

Building Visibility for an Advisory Practice

Rendleton partnered with an accounting and advisory practice seeking to strengthen its digital visibility, improve service positioning, and attract higher-value business advisory opportunities within a competitive professional services market.

The engagement focused on **digital growth strategy, website positioning, local search visibility, content strategy, and performance measurement** to create a more credible digital presence for business owners, directors, and decision-makers.

BUSINESS CHALLENGE

The advisory practice had expanded beyond traditional compliance services, but its digital presence continued to communicate a predominantly accounting-focused proposition. Advisory and consulting services were not clearly differentiated, visibility for higher-value business advisory searches was limited, and prospective clients were not easily identifying the firm's broader strategic expertise.

This created a gap between the firm's commercial capabilities and how those capabilities were being perceived online by growth-oriented business clients.

STRATEGIC OBJECTIVES

- Strengthen the visibility of advisory and consulting services
- Improve digital credibility with business owners and directors
- Clarify service positioning beyond traditional compliance accounting
- Create clearer pathways for business advisory enquiries
- Establish a scalable foundation for content and search growth

RENDLETON'S STRATEGIC APPROACH

01	Discovery & Business Assessment Reviewed the firm's service mix, target client segments, and commercial growth priorities with leadership stakeholders.
02	Market & Competitor Analysis Analysed competing accounting and advisory firms to identify positioning gaps and opportunities for differentiation.
03	Website Strategy & Messaging Improvement Refined service architecture, clarified advisory positioning, and strengthened credibility signals for business consulting services.
04	Local Search & Visibility Optimisation Improved local SEO structure, service-page optimisation, and Google Business Profile positioning for relevant advisory searches.
05	Content Strategy & Performance Measurement Developed a structured content framework and implemented analytics tracking to support ongoing visibility and enquiry optimisation.

STRATEGIC OUTCOME AREAS

Area	Strategic Impact
Advisory Positioning	Clearer differentiation between compliance and advisory services
Search Visibility	Improved discoverability for relevant business advisory searches
Client Understanding	Stronger communication of the firm's strategic expertise
Enquiry Pathways	More effective routes for prospective advisory consultations
Growth Foundation	Scalable structure for ongoing content, SEO, and performance

SERVICES DELIVERED

- ✓ Digital Growth Strategy
- ✓ Website Strategy & Development
- ✓ Local SEO
- ✓ Content Strategy
- ✓ Conversion Optimisation
- ✓ Analytics & Reporting

This engagement positioned the firm as a trusted **business advisory partner** rather than solely a traditional accounting provider — demonstrating how firms can strengthen digital credibility to attract higher-value clients.

Ready to Discuss a Similar Growth Challenge?

Let's explore how a strategy-led digital growth system can help your firm improve visibility, strengthen credibility, and attract higher-value advisory opportunities.

BOOK A STRATEGY CALL →
www.rendleton.com