



HRSS CPAs: Market Presence Transformed with Strategic SEO

A comprehensive case study showcasing how strategic SEO transformed a well-established Houston CPA firm's digital presence and client acquisition capabilities.

About HRSS CPAs

Established Excellence

HRSS CPAs is a well-established CPA firm based in Houston, Texas, with extensive experience delivering comprehensive financial services. The firm has built its reputation on industry expertise and a client-focused approach that prioritises long-term relationships.

Their comprehensive service portfolio includes auditing, accounting, tax preparation, and strategic advisory services, positioning them as trusted financial partners for businesses across multiple sectors.

Mission-Driven Approach

HRSS serves a diverse range of sectors, consistently aiming to empower clients towards financial stability and sustainable growth through expert guidance and tailored solutions.

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The Digital Challenge

Poor Online Visibility

HRSS CPAs struggled with significant online visibility challenges that directly impacted their ability to grow market presence and attract new clients in a competitive digital landscape.

Low SERP Rankings

Critical service-related keywords ranked poorly in search results, preventing potential clients from discovering HRSS CPAs when searching for CPA services.

Website Engagement Issues

High bounce rates and short session durations indicated visitors weren't finding content compelling or relevant enough to engage meaningfully with the firm.

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Strategic Objectives

01

Increase Website Traffic

Centric aimed to boost HRSS CPAs' online presence by increasing website traffic by at least 30%, creating more opportunities for engagement and lead generation through improved SEO practices.

02

Improve SERP Rankings

Enhance the firm's search engine rankings for key service-related keywords, positioning HRSS CPAs higher in search results where potential clients actively seek CPA services.

03

Enhance User Engagement

Create a more compelling user experience that keeps visitors on the site longer, encouraging content interaction and increasing client conversion likelihood.

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Comprehensive Strategy Implementation

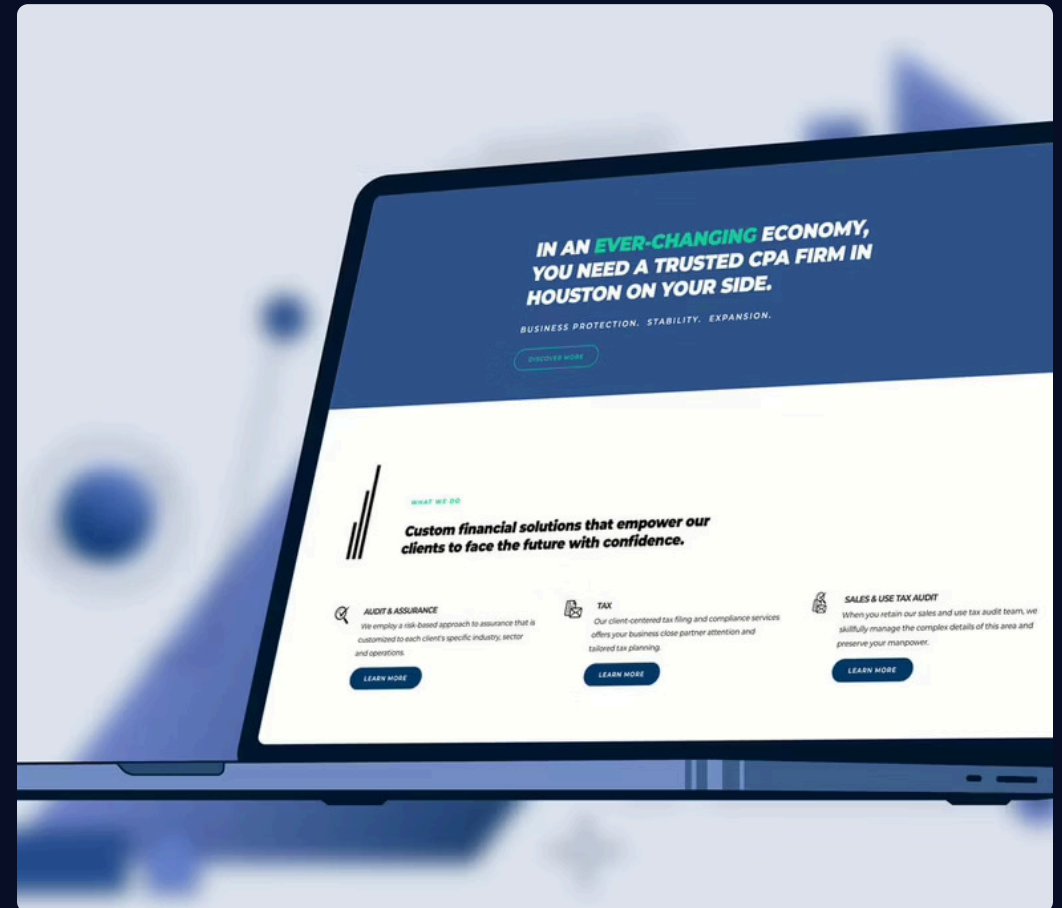
Research & Analysis Phase

Our team conducted thorough competitive landscape analysis and keyword research to understand HRSS CPAs' market position and identify high-value traffic opportunities.

Technical SEO Foundation

We enhanced website fundamentals including site speed optimisation, mobile responsiveness improvements, and URL restructuring for better search engine indexing and user experience.

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Content Strategy & Link Building Excellence



Targeted Content Development

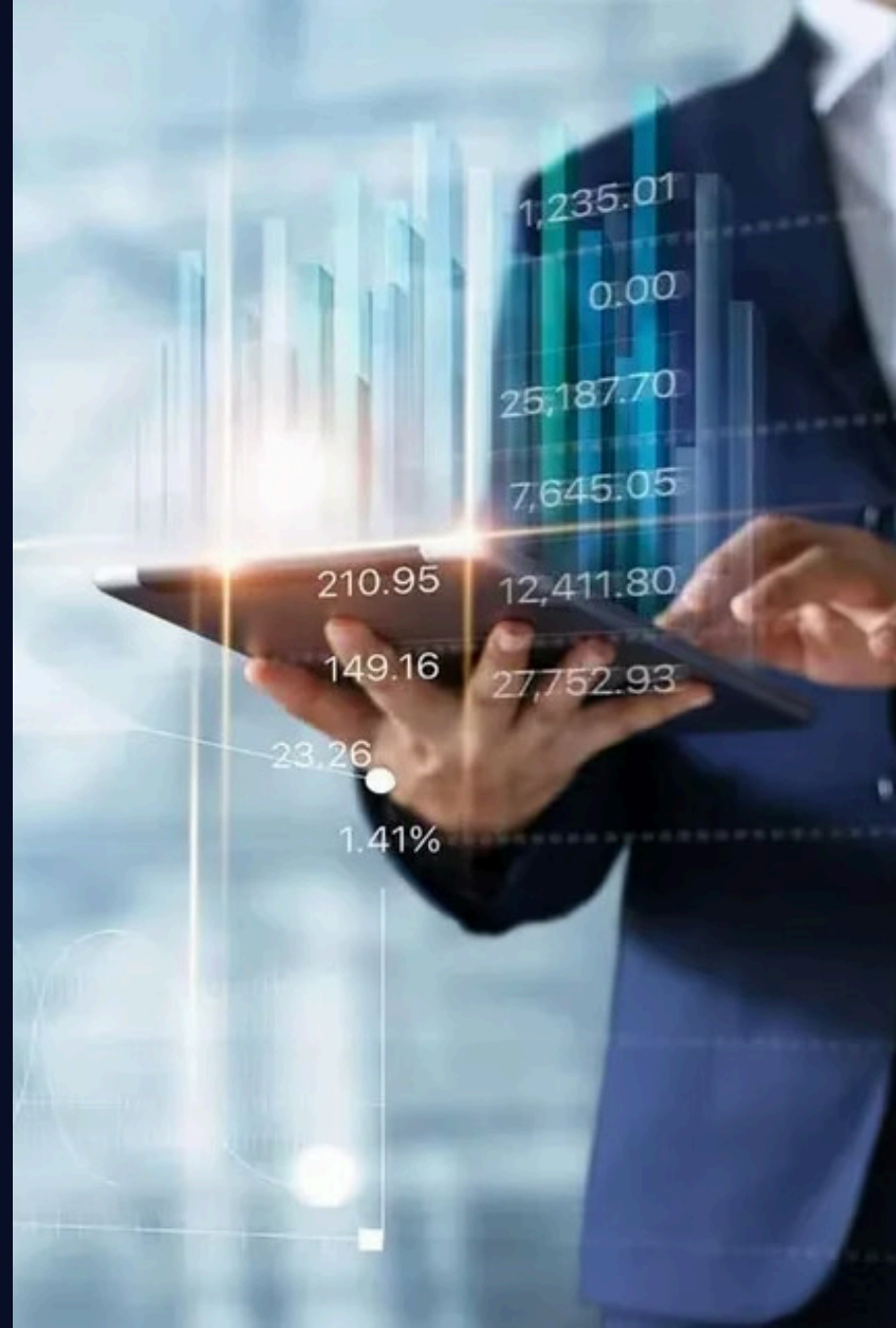
We developed a strategic content approach directly addressing potential clients' needs and questions. Each piece demonstrated HRSS CPAs' expertise whilst providing valuable information designed to convert readers into clients.



Authority Link Building

Our outreach focused on building relationships with authoritative financial sector websites, creating high-quality backlinks that improved site authority and enhanced search visibility across target markets.

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Continuous Optimisation Approach



"Using analytics established at project inception, we continuously monitored website performance, making data-driven adjustments to ensure strategies remained effective and responsive to changing web traffic dynamics and user engagement patterns."

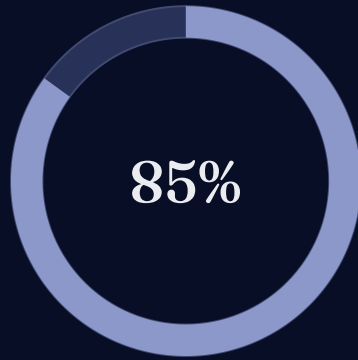
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Remarkable Results Achieved



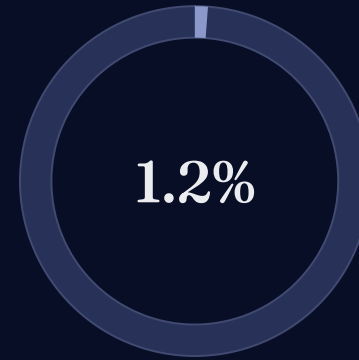
Website Clicks

Increased from 1,810 clicks over six months through comprehensive SEO strategies and improved site visibility



New User Growth

New users from organic search nearly doubled, demonstrating effective audience targeting



Click-Through Rate

CTR improved from 0.5% through optimised meta titles and descriptions



SERP Position Boost

Average search positions improved by over 10 spots for targeted keywords

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Centric's Service Portfolio

1 Search Engine Optimisation

Comprehensive SEO strategies including technical optimisation, keyword targeting, and performance monitoring to enhance online visibility and drive qualified traffic.

2 Content Strategy

Strategic content development that addresses client needs, demonstrates expertise, and converts prospects into customers through valuable, engaging material.

3 Link Building

Authority-focused outreach and relationship building within relevant industry sectors to improve site credibility and search engine rankings.

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Transformative Digital Success

Key Takeaways

HRSS CPAs' transformation demonstrates the powerful impact of strategic SEO implementation. Through comprehensive analysis, technical optimisation, and targeted content development, we achieved remarkable improvements in website traffic, user engagement, and search visibility.

The **146% increase in website clicks**, coupled with significant SERP ranking improvements, positioned HRSS CPAs as a more competitive force in Houston's CPA market, ultimately driving sustainable business growth.

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