

ACCOUNTING & TAX FIRM

WSI Biggs Digital helped a regional accounting and tax firm become the go-to choice for small business owners and real estate investors, with year-over-year revenue growth and top search rankings built on SEO, AEO, and paid search.

BACKGROUND

The firm serves a growing base of business owners and real estate investors in the Atlanta metro. Their work spans individual tax, business tax, start-up tax, and real estate tax planning, with a practice built on long-term client relationships and a deep understanding of each client's goals.

Their position rests on being a trusted source of information for clients across every part of the accounting spectrum. The goal is to keep clients informed so they pay only the taxes they owe.

Before engaging WSI Biggs Digital, the firm had little search presence and no way to measure marketing performance. They wanted outside support to reach more of the right buyers and turn website visitors into consultations.

CHALLENGES

When the firm engaged WSI Biggs Digital, they had a few clear challenges to address.



Weak Website Experience

The website did not present the brand or services clearly, so visitors had little reason to trust the firm or choose it for their accounting needs.



Low Search Visibility

The firm ranked poorly for service keywords across its market, making it hard for business owners and investors searching for tax help to find them.



No Performance Measurement

No KPIs or tracking were in place, so the firm could not see what marketing was working or where leads came from.

Photo

"Working with Kelly Biggs and the WSI team has been excellent. They understood the goals and direction I had for my business and laid out plans to reach them. Bringing in analytics was key, and they knew how to read the data to keep the business on course. They were easy to reach, never missed a meeting, and always brought ideas to improve. I recommend Kelly and WSI for your marketing needs."

Owner / Founder
Accounting & Tax Firm

Solution

After an initial assessment, WSI Biggs Digital found that the firm needed a clear customer profile before any campaign could work. The main visitors were younger male business owners using mobile and desktop. The work was structured around three areas:

- 1 A content and messaging strategy mapped to that buyer, built to turn visits into consultations and grow the client base.
- 2 A full website redesign with readable fonts, simple navigation, and clear calls to action that gave visitors the information they needed.
- 3 An ongoing SEO and paid search program focused on real estate tax, start-up tax, and business tax, later extended into AEO to win visibility in AI search.

RESULTS

WSI Biggs Digital delivered measurable, revenue-connected results for the firm, from the first year of the engagement through a relationship now in its sixth year.

OVER
20%

Year-over-year revenue growth in the first year and each year after.

4.2x

Increase in organic website traffic within the first year of engagement.

16x

Growth in conversions from website traffic, year over year, in the first year.

51

AI searches the firm appeared in within one month of starting AEO work, alongside #1 Google rankings on targeted keywords.