



How Corient Helped Northern Accountants Build a Scalable SEO and GMB Strategy to Boost Local Visibility

Highlights

1 Ranked in Google's Local 3-Pack within 8 weeks through GMB optimisation and local SEO strategies.

2 300% increase in organic website traffic driven by technical fixes, internal linking, and content updates.

3 30+ new 5-star Google reviews acquired via a structured review strategy, boosting local trust and visibility.

Introduction

In today's digital-first environment, **accounting firms** can no longer rely on referrals alone. Local visibility on Google is essential—and that means having a **well-structured website** and a fully optimised Google My Business (GMB) profile.

Northern Accountants, a growing UK-based firm, recognised their online presence didn't reflect the quality of their services. That's when they turned to **Corient's digital marketing team** to overhaul their **SEO**, website structure, and **GMB** performance.



The Initial Problem: What Went Wrong?

When Corient stepped in, Northern Accountants faced key digital issues:

- Poorly **structured SEO** with technical and **on-page errors**
- **No blog** section to build **content authority** or keyword reach
- Weak internal linking affecting navigation and visibility
- An under-optimised **Google My Business** profile with outdated info and few reviews
- No presence in Google's local 3-pack for **high-intent** searches

These gaps were costing them **valuable organic** and local leads.

Corient's First Solution: The Fix

Corient implemented a dual strategy: improving SEO and website content, while enhancing GMB performance.

◆ SEO & Website Fixes

- Resolved **40+ technical issues** (broken links, metadata, crawl errors)
- Launched a location-**targeted blog section**
- Rewrote **service pages** for better clarity and keyword impact
- Built a structured internal linking system for **SEO** and **UX**

◆ GMB Optimisation

- Updated GMB with **keyword-rich descriptions** and accurate service areas
- Added **high-quality images** for better brand presence
- Started weekly **GMB** posts to boost engagement and visibility
- Rolled out a review strategy via **email, WhatsApp**, and web prompts

These steps built strong early traction—but revealed deeper visibility issues ahead

The New Problem: A Surprise Roadblock

Even with these upgrades, Northern Accountants struggled to appear in the local 3-pack for key searches. On deeper audit, Corient uncovered:

- 1) **Inconsistent NAP** (Name, Address, Phone) data across online directories
- 2) **Weak local backlink** signals from regional sources
- 3) **No geo-optimised** content or **schema markup** on the website
- 4) Lack of embedded **GMB map** and **CTAs** aligned to local services

Corient's Second Solution: Fixing the New Problem

To solve the deeper local visibility gap, Corient executed a detailed Local SEO and GMB scaling strategy:

✓ **Citation Audit & Cleanup**

Corrected and aligned NAP data across 30+ local UK business directories

✓ **Geo-Tagged Blog Content**

Created location-targeted blogs to rank for city-specific accounting keywords

✓ **GMB Engagement**

Continued regular GMB posts (services, tax tips, firm updates)

Responded to reviews promptly, driving trust and algorithmic favourability

✓ **Google Maps Integration + Schema**

Embedded GMB map on contact pages

Added LocalBusiness schema to site pages for better local indexing

✓ **Local Link Building**

Acquired backlinks from regional websites, accounting directories, and UK finance communities

The Final Outcome: A Success Story

With Corient's full-service digital marketing support, Northern Accountants achieved:

1. 300% increase in organic traffic in 3 months
2. Ranked in the Local 3-Pack on Google for top local accounting keywords
3. 30+ new Google reviews, averaging 4.9 stars
4. Consistent directory listings across 30+ UK business platforms
5. Modern UI/UX redesign that increased engagement and conversions
6. Massive spike in website enquiries and calls from GMB

What the Client Said



We always thought a Google profile was just a checkbox. But Corient transformed it into a lead machine. Their digital strategy helped us grow faster and smarter.”
— Partner, Northern Accountants

Key Takeaways: Why This Matters for Businesses

- 📌 A strong GMB profile improves **visibility** where customers are searching
- 📌 **Content** and **technical SEO** still form the foundation of discovery
- 📌 Review management and **local trust signals** are critical
- 📌 Partnering with experts like **Corient** helps firms build a **digital presence** that drives **measurable growth**