

Get More Accounting Clients in 2023

Local SEO Must-Haves to Rank Your Accounting Website Higher in Local Searches



Mobile Responsiveness

Google ranks mobile-friendly websites **higher** in local search results.

58% of all website traffic comes from mobile.

High-Quality Content

Google favors websites that provide **high-quality** content.

Google **penalizes** content deemed unauthoritative or robotic in nature.



On-Page Signals

Keywords in content **relevant** to what local clients are searching for.

Title tags listing your services, city, and business name.

Backlinks

Inbound links from other websites deemed **authoritative** by Google.

Higher backlink numbers **directly correlate** to higher website traffic numbers.



Name, Address, and Phone Number (NAP) Consistency

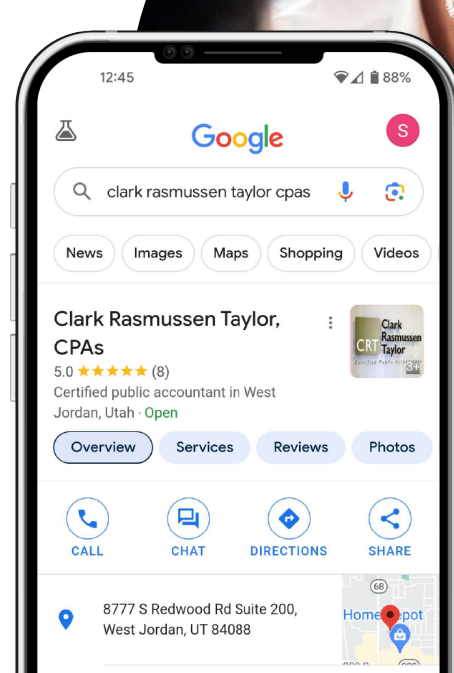
Firm name, address, and phone number **consistency** in directories like Yelp and Manta.

NAP consistency to build website **credibility** with search engines.

Google Business Profile (GBP)

Complete GBP info helps Google better match your website to local searches.

NAP consistency with your GBP and directory listings.



Get Found by More Local Clients in 2023

Contact us today to learn more about local SEO and how to rank your firm's website higher.

Call CPA Site Solutions at **(800) 896-4500** or visit us at **cpasitesolutions.com**.