

Lead Generation Case Study: 145% Increase in Organic Leads

LLB CPA

See how Yokel Local helped LLB CPA increase their organic leads by 145%.



Highlights

CHALLENGES

- Traditional marketing strategies weren't bringing in leads
- Needed to elevate online presence

SOLUTIONS

- SEO
- Content Marketing
- Convert Traffic Strategies
- Social Media Marketing

RESULTS

- 145.7% Increase in Organic Search Leads
- 117.3% Organic Conversion Rate Increase
- 13.1% Increase in Organic Website Sessions

OVERVIEW

Ah, remember the good old days of landlines and telephone books? Larry L. Bertsch, CPA & Associates, LLP (LLB CPA), a full service accounting and business consulting firm specializing in taxes, accounting, real estate, risk management, and business consulting, had been advertising with a nationwide yellow pages company for many years. As the years went by, however, the firm was receiving fewer and fewer calls, even though the owner wanted the business to grow. The firm's management recognized the need to improve its search engine presence but believed the yellow pages company had this covered. They were wrong.

When they contacted Yokel Local, we requested the firm's analytics. We discovered that the lion's share of their \$2,000 per month advertising budget was being spent on the physical phone book, with little else going to online marketing and advertising. As online marketing specialists, we knew that for LLB CPA to grow in the 21st Century, they would need to elevate their online presence in a dramatic way.

THEIR GOAL

One of Yokel Local's founders developed a relationship with Katie, a senior team member at LLB CPA. Katie had heard one of our founders speak at local networking events and felt confident we could help the firm build an online customer base. She, in turn, introduced him to the firm's owner, Larry. LLB CPA recognized the need to grow but didn't know exactly how to get there. One thing we knew for sure was it wouldn't happen by only advertising in the yellow pages.

OUR SOLUTION

Search Engine Optimization (SEO) was our first strategy. We began by building a search engine-optimized and mobile-friendly website using WordPress, an open-source content management system featuring an easy to use web-building template. We then shifted our strategy toward improving their local rankings in the maps section of Google. We continued helping them rank organically through SEO using customized content marketing strategies, where we optimized local directories and acquired backlinks. Earlier research showed that their ideal customers would typically perform a local Google search when seeking their services, which made Google Maps key to the plan. We later added Google Adwords to lend greater strength to their campaign.

While the client has never provided specific sales growth numbers, the results were stellar. In a recent meeting with the owner, he credited our work exclusively with making his firm “slammed busy.” Some earlier analytics we gathered indicated an increase in organic conversion rate of 117.3%, an organic website sessions increase of 13.1%, a 2.64% Google Ads conversion rate, and a 145.7% jump in organic search leads.

You're ready to grow your business. We here to help you succeed online.

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