SEO for Accountants Explained by SEO Expert Blake Smith

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International search engine optimisation (SEO) consultant Blake Smith has illustrated the benefits of SEO for accountants and accounting firms.

Blake recently published an article titled ?SEO for Accountants? (blakesmithy.com/seo/for-accountants/) to provide expert insight into how appearing at the top of the search engine rankings is a huge benefit to accountants looking to attract high-quality client leads, boost their website?s traffic and increase referrals.

Blake says SEO is a great digital marketing channel for accountants to gain credibility in their industry. ?SEO helps you showcase credibility as a trusted service provider. Google and other search engines are doing their best to showcase credible sources in the search results, too. So when people search for accounting advice or services on Google or Bing, they are more likely to trust the accounting firms that appear on the first page of their search results.?

?I encourage my accounting firm clients to focus on publishing long-form, helpful advice to their website. Many accountants think they need to publish 4 articles per month based on bad SEO advice. I recommend going more in-depth with articles that explore a topic in detail,? says Blake.

Accounting software Xero agrees with this sentiment, saying, ?Marketing for accounting firms isn't a stand-alone business activity. It's a way of thinking and acting that promotes your firm constantly.

?It involves making the effort to understand the needs of your clients and prospects, and acting on that knowledge. Do this at every opportunity, online and in the real world.

?The more you can show that you understand your clients? needs, the more valuable your services will become. In this respect, great marketing is simply part of good business,? shared the company in their

Marketing for Accountings Firms on xero.com.

Google's Search Advocate, John Mueller, posted on Reddit about when he thinks businesses should pursue creating a blog. His recommendation is to pick a topic one has knowledge of, that one will be happy to write about even if it does not get ranked by Google, where one doesn't necessarily have commercial intent, that isn't already over-saturated in terms of sites or articles.

For accountants and accounting firms looking to generate more clients, get in touch with SEO consultant Blake Smith to start an SEO campaign and generate more organic traffic.

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Blake Smith SEO Consultant

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