



Innovative Digital Solutions

Accountancy Firms

Prepared by

Asset.Digital



www.asset.digital



+44 20 8432 2730

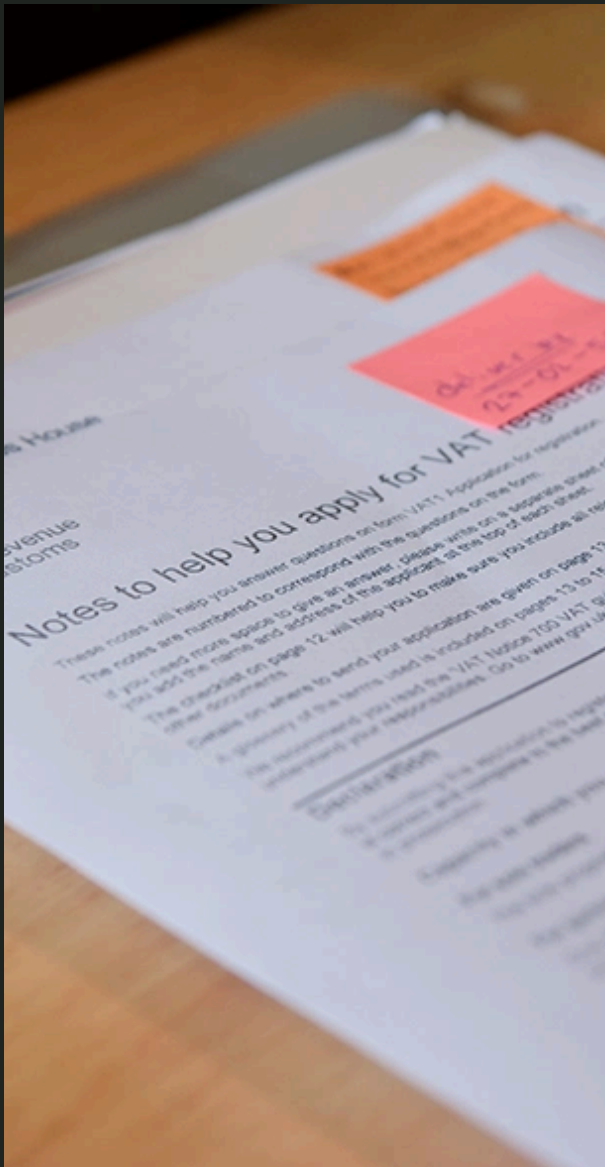


info@asset.digital

About Asset Digital

At Asset Digital, we specialise in delivering customised digital solutions tailored specifically for accountancy firms across the UK, EU, and Brazil. Our services empower accounting professionals to enhance their online presence, generate high-quality leads, and streamline processes through innovative digital tools.

Our team of experts has an in-depth understanding of the accounting industry, offering solutions designed to address key challenges such as client acquisition, compliance workflows, and operational efficiency.



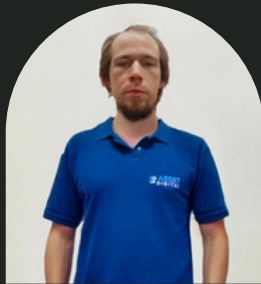
Why Choose Us for Your Accounting Business?

- **Industry-Specific Expertise:** We understand the unique challenges faced by accountancy firms and provide tailored strategies to meet your needs.
- **Proven Results:** Our solutions have helped accounting businesses improve online visibility, streamline operations, and attract more clients.
- **Cost-Effective Solutions:** Designed to maximise your return on investment, our services support long-term growth while staying within your budget.

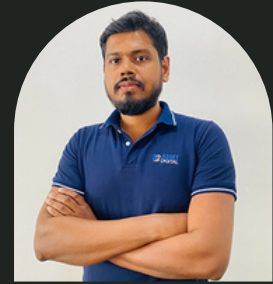
Team **Expertise**



Michael Pawlicki
CEO & Strategy
Manager



Pawel Paliwoda
IT Security
Consultant



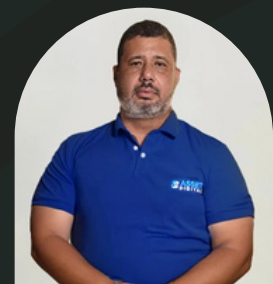
Rangana Prasad
Software
Engineer



Kusal Vimukthi
Lead UI/UX
Engineer



Lahiru Tharaka
SEO Specialist



Alexandre Suzano
Partner and
Solicitor



Kaushalya Sapugoda
UX/UI
Designer



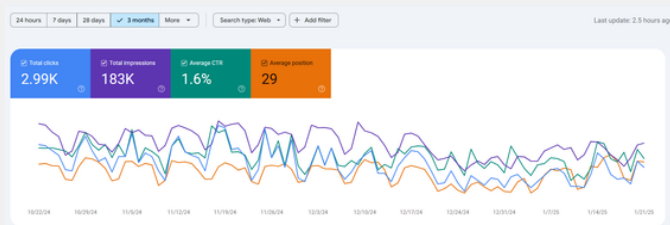
Prasadini Abhayasinghe
Administration
Manager

Featured Projects **Accountant Consulting Ltd**

Challenge

Accountant Consulting UK faced several obstacles in optimising operations and expanding its client base:

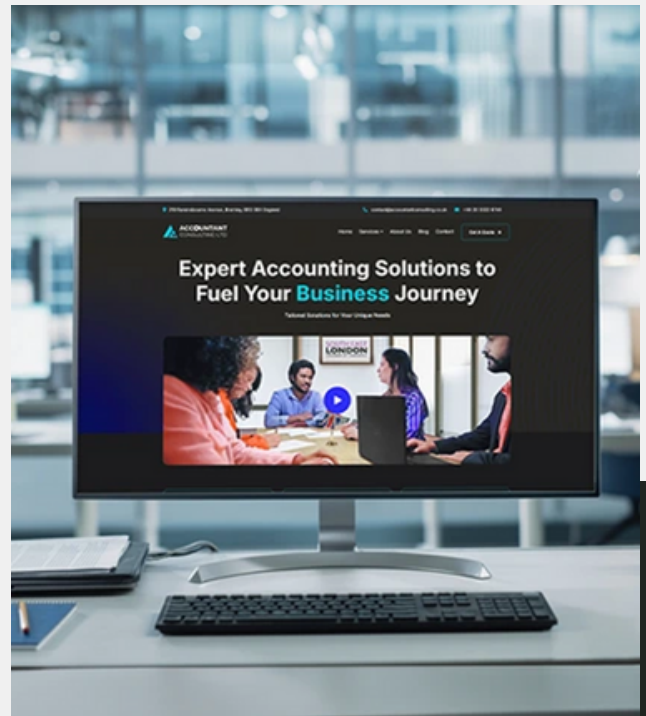
- **Outdated Website:** Poor design, slow loading, and technical issues reduced engagement and conversions.
- **Low Website Performance:** Limited traffic and high bounce rates hampered lead generation.
- **Ineffective Advertising:** Untargeted PPC campaigns missed opportunities to attract high-value leads.
- **Lack of Trust-Building:** Minimal online reviews, weak social proof, and insufficient content made establishing credibility difficult.



Performance on search results

Results

- **Improved Engagement:** A 35% increase in page views, 25% lower bounce rates, and 90+ Google Lighthouse scores for performance and SEO.
- **Increased Leads:** 23% more qualified leads and higher conversions through optimized PPC campaigns.
- **Strengthened Credibility:** Video content boosted trust, enhancing the company's reputation among potential clients.



Solution

To address these challenges, Asset Digital implemented:

- **Website Redesign:** Modernised design, faster loading, and improved navigation boosted user engagement.
- **Targeted PPC Campaigns:** Google Ads with strategic keywords, compelling ad copy, and optimized landing pages increased lead generation.
- **Video Content:** Engaging client success stories, team introductions, and expert insights built trust and credibility.
- **Content Marketing:** Informative articles and FAQs showcased expertise and attracted potential clients.

Our Services

for **Accounting Firms**



Web Development

We design professional, responsive websites tailored to accountancy firms, showcasing your expertise, services, and client success stories.



Client Management Systems (CMS)

Streamline operations with integrated tools for client onboarding, billing, and compliance management.



Lead Generation for Accounting Firms

Drive high-quality leads with targeted campaigns designed to reach businesses and individuals seeking accountancy services.



Search Engine Optimization (SEO)

Boost your online visibility with SEO strategies that rank your website higher for accounting-related search queries.



Content Marketing

Share expertise through blogs, guides, and case studies that establish your authority in the accounting field.



Pay-Per-Click Advertising (PPC)

Attract the right clients instantly with targeted PPC campaigns delivering maximum ROI.



Reputation Management for Accountants

Build trust with potential clients by managing your online reviews and social media presence effectively.



AI-Driven Solutions for Accounting Firms

Automate routine tasks like data entry, payroll management, and client reminders with cutting-edge AI tools.



Digital Strategy Consulting

Plan for sustainable growth with insights and strategies tailored to your firm's unique challenges and goals.

The Digital Landscape for Accounting Firms

01. Importance of a Digital Presence

A strong digital presence:

- Builds credibility and trust with prospective clients.
- Ensures accessibility anytime, anywhere.
- Drives client acquisition and retention.

02. Trends in the Accounting Industry

- Cloud-based solutions for seamless collaboration.
- AI-powered automation for repetitive tasks.
- Local SEO to attract clients in your area.

03. The Role of Technology

- CRM systems enhance client relationships.
- Online payment portals improve convenience for clients.
- Data analytics help refine service offerings and pricing strategies.

Customer Testimonials

Anna Karoline, Accountant at Accountant Consulting:

"Asset Digital completely transformed how we operate. From client onboarding to lead generation, their solutions have helped us grow and serve clients more efficiently."

HOW WE WORK

**STEP
01**

**Comprehensive
Consultation**

We assess your firm's needs and goals to develop a personalised strategy.

**STEP
02**

**Tailored Strategy
Development**

Our team creates a customised plan incorporating web design, SEO, and workflow automation.

**STEP
03**

**Seamless
Implementation**

From building a professional website to launching marketing campaigns, we execute each step with precision.

**STEP
04**

**Performance
Monitoring &
Optimization**

We continuously monitor performance and refine strategies to ensure maximum ROI.

How to Contact Us



+44 20 8432 2730



info@asset.digital



asset.digital



Newman Business Centre, 2 Newman Road, Bromley BR1 1RJ, United Kingdom



Rua Helios Seelinger, 155 - Barra da Tijuca, Rio de Janeiro - RJ, 22640-040, Brazil



No. 120 Hettipola Road, Kuliyaipitiya, 60200 Sri Lanka



<https://www.facebook.com/newassetdigital24/>



https://twitter.com/asset_digital



https://lk.linkedin.com/company/new-asset-digital?trk=public_profile_topcard-current-company



<https://www.youtube.com/@NewAssetDigital>