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# SAMSKRITI BUSINESS SOLUTIONS

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One-Stop Solution for All Your Digital Marketing Needs

SEO | PAID DIGITAL | SOCIAL MEDIA | AFFILIATE MARKETING | LEAD ENRICHMENT | WEB DESIGN AND DEVELOPMENT

## CASE STUDY - Back Office Accountants



**Client**

Mr. Sunil Khullar

**Industry:**

*Bookkeeping and Business Accounting Services*

**Strategy:**

*Search Engine Optimization, Social Media Optimization.*

**Year:**

*Since January 2020*

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### CHALLENGE:

Back Office Accounting Specialists, Inc. is a rapidly growing accounting service provider specializing in Back Office Operations for Accounts Payable, Accounts Receivable, Accounting, and Reconciliation. With a strong presence in the United States, they have been catering to global clients, offering comprehensive back-office accounting services for several years. In 2019, they decided to expand their operations by reaching out to a broader range of clients needing various

accounting services. While their offline network is extensive, they recognized the importance of establishing a robust online presence.

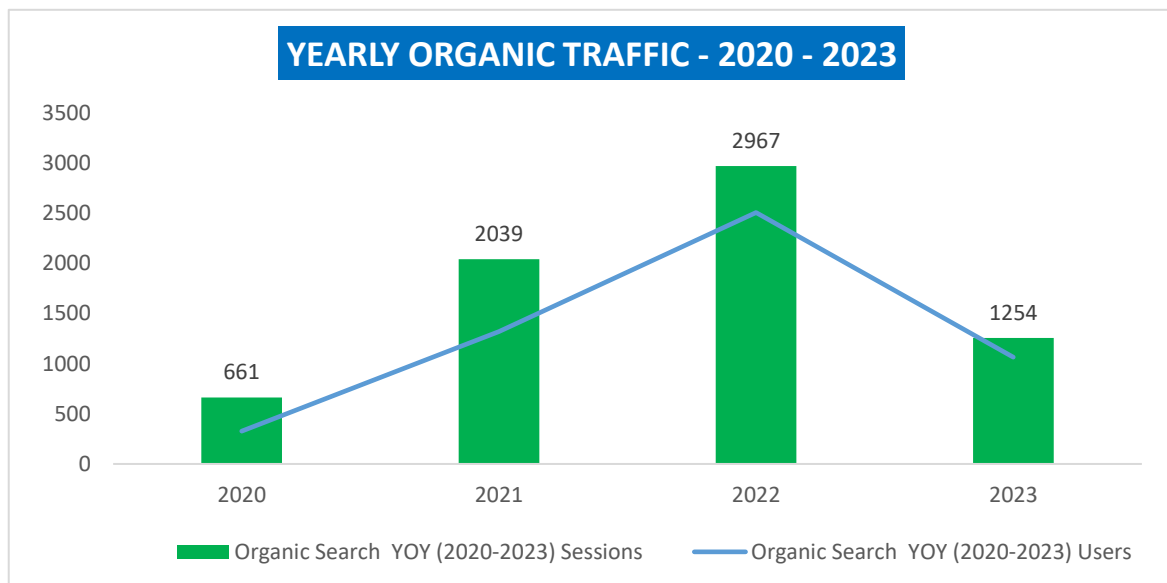
To achieve this, they focused on web design and development as the foundation and aimed to enhance their online presence and brand visibility through SEO and PPC services. Based on our prior experience and proven track record as a digital marketing company in the accounting industry, Back Office Accounting Specialists trusted Samskriti to assist them in achieving their goals.

### KEY FOCUS:

Web design and development, improve brand awareness, Increase web traffic, enhance ranking positions and generate high-quality contact form leads for Back Office Accountants..

### RESULTS:

- ✓ We built a robust, SEO-oriented website with all the right practices in a record-short time to establish a solid foundation for our online marketing efforts.
- ✓ We crafted a tailored content marketing strategy in line with the latest expertise and trends in the accounting industry.
- ✓ Our consistent content marketing efforts were driven by highly engaging weekly blogs, resulting in a significant rise in organic traffic and search rankings.
- ✓ Our targeted keyword variants have achieved strong rankings, with a good number of keywords appearing in the top 3 pages of SERPs.
- ✓ Since January 2020, our online marketing efforts have led to a substantial increase in traffic from organic sources.
- ✓ We successfully generated high-quality contact-form leads through organic, direct, social, and referral channels in relatively short time.
- ✓ Leveraging online platforms, we have successfully created a positive brand image for Back Office Accountants, as evident in the Google SERP for industry keywords.



**TESTIMONIAL:**

“I am delighted to share my experience working with Samskriti Business Solutions since 2017 for our website, Back Office Accountants. Have to say we are more than satisfied with their Website design & development, SEO, and SMO services.

Within a very short time, Samskriti has been able to bring significant improvements. Very satisfied with the results; improved our presence on the web and widened our reach. They are dedicated, very responsive, and communicate effectively all the time. Anyone looking for a result-driven Digital Marketing agency, we would gladly recommend Samskriti Business Solutions speaking from our own experience.”