

CASE STUDIES

SEO For Financial Services

DIGITAL FUNNEL

OBJECTIVES

- 1 **CREATE A LARGE VOLUME ORGANIC TRAFFIC TO WEBSITE**
- 2 **ESTABLISH A PRESENCE ON PAGE 1 OF GOOGLE.IE**
- 3 **DEVELOP STEADY STREAM OF NEW BUSINESS ACTIVITY FROM ONLINE**

OUR WORK

ON PAGE PROGRAM

Keyword Research, Strategy & Content Writing

OFF PAGE SEO PROGRAM

Link Building & Digital PR

TECHNICAL SEO

Improve Site Performance

Full SEO Campaign

ABOUT

RUSSELL & Co.

CHARTERED ACCOUNTANTS, REGISTERED AUDITORS AND FORENSIC ACCOUNTANTS

Russell & Co Chartered Accountants have been serving the businesses of Cork and beyond for over 40 years in a wide variety of fields, including company auditing, forensic accounting & taxation services.

John Russell, managing partner at Russell & Co, has a particular interest in aiding business start-ups, assisting people to choose the correct business entity, registering with relevant authorities and allowing them to put their best foot forward.

When John reached out to us wishing to expand the organisations online presence, we put a plan in place to do just that.

THE RESULTS

1

RANKED NO.1

for the term 'Accountants Cork' on Google, averaging 480 monthly searches.

18

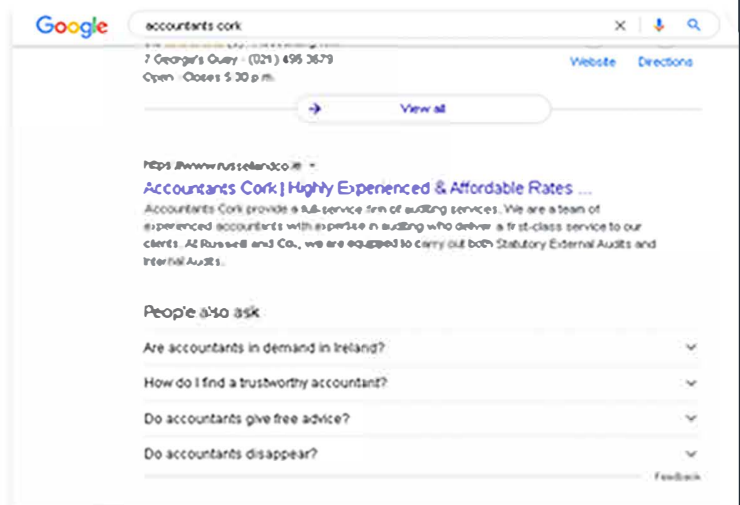
IN TOP 3

18 keywords terms now in top 3 positions.

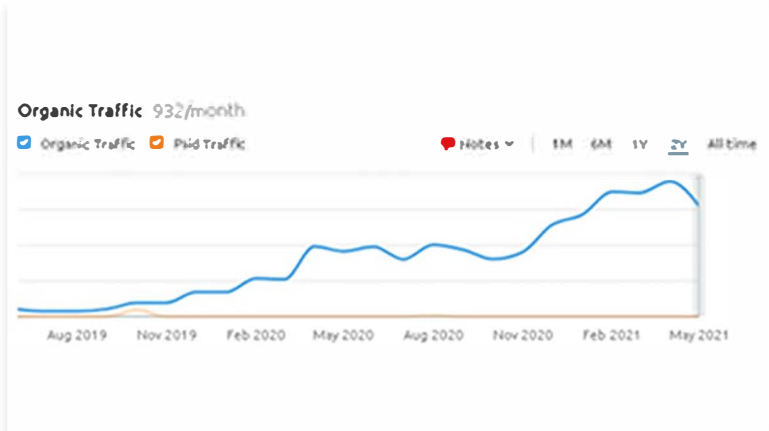
30+

LEAD GENERATION

Monthly Averaging 30+ Calls & Emails.



ORGANIC TRAFFIC CONSISTENTLY INCREASING.

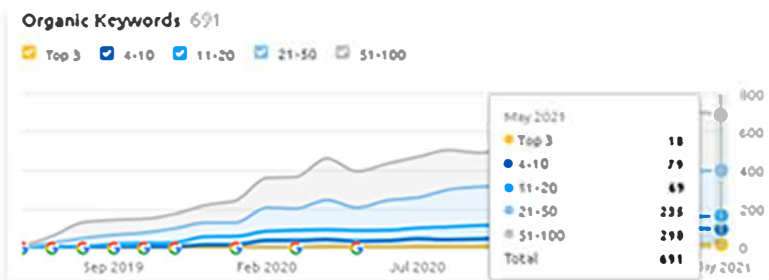


1930% ↑

ORGANIC TRAFFIC

Growth May 2019 vs. April 2021.

CONSISTENTLY RANKING HIGHLY AMONGST ORGANIC KEYWORDS.



79

TERMS

79 keywords now on Page one of Google.

TESTIMONIAL



"I started working with Ian and the Digital Funnel team in late 2019 with a view to overhauling our online footprint, which, at that point was non-existent. I found the team to be great to work with.

*All aspects of the project were outlined from the outset and I was updated as and when each milestone was achieved. **The results for Russell & Co. have been nothing less than fantastic.***

Ian is clearly an expert in his field and I would have no hesitation in recommending him....which I have done on numerous occasions."

JOHN RUSSELL
Partner. At Russell & Co

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