages, URL structure, navigation hierarchy, etc).
- Custom pages for each location and service we were targeting.
- Specific pages to reach people searching for medical, dental and agricultural terms.
- SSL implementation, site speed improvements.

#	Task - Process
1	Setup SEO Yoast - [Link]
2	Embed Google Map on all key pages - [Link]
3	Geotag all images - [Link]
4	Add Keyword/Branded Alt Text to all images - [Link]
5	Check Broken Links - [Link]
6	Create Robots.txt file - [Link]
7	Optimise main pages with main keywords - 1) [Link] 2) [Link]

The Execution - Content

- A large part of our success was the ability to identify the right topics, style and formatting to attack at scale with content.
 - [Superannuation strategy](#) posts
 - [Timely information](#) to the relevant audience
 - Custom content calendar set annually
 - Top of the funnel content to address informational search queries
- The domain was able to quickly build relevance with search engines as a trustworthy source of information general accounting and tax advice in the relevant locations.



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The Execution - Promotion

- We spent time getting active in forums and Quora and eventually used them as platforms to promote resource content.
- Built a list of personal finance and small business bloggers and reach out to them for editorials on Charter Partners.
- Built out the foundational social profiles and online properties to ensure the firm was seen as a “brand” online
- “Growth hacked” PR campaign by creating an infographic and pitching it to industry sites. Secured multiple top tier (DA 60+) link placements and social media exposure.



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The Results



264% increase in organic traffic over a 12 month period.

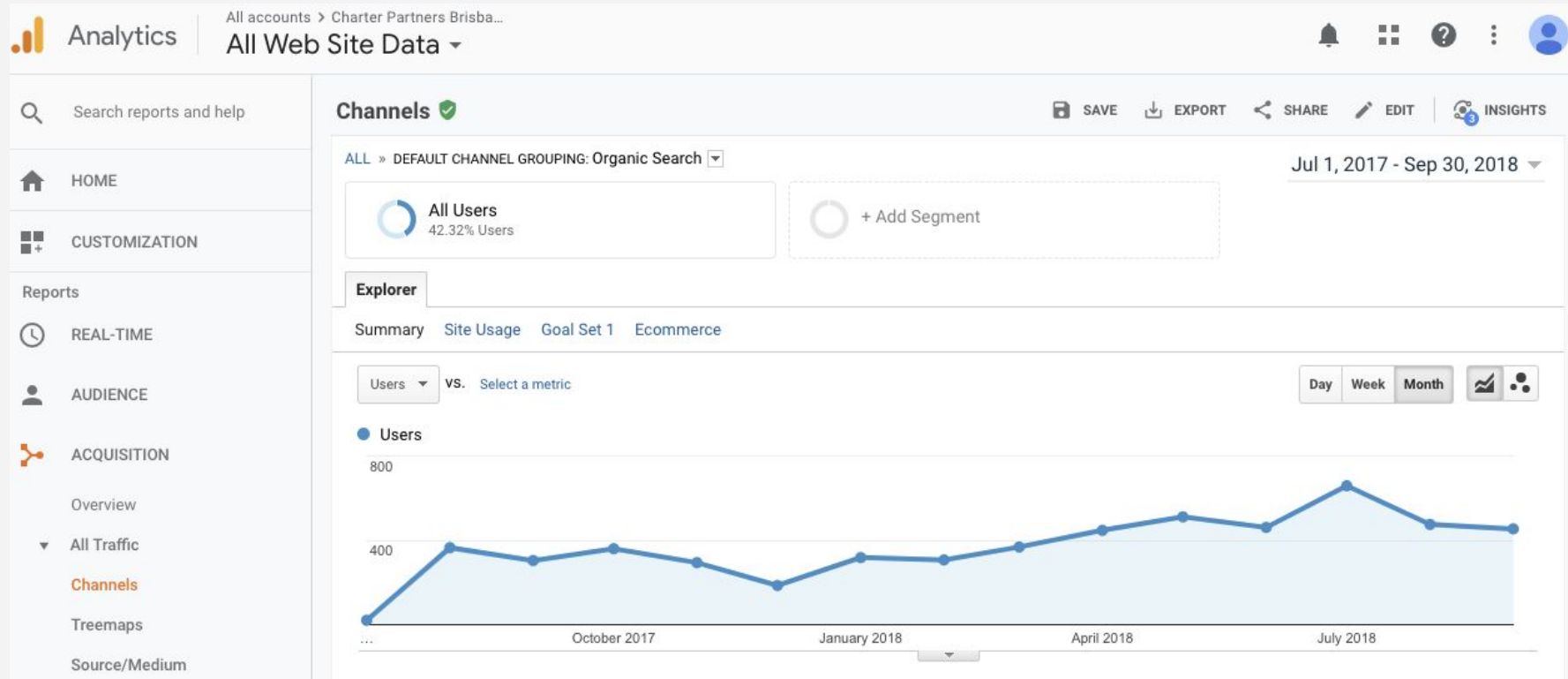


237% increase in overall keyword visibility.



Over 450 new keyword rankings across the SERPs.

The Results



Screenshot from Google Analytics, organic traffic report.