

Hurren Accountants - SEO Campaign Overview



Since 1988 Hurren Accountants has established an enviable reputation as one of the North East's most respected accountancy practices. In that time we've helped over 1200 loyal clients with their accounting, payroll, tax returns and bookkeeping. More than just flexible, efficient and professional, they partner clients with friendly, approachable and individual advice. No acronyms, no jargon - just good, solid, reliable, and easy to understand accounting support and advice.

The Situation

A well established and respected accountants in Newcastle with no website or marketing strategy.

Hurren Accountants felt it was time to take the bull by the horns and grow the business with a total rebrand, website and internet marketing campaign.

The goal:

- To develop a strong brand identity.
- Design & develop the Hurren website.
- Drive traffic to the site through SEO.
- Implement a strategic internet marketing campaign.



The Strategy

Activities included:

- Worked on a design brief with the client to develop a strong company image.
- Carried out extensive competitor analysis and keyword research.
- Applied fully optimised, copywritten content throughout the whole site.
- Implemented a 'local search' SEO campaign to drive targeted and relevant traffic to the site.
- Strengthen the company's brand and enhance their visibility in the market with the ongoing development of a strategic link building and online marketing campaign.
- Provided ongoing campaign monitoring, refinement and management.

The Results

- Website indexed by Google within 48 hours of going live.
- Delivered 1,600 visitors to the site in the first 12 months of the campaign.
- Visitors to the site have viewed more than 4000 pages in 12 months.
- As a direct result of search engine optimisation, traffic to the site has increased by 1,668% in twelve months.
- Onit achieved page one placements in Google, Yahoo and Bing for all keywords within four months.
- Hurren Accountants now outrank their main competitors in search results.

