

Online Marketing Help

# SEO CASE STUDY



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Prepared by  
Online Marketing Help

# WHY US

We are a business with outstanding online marketing knowledge and expertise that focuses on important areas within online marketing such as Web Design & Development, Digital Marketing, Graphic Design and Content Writing. Our team are committed to delivering the highest level of Customer Service, skill and dedication with an underlying thread of ethical and transparent client management. Our purpose as a business is to help other businesses grow.

## OUR KEY SERVICES

01

Website Design and Development

02

Digital Marketing

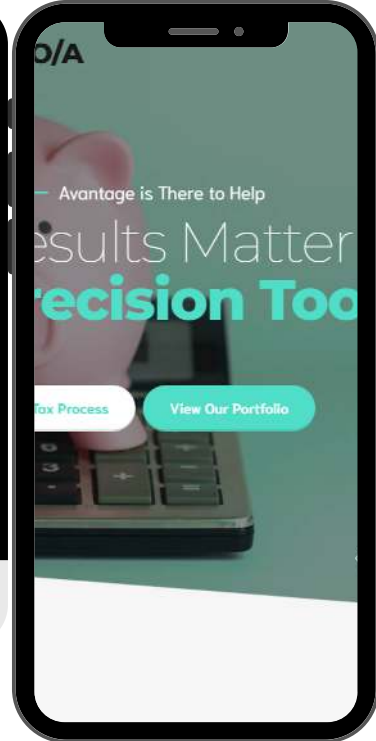
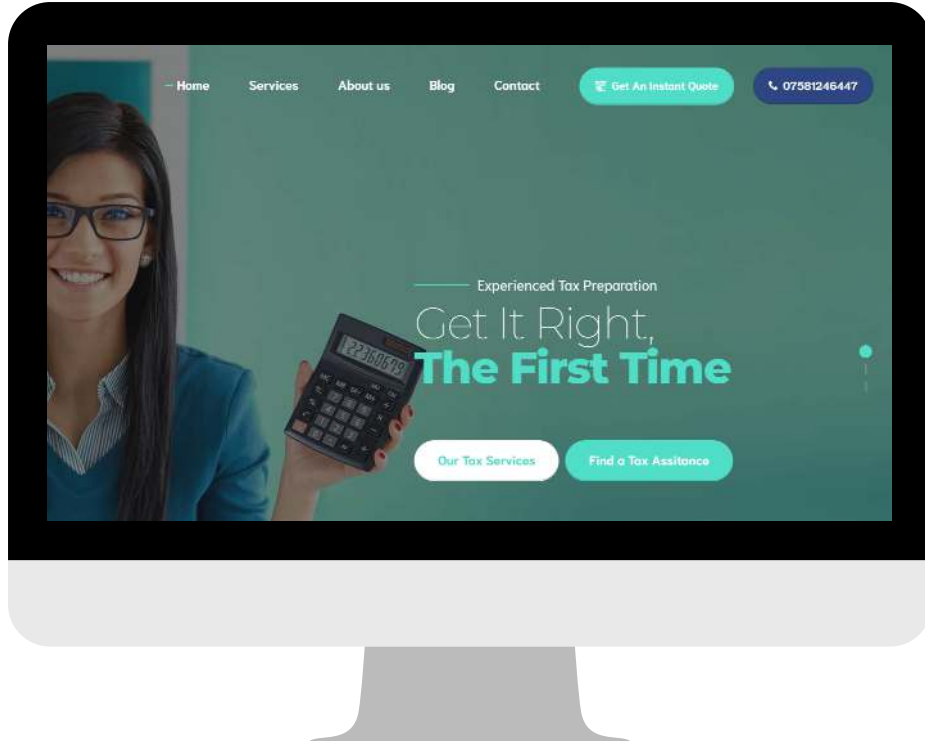
03

Graphic Design

04

Writing





## ***THE PROJECT***

To offer an all encompassing Search Engine Optimisation strategy for a longstanding accountancy firm

- Create strong white hat backlinks
- Create an online profile
- Generate organic traffic

## ***THE BRIEF***

Oak Accounting is an established full solution accountancy firm that approached Online Marketing Help as they wanted to gain more organic traffic to their existing website. Oak accounting wanted us to set-up a full paid ads strategy also in which we would use organic data to support it.

## ***THE CHALLENGES***

Oak accounting had not done any Search Engine optimisation including no Google or Bing optimisation, Backlinks, Social optimisation and so on. Online Marketing Help, started the project with the end in mind and worked backwards. The ultimate goal was to generate additional organic leads alongside a strategic paid advertising campaign.

## ***WHAT WE DID***

- Optimised all existing data on the website
- Optimised all social channels
- Undertook keyword and competitor analysis
- Worked on all local SEO
- Improved on page SEO
- Curated weekly blog post

# ***HAVE YOU GOT A PROJECT?***



## **WE WOULD LOVE TO HELP**

This is our mission at Online Marketing Help. We aim to disrupt and challenge the “norm” with a forward thinking and transparent marketing approach that is easy for our customers to understand and evaluate. Marketing is the study and management of relationships with the purpose of creating meaningful connections. We accept nothing less than achieving this for our clients and their customers alike.

## ***GET IN TOUCH***

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