



Winning more clients through Google Ads

Powerful marketing for accountancy firms

March 2021



Introduction

How Google ads can work for your firm

If you've never run a PPC campaign for your firm, you've struggled to get the right kind of clients with your marketing efforts, or you're failing to get any clients through digital marketing at all, then it's time to investigate how Google Ads can work for you.

As specialists in paid search - with extensive experience working on marketing campaigns for financial and professional services - we know that Google Ads are a powerful way of finding clients and creating enquiries, when done right.

To help, we have created this guide to getting started with Google Ads, so you can bring in relevant, valuable and profitable traffic to your accountancy firm's website.

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1. **The Challenge**
2. **Choose relevant, yet low-cost keywords**
3. **Write high-performing clickable ads**
4. **Create great landing pages**
5. **Calculate the right budget for your campaign**



The Challenge

The Challenge

Key points

- 33,000 monthly searches for “accountant”
- 18,100 for “accountants near me”
- 720 for “small business accountants near me”
- Paid ads will yield faster and more effective results

Is your firm's website lacking qualified traffic?



This is the biggest challenge facing accountancy firms today. Equally, many are finding that they only appear in search engines for the name of their firm, but not their services.

Everyone is up against tough competition!

Search engine results for accountancy search terms are extremely competitive, so if you want to rank in what is called the **organic results**, you have a mountain to climb.

According to Semrush, there are a staggering 33,000 searches for “accountants” and 18,100 for “accountants near me” in search engines across the UK every month. And that’s not mentioning the number of searches for more specific terms, like “small business accountants near me” (720 searches per month). The demand is huge.

But when you actually look at the results, the organic listings are pushed down way beyond the immediately visible part of the page.

Appearing for these kinds of searches organically will take a well devised search engine optimisation (SEO) strategy and take months of work.

The reasons why you're not getting the amount of traffic you'd like to your site for your sector and service search terms are because:

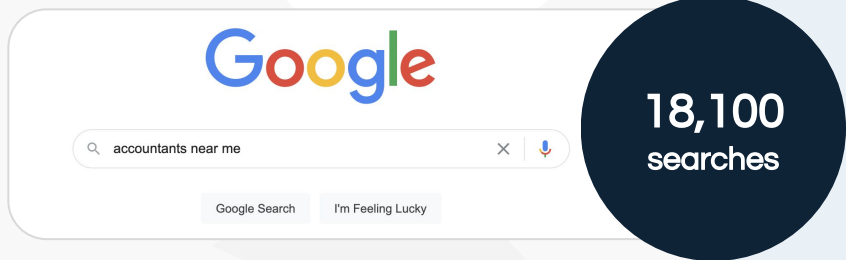
- Ranking in the top 3 (which accounts for over half of the clicks on the results page) is hard and the competition is tough
- SEO takes time and expertise to start working, so results aren't instant
- Organic results are not all that visible in these competitive searches.

It's very much a pay to play space.

With this in mind, there's only one clear solution to getting instant visibility on the search results.

A paid search ads campaign, where you pay to appear at the top of the results page for your chosen terms.

In this whitepaper, we'll explore a few things that are essential to running a successful - and affordable - paid search ads campaign.



Before you start - don't forget to track!

To measure the success of your ad campaign, you'll need to have Google Ads connected to your Google Analytics account. Make sure you track things like general page engagement statistics, including scroll depth and time of page, as well as the hard KPIs like form submissions or clicks to call.

Do this before you launch your Google Ads campaign!



Choosing relevant, yet low-cost keywords

Choosing relevant, yet low-cost keywords

Take away

You'll need to allocate dedicated time to get your keyword research done. If you need help with choosing the right keywords for your campaign, get in touch with us.

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Getting the best ROI

Start with research

When it comes to getting started with your ads campaign, your first step will be to research and decide on which keywords you want to bid on.

Choose your terms wisely. For results that suit your budget, you'll want to identify terms that have sufficient volume but aren't prohibitively expensive.

As you get started, it's worth knowing how the cost of keywords in the finance industry compares to the cost of keywords in others.

The average CPC in the financial sector is £2.71.

An industry like dining and nightlife has a much lower cost per click of £0.99, whereas a sector like law has an average of £4.83 per click.

Why the differences between the industries?

As a rule of thumb, the more lucrative the industry, the more the keywords cost. Essentially, a click to a financial service will be worth much more than a click to a restaurant's website, as the client's lifetime value is much higher. Therefore, other accountancy firms who are bidding on similar words are willing to pay more, and there's only so much space at the top of Google.

Try Google's Keyword Planner

You'll want to use a tool like *Google's Keyword Planner* (which is free to use!), or pay for a tool like *Semrush* ([semrush.com](https://www.semrush.com)) or *Ahrefs* ([ahrefs.com](https://www.ahrefs.com)) to find out what the average cost per click is on your keyword, and to get a good idea on how many searches this keyword gets per month.

Your task will be to compare your results to find keywords that have a great balance between volume, competition and cost.

As an example, here's what our research found for two "London accountancy" keywords.

"accounting companies in London"

Monthly search volume: 140

Average cost per click: £2.31

"accounting firms in London"

Monthly search volume: 1,000

Average cost per click: £1.82

So, "accounting *companies* in London" has a search volume of 140 per month, but it costs £2.31 per click on average, whereas the very similar "accounting *firms* in London" has a much higher volume of 1,000 searches per month, while only costing £1.82 per click.

The keyword research stage is vitally important to any successful ad campaign, so make sure you dedicate the time it needs at the beginning.

Average CPC and CTR data by sector from:
<https://instapage.com/blog/google-ads-industry-benchmarks>





**Write high performing,
clickable ads**

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3

Write high performing, clickable ads

Take away

If your keywords suggest that your ideal clients are ready to engage, then try using call only ads. These ads are designed to encourage people to call your business, and can appear only on devices that make phone calls. When a potential client clicks your ad, the ad places a call to you from their device.

Attract the right attention

Start to plan your ads

Once your keywords are decided, you can plan the ads. In your Google Search ads, you'll be able to write up to:

- 3 headlines, which contain a maximum of 30 characters each
- followed by 2 descriptions, which can be up to 90 characters each

You have just 270 characters to engage your ideal clients - that's 10 characters less than a tweet!

With such few characters to use, you need to make sure that every letter counts. That's why, when you start writing, you'll need to consider:

- What do users want to achieve with their search?
- Are they merely looking for information or are they ready to talk to an accountancy firm and engage?

Here are a few pointers to helping you **create compelling ad copy** that will address your potential client's needs at the right time:

1. Include your keywords in the headline - this will ensure that your ad is relevant to your user's search
2. Let searchers know why they should choose you - what makes you better than your competitors?
3. Address their pain points in your copy - and let them know how you can solve them
4. Make it easy for users to contact you by adding a phone number - you can add a call extension or create a call only ad

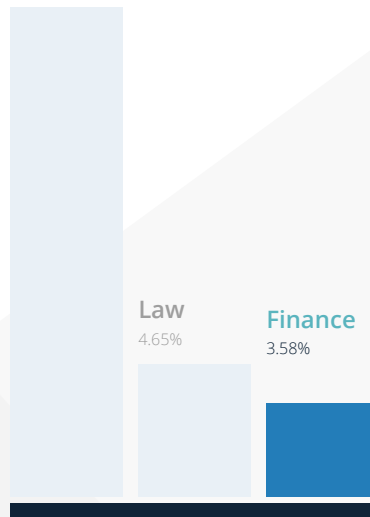
Bonus tip: Write at least 3 ads per ad group - this gives Google plenty of content to test out

Lastly...

Write your ads to match what your client is looking for and you will see your click-through rate greatly improve. In fact, the **average clickthrough rate for a financial service ad is 3.58%**. Take a look below on how that compares.

Dining & Nightlife

11.76%





Create great landing pages

Create great landing pages

Take away

Don't send users to the homepage from your PPC campaign! Create a page that makes it easy for your ideal client to find what they're looking for and get in touch with you.

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Encourage people to enquire

Getting potential clients to take action

You've got your keywords ready. You've started planning your ad copy. But where will your ideal client go once they've clicked on your ad?

Choosing the right page for your client to land on once they've decided to click on your firm's ad is key.

Not only will it be important in encouraging the client to take the next step (whether that's a phone call, an email, or a contact form submission, for example), but the right landing page can even **lower your advertising costs!**

For those who are ready to hire an accountant, you'll want to make sure you give them all the information they want on the landing page, including things like **social proof, experience** and an easy way to **get in touch**.

Increasing your conversion rate

After all, a well-structured, written and designed landing page will ensure a good conversion rate. It will directly impact the number of enquiries you will get. In fact, the **average conversion rate for financial service ads is 4.17%**. So, when set up correctly, your ads and landing pages should convert well, which will ensure a good cost per acquisition/return on investment.



SAMPLE LANDING PAGE

1

★★★★★
I can't recommend the Accountancy Partnership highly enough. From the start, the communication, efficiency and professionalism was second to none....
Simon Houghton
[read more >](#)

★★★★★
As a small business I have been using The Accountancy Partnership for just over two years and would highly recommend...
Georgina Thomas
[read more >](#)

2

Why choose our self assessment tax return services?
We will ensure never miss the January deadline

Accurate returns
Tax efficiency
Expert advice

3

Get an Instant Quote
We charge a monthly fee based on your business type

Your Name

Email Address

Telephone Number

Enter telephone number

Select Business Type

Sole Trader

Your Turnover

Select turnover

Do you want us to complete your VAT return?

No

Do you want us to manage your payroll?

No

Do you want us to complete your bookkeeping?

No

[Get An Instant Quote](#)
We will never share your details with any third party

4

REVIEWS

★★★★★
4.8 Rating | 220 Reviews

★★★★★
4.6 Rating | 223 Reviews

1. Client reviews
2. Value add offering
3. Lead generator (CTA)
4. Social proof

Images from: theaccountancy.co.uk



Calculate the right budget for your campaign



Calculate the right budget for your campaign

Take away

When it comes to campaign costs, it makes sense to allocate a good proportion of your marketing budget to Google Ads to truly test its effectiveness. Our PPC budget tool will help you work out how much you'll need to get started!

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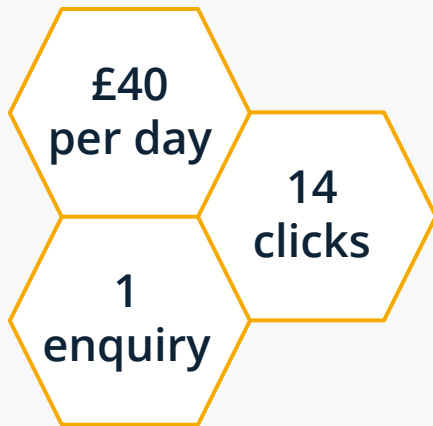
Don't spend more than you need



Setting a budget

The average daily budget in finance is £40. But depending on the sectors or services you want to target, that kind of spend would only gain you 14 clicks per day or fewer. With a conversion rate of 4.17%, this would result in 1 enquiry.

Let's take a look at two examples of ad spend by The Accountancy Partnership and SJD Accountancy.



The Accountancy Partnership

As an online firm, they put their Google Ads campaign at the heart of their marketing strategy. They are bidding on around 1,146 keywords across a range of terms, including:

"accountant"

Searches: 33,000 | Average CPC: £3.89

"accountants near me"

Searches: 18,100 | Average CPC: £3.46

"self assessment help"

Searches: 880 | Average CPC: £1.37

"online accountant UK"

Searches: 590 | Average CPC: £6.06

As you can see from just a snippet of their keyword activity, they are bidding on terms that have significant searches every month, so their goal is to make sure they're appearing high up in the search results for broad searches, aiming to be seen by those who aren't quite sure if they even need an accountant yet.

SJD Accountancy

Their Google Ads run at a smaller scale, as they are bidding on around 189 keywords across a mixture of broad and more niche range of terms, including:

"setting up a limited company"

Searches: 9,900 | Average CPC: £12.74

"IR35 calculator"

Searches: 9,900 | Average CPC: £3.99

"freelancer registration"

Searches: 210 | Average CPC: £1.65

"how to calculate day rate as contractor"

Searches: 50 | Average CPC: £0.72

From this quick glance, we can see that their strategy is geared towards appearing high up in the search results for less-searched and more specialised terms, where the competition is often smaller and the client has a stronger intent to find a solution for their problem.



Final points

Get ready to launch your accountancy firm's Google Ads

When someone experiences a financial challenge and they're not sure what to do (or if they're able to do it themselves), their aim is to find a solution. From the staggering numbers of Google searches that ask for accountancy help alone, we know their search will often start there, which is why it's vital that your firm has a plan to show up in these results.

And if your competitors are already there, can you afford not to be?

We hope our guide has given you the insights you need to build and launch an effective campaign - a campaign that suits your budget and encourages the right kind of enquiries.

Get your paid search strategy right, and the potential to win new clients from Google is huge.

Quick reminder:

- Choose relevant, yet low-cost keywords
- Write high-performing clickable ads
- Create great landing pages
- Calculate the right budget for your campaign

Need more help?

Contact Base Creative's in-house Google specialists. Their contact details are below.



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Search & Content Consultant

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About Base Creative

Base Creative is an award winning, London based digital marketing agency. To find out more about us, visit our website at basecreative.co.uk

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Try the budget calculator

To help you work out how much budget you'll need, depending on how many extra visits you want to your firm's website, we've put together a handy budget tool. The PPC budget tool is a great way to get indicative costs of running a PPC campaign within a range of sectors, including the financial sector.

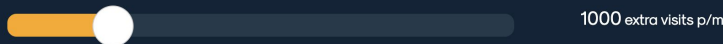
Visit our tool by going to basecreative.co.uk/ppc-budget-tool

Simply choose how many extra visits you'd like to aim for, select the **"Finance & Money"** industry and hit **"Tell me how much"**.

How much does it cost to run a PPC campaign?

The PPC budget tool is a great way to get indicative costs of running a PPC campaign. The calculation also includes likely management fees too, so you've got an 'all-in' idea of your monthly costs.

How much new traffic would you like to generate each month?

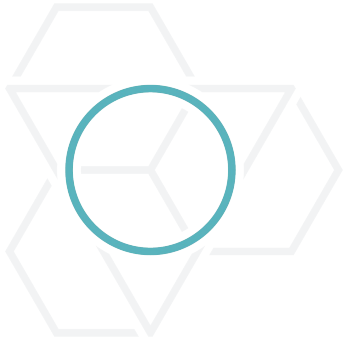


bit.ly/ppc_budget

Creative digital marketing, powered by data

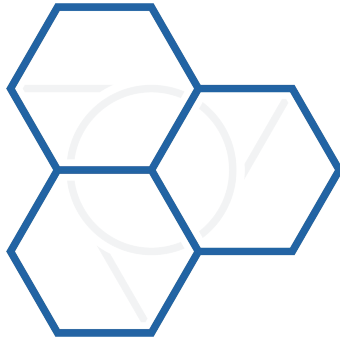
Base Creative do more than PPC and SEO.

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Search & Content Visibility

Creating visibility to those actively seeking your content, products or services within search results.



Social Media Engagement

Bringing engagement and awareness to content and websites through social feeds and paid promotion.



Websites & Performance

Building high-performance websites that generate sales, sign-ups and conversions.

Partnering with Base Creative

During our 18 year history, we have always recognised the importance of understanding our clients' audiences and goals in order to achieve their ambitions.

More recently, we have come to believe that a long term, personal, and collaborative relationship with each of our clients will enable us to better understand their business and help them speak even more clearly to their audiences.

Our processes embrace the strength of this relationship, and mean that once your projects and campaigns are launched, we'll continue to work with you to improve and enhance your digital presence through websites, content, search marketing and social media engagement.

Notable companies we've worked with



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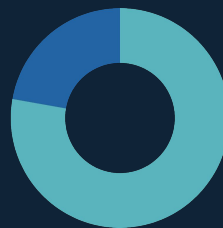
18 Years

Established in 2003, we have a wealth of digital experience.

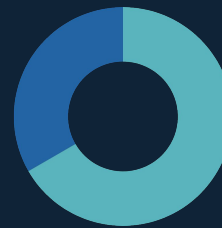
190 Launches

We've created and launched over 190 websites and campaigns.

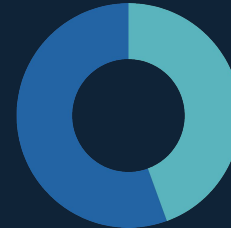
Our yearly client perception survey results: (100% of responses, conducted September 2020)



Responsiveness
and availability



Knowledgeable
of web & digital



Productiveness
and efficiency

Key:

Exceptional

Very Good

Good

Average

Poor



Aled Bryon

SMS Plc.

Anna has been an invaluable addition to our marketing team (and a teammate, rather than an outsourced function, is precisely how we feel about her). She brings incredible knowledge and expertise about the constantly shifting and complex environment of SEO. Not only does she exude erudition of her field, but she has the excellent communication skills to relay her recommendations in ways that are really simple and easy to understand (for those of us who are not search experts). As a result, Anna has been instrumental to the growth in traffic to our website over the past 24 months. On a personal note, Anna is a really warm-hearted person who is generally just a pleasure to work with.



Thank You

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