

# Local CPA Firm Experiences Double-Digit Increases

A CPA firm drove traffic to their website with improved site speed, social media, and content creation.



## Snapshot

Industry

Accounting

Location

Ellicott City, MD



## Overview

This featured client is an accounting company based in Ellicott City, MD.

They approached Pink Dog Digital in early 2020 about a full website reoptimization as well as content marketing and social media marketing services.

## The Challenge

The clients' primary drivers were to increase brand recognition and traffic to the site. They also wanted to deliver important education to their clients via social media.

We began by reviewing their baseline analytics from Google, performing a website audit, and doing a deep dive into their audience. Our top metrics for success included:

- Improved Google rankings
- Traffic to the site from social
- Overall website traffic

## The Tools & Resources

Pink Dog Digital optimized their social media profiles & conducted extensive keyword research for blog topics to improve SEO. The team also performed a comprehensive website audit.

## The Solution

The Pink Dog Digital team began posting educational and interesting content to strategic social media platforms, tweaked on-page and technical SEO, and developed blogs designed to bring traffic back to the site.

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***We brought PDD onboard to help us grow our business and have more visibility. Your team did such a great job that we are at capacity and are no longer taking on new clients.*** “

## Other Notable Stats

- Increased site speed by 10%
- 40% increase in traffic from blogs
- 24% of site referrals from social media



## The Result

**+95%**

overall website traffic

**+65%**

social media traffic to site

**+82%**

Google organic traffic

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## Conclusion

Posting content to the blog that is interesting, educational, and optimized for SEO drives considerable traffic to the website.

Additionally, daily posting to strategic social media platforms significantly increases reach and provides an important touchpoint to both clients and leads.