



CASE STUDY

# Shatley Accounting Group

## Search Engine Optimization + Lead Generation

B2B Accounting & Financial Services

**120%**

REVENUE INCREASE, YOY

**40+**

QUALIFIED LEADS PER MONTH

**Google Screened**

VERIFIED STATUS SECURED

### AT A GLANCE

#### CLIENT

Shatley Accounting Group

#### MARKET

Oklahoma City metro

#### INDUSTRY

B2B accounting and financial services

#### SERVICES

Search Engine Optimization, Lead Generation

#### OBJECTIVE

Grow revenue year over year and build a predictable pipeline of qualified leads inside the firm's most profitable niches

### THE CHALLENGE

Shatley Accounting Group knew exactly which clients it wanted. Years of hands-on work had shown the firm which niches it served best and which ones were the most profitable to serve. What the firm did not have was a way to reach them.

Marketing had never been part of the plan. The practice grew on referrals and reputation, and that worked until it didn't. An employee expansion added capacity that needed filling, and word of mouth could not scale fast enough to fill it.

There was a visibility problem too, and it is a common one in professional services. When an Oklahoma City business owner searches for an accountant, the results are crowded with national directories, franchise chains and firms carrying much larger ad budgets. Being excellent at the work is not the same thing as being found.

Three problems, then. No marketing infrastructure, no reliable channel into the niches the firm wanted, and no visibility on the searches that actually mattered.

### 01

#### Build the search foundation

Fundamentals first. A fully optimized Google Business Profile, consistent name, address and phone data everywhere it appears, and placement in the Google Partnership directories that carry weight in professional services. Then Google Screened on top, putting a verification badge in front of searchers at the moment they decide who to trust.

### 02

#### Rank for the work they want

Generic terms like “accountant near me” attract everyone, which is another way of saying they attract the wrong people. We built the organic strategy around the niches Shatley had already identified as most profitable. Fewer searches, better searchers, and leads that arrive ready to talk instead of ready to price shop.

### 03

#### Spend only where it pays

Google targeted ads carried the message into the niches the firm wanted to own. Narrowing targeting to those verticals instead of blanketing the metro kept budget efficient, and made every impression reinforce one idea: this firm specializes in what you do.

## THE RESULTS

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Shatley set two KPIs before the engagement began: grow revenue year over year, and grow the number of qualified leads the team has to work. Both moved. Revenue climbed 120% year over year, and the firm now works 40 or more qualified leads a month, a volume that supports the expanded team rather than straining it. The leads arrive pre-qualified against the niches the firm chose, so partners spend their time on work they want.

#### Google Visibility

An optimized profile, Google Screened verification and directory placement put the trust signals in front of searchers before the phone rings.

#### Targeted Lead Generation

Paid campaigns aimed only at the chosen niches preserved budget and positioned the firm as the specialist, not a general practice competing on price.

#### Organic B2B Leads

Rankings across accounting and financial services keep opportunities landing in the queue month after month, with no spend attached to each one.

*“They are so professional and have the knowledge needed to help grow a company and build a brand. I won't go anywhere else for these services.”*

TRAVIS SHATLEY • SHATLEY ACCOUNTING GROUP