

CASE STUDY



ADVANTAGE ACCOUNTING & TAX

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At a Glance

CLIENT: Advantage Accounting & Tax

INDUSTRY: Accounting & Tax Services

LOCATION: United States (National Reach)

CHALLENGE: Outdated website and low-quality online lead flow, no google rankings for top keywords

SOLUTION: Full website redesign and strategic Search Engine Optimization campaign

RESULTS:

- 100+ major keywords ranking on Google's first page
- Over 1200% increase in leads per year
- Website traffic increased from 27 to nearly 6,000 visitors in March year over year
- 52% lead-to-client conversion rate
- Closed 4 new monthly clients in March 2025

APRIL 22, 2025

Bean Counter Media

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How Advantage.CPA Turned a Stagnant Website into a High-Converting Lead Generator with Bean Counter Media

Background

Advantage Accounting & Tax is a specialized accounting firm dedicated to serving the financial needs of small businesses across the U.S. With a clear focus on corporate tax, payroll, and bookkeeping services, the firm had long established its professional credibility but struggled to reflect that strength online. Prior to engaging with Bean Counter Media, their website generated only 3 digital leads annually, limiting their growth and reach.

The Challenge

Despite their expertise and commitment to small business clients, Advantage.CPA faced a major obstacle: their outdated website and weak digital presence failed to attract and convert qualified traffic.

The existing site lacked modern functionality, clear navigation, mobile responsiveness, and visibility in search engines. Compounding the issue, the few leads that did trickle in were often irrelevant or misaligned with Advantage.CPA's small business target market, including personal tax clients and non-profits.

In short: *great service, poor visibility, and minimal impact online.*

The Solution

In **August 2024**, Advantage.CPA partnered with **Bean Counter Media** to execute a complete digital overhaul. The goal? Transform their online presence into a scalable lead generation engine.

Here's what the transformation included:

- **Custom Website Redesign:** Created a conversion-focused, mobile-friendly website tailored to small business owners
- **SEO Strategy & Execution:**
 - On-page optimization (content, tag hierarchy, internal linking, schema)
 - High-authority backlink campaign
 - Local and national keyword targeting
- **UX Improvements:** Updated site structure for better usability and clearer CTAs
- **Content Realignment:** Repositioned the firm's messaging to highlight expertise in small business services only

By **September 2024**, the new site was live. Within two months, Advantage.CPA saw its first of many noticeable boosts in organic rankings and quality traffic coming to the site.

The Results – Comparison March 2024 vs. 2025

The impact was transformative and measurable.

| <i>Metric</i> | <i>March 2024</i> | <i>March 2025</i> |
|--------------------------|--------------------------|--------------------------|
| <i>Website Visitors</i> | 27 | 5,878 |
| <i>Qualified Leads</i> | 1 | 27 |
| <i>Proposal Requests</i> | 0 | 9 |
| <i>Deals Closed</i> | 0 | 4 |
| <i>Google Rankings</i> | None | 100+ keywords on Page 1 |
| <i>Backlinks</i> | 0 | 500,000+ |
| <i>Close Rate</i> | Unknown | 52% |

From March 15–31, 2025 alone, the firm **closed four new small business clients**. These results demonstrate more than just improved metrics, they show sustained growth, increased market authority, and long-term return on investment.

- **Car Dealership:** New Jersey
- **SPA:** Boca Raton, FL.
- **Consulting Agency:** Delray Beach, FL.
- **Photography:** Hollywood, FL.

Top Google Ranked Keywords:

- Bookkeeper Services for Small Business
- Expert Accountants for Small Business
- Small Business Bookkeepers
- CPA Services for Small Business
- Nationwide CPA Firm
- Business Tax Accountant
- Small Business Accounting Services
- Accounting and Tax Service
- Business Accountant
- Small Business Tax Accountants
- CPA for Car Dealerships
- Small Business Accounting Firms
- Engineers Bookkeeping Services
- Bookkeeping and Tax Services
- Small Business Tax Firm
- Business Bookkeeping

“We went from an invisible digital presence to a lead-generating machine. Bean Counter Media didn’t just redesign our website—they redefined our growth trajectory.”

Kash Sharfi, CPA
Chief Executive Officer

Conclusion

The partnership between Advantage.CPA and Bean Counter Media is a testament to how strategic digital investments can revitalize an established firm’s online relevance and results.

By combining a sharp, tailored redesign with performance-driven SEO, Advantage.CPA now thrives online—connecting with the right audience, ranking where it matters, and converting leads into long-term business relationships.

Become Our Next Success Story

If you're ready to transform your digital presence and start attracting the right clients, now is the time. Whether you're an established firm or a growing business, we specialize in building strategies that deliver real, measurable results, just like we did for Advantage.CPA.

Let's talk about how we can turn your goals into growth. Reach out today and take the first step toward becoming our next success story.



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