

6-MONTH ENGAGEMENT PROPOSAL

Website redesign & a 6-month SEO strategy for Houston.

A complete redesign that makes TAG's partner-led credibility and Hive identity visible, with Houston/Texas, correct H1s and schema built in, then six months of active SEO to compound the results.

Real potential, *currently invisible*

TAG has a functional site and a distinctive brand, but it ranks for none of the high-value local searches and presents a 20-plus-year firm through a generic template.

The three most urgent issues

- 1 · No page mentions "Houston" or "Texas" in visible content, the top reason the site doesn't rank locally.
- 2 · 7 of 8 service pages use "The Latest Buzz" as their only H1, so Google reads them as blog pages.
- 3 · Images load from a different domain (thearmstronggroup-cpas.com), splitting authority and risking a visual break.

Three brand assets most competitors don't have, all currently hidden

The Hive identity

The honeycomb logo, the "give us a buzz" voice, the "TAG Hive" single-source concept, ownable in a blue-and-gray sector.

Flat, partner-led model

Senior partners do the work, not trainees. The firm's strongest sales argument, made the spine of the page.

Real trust credentials

AICPA EBPAQC member, Veteran-Owned, Minority Business Enterprise, 24-year managing partner.

The opportunity

Top-3 for high-intent Houston/TX searches within 3-6 months, on a site that finally looks the part.

This is a 6-month full-service engagement: a complete web redesign (Weeks 1-3) running parallel to a 3-phase technical + content SEO foundation (Weeks 1-9), then active optimization through month 6, with monthly reporting and a full before/after re-audit.

What the *audit* found

From the June 2026 scrape of the live site's rendered pages and computed CSS.

Design & UX

- Runs on a Divi 5 public beta with system-default styling, one font, uniform flat sections, no hierarchy.
- The amber Hive identity and honeycomb imagery barely carry the page; the logo and "give us a buzz" voice are buried.
- Home slider repeats the same H2 six times; About has five H1s; Audit repeats a section twice.
- No testimonials anywhere; credentials appear only as small footer marks.
- Mobile zoom blocked (user-scalable=0), a Google penalty and a11y failure.

SEO technical findings CRITICAL

#	Finding	Action in this project
C1	No geographic signals; "Houston" not on any service page.	Houston/TX + service areas in every page, from day one.
C2	Wrong H1 ("The Latest Buzz") on 7 of 8 service pages.	Keyword + location H1 on every service page.
C3	Title tags missing keywords/location; generic or >60 chars.	Rewrite all 14 titles, keyword + Houston/TX, <60 chars.
C4	Images on thearmstronggroup-cpas.com, split authority + risk.	Migrate all media to tag-cpas.com during the build.
C5	Blog disconnected from nav; date-only slugs.	Reconnect blog, keyword slugs, 301 redirects.
C6	Missing schema (LocalBusiness, Person, FAQ, Service).	Full local + service + FAQ schema in the build.
C7	Duplicate content: repeated H2 ×6, duplicated sections, 5 H1s.	One H1 per page; clean heading hierarchy.

Important fixes & *growth* opportunities

Important NEXT 4 WEEKS

- Meta descriptions: home is 286 chars (~2× limit); 4 pages have none; none include Houston or a CTA.
- Alt text: 19 of 21 home images have empty alt="".
- Blocked mobile zoom (user-scalable=0).
- Divi 5 beta in production, update to stable.
- Footer YouTube link points to a different brand (@CyberspaceCPAPLLC).
- Tax Planning Guide links off-site to webtaxguide.net, leaking link equity.

Growth OPPORTUNITY






- Dedicated pages: nonprofit audit Houston, 401k audit Texas, fractional CFO Houston, HUD audit Texas, PCAOB audit firm.
- Service Area Pages for Houston and Dallas–Fort Worth.
- FAQ sections (FAQPage schema) on the 3 primary service pages.
- Testimonials section + Google Reviews widget on the home page.
- Active blog: 2 posts/month at 800+ words with full SEO structure.

The redesign fixes the audit by design

Every critical finding is built into the new site: keyword+location H1s, geo-rich copy, single H1 per page, real meta, AccountingService / Service / FAQPage / PostalAddress schema, all media on one domain, reconnected blog, and visible credentials + testimonials.

We *formalize* what's already yours

Palette and voice sampled directly from the live site's computed CSS, not invented.

				
Amber #d67729 · primary	Honey gold #f5b81f · spark	Dark gray #232323 · anchor	Warm ink #141414 · text	White #ffffff · canvas

Typography

Inria Serif (display): bold, high-contrast headlines that read established and credible.

Inter (body/UI): kept from the brand's own DNA, clean for numbers, pricing, forms.

Give us a *buzz*.

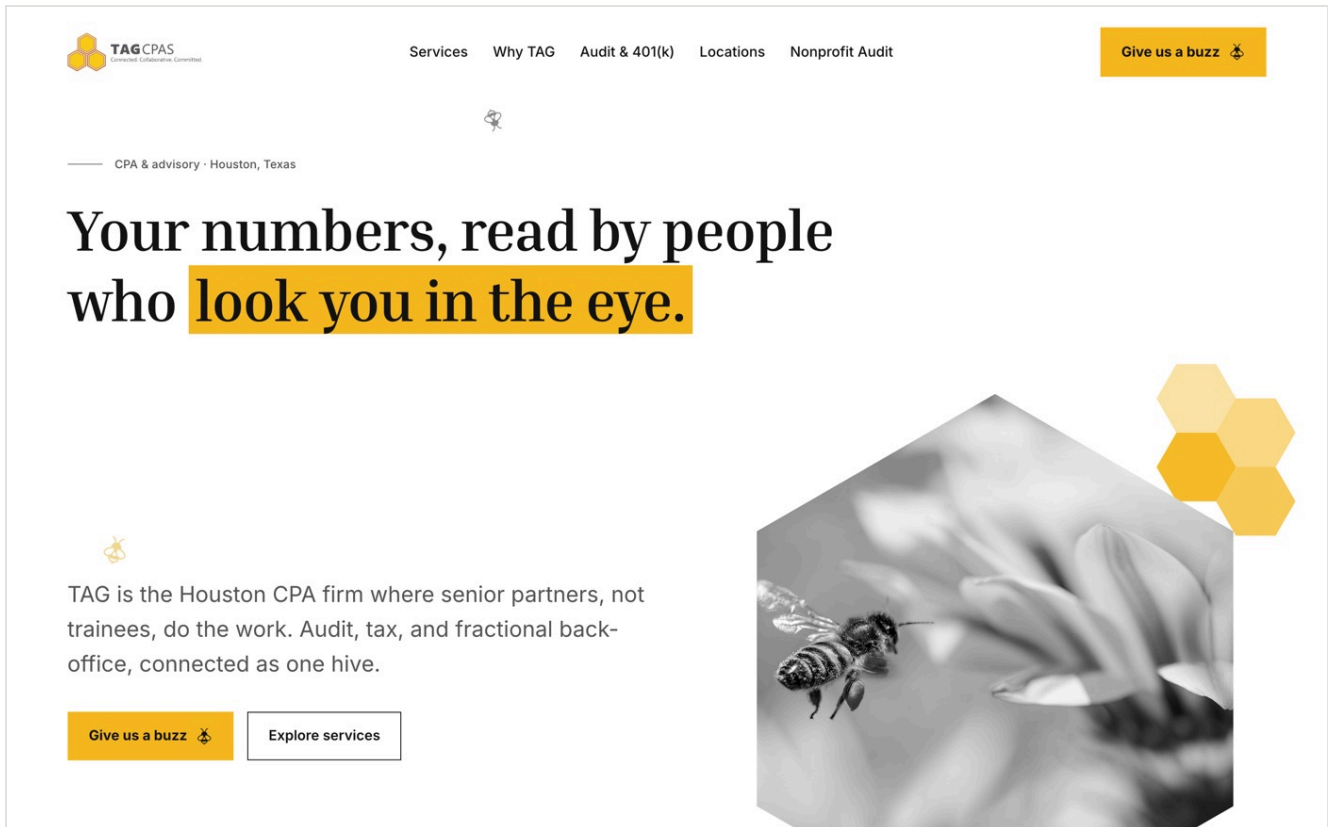
Voice, verbatim

- "TAG is about connectivity."
- "The most experienced team members actually perform your services."
- "Give us a buzz."
- "Connected. Collaborative. Committed."

The Hive: amber is rare in the CPA space

Editorial, on a *white canvas*

Generous whitespace, bold serif headlines, sharp gold blocks as the accent, black & white macro photography, honeycomb motifs. Inria Serif + Inter, amber + charcoal.



Home hero, bold serif headline with a gold highlight block, black & white macro photography, real logo, trust row with geo + credentials.

Hive touches

Honeycomb logo, hexagon-clipped imagery, hex bullets, a tiny bee on the "buzz" CTA, and a honeycomb that fills with gold as it scrolls into view.

Built-in SEO

Keyword+location H1s, geo copy, single H1/page, real meta, full schema, one media domain, reconnected blog, visible credentials + testimonials.

Home & service, *end to end*

TAG CPAS
 Services Why TAG Audit & 401(k) Locations Nonprofit Audit Give us a buzz

CPA & advisory · Houston, Texas

Your numbers, read by people who look you in the eye.

TAG is the Houston CPA firm where senior partners, not trainees, do the work. Audit, tax, and fractional back-office, connected as one hive.

Give us a buzz Explore services

20+ years of 401(k) / EBP audits
 EBPAQC AICPA member firm
 24+ years, managing partner
 2 Texas offices: Houston & DFW

Trusted & certified

Credentials that *earn the engagement*

- AICPA Member firm
- EBPAQC Employee Benefit Plan Audit Quality Center
- Veteran-Owned Business
- MBE Minority Business Enterprise

Why TAG

TAG is about connectivity

Growing companies need more than a tax return. They need a connected infrastructure of back-office expertise, available on a fractional basis, the moment it is needed.

See how we connect →

Connecting your organization to better financial reporting.

Connecting your tax compliance and planning to your future state.

Connecting your back-office to the strategic intent of your organization.

What we do

One firm, every back-office need

Best-in-class process and professionals, on a fractional basis, so you can access experience growing companies normally cannot afford.

- Audit & Assurance** Nonprofit, 401(k)/EBP, PCAOB and HUD Single Audits, performed by partners. [Houston audit page →](#)
- Strategic Tax** Federal and state compliance, planning and credits, structured to maximize what you keep. [Learn more →](#)
- Fractional CFO** CFO and controller expertise on demand, financial leadership without a full-time hire. [Learn more →](#)

TAG CPAs · Prepared by Dani

TAG CPAS
 Connected. Collaborative. Committed.

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Credentials that *earn the engagement*

Built, implemented, *launched*

The web redesign (Weeks 1-3) runs parallel to a 3-phase SEO foundation. Each phase closes with a Google Search Console check-in.

Web · Week 1 — Discovery & system

Kickoff, typography/color/components, WordPress staging, home built, nav reviewed.

Web · Week 2 — Core pages


All service pages, About, Team, Careers; assets updated; mobile QA.

Web · Week 3 — Launch

Pricing, Contact, Blog; SEO content implemented; QA; DNS cutover; crawl verification.


SEO Phase 1 · Weeks 1-3 — Foundation

GSC baseline, keyword research, 14 titles + 14 metas, H1s, alt text, Yoast→RankMath, schema code, NAP audit, WP Rocket, Imagify.

 **GSC Check-in #1** — End of Week 3. New site live; titles in SERP; schema validated; baseline set.


SEO Phase 2 · Weeks 4-6 — On-page + content

Rewrite 8 service pages (Houston/TX), FAQs ×3, Blog #1-3, 5 GBP posts, internal links, fix cannibalization.

 **GSC Check-in #2** — End of Week 6. First local impressions appearing.

SEO Phase 3 · Weeks 7-9 — Authority + local

2 Service Area Pages (Houston, DFW), GBP optimization, directories, Google Reviews widget, final report.

 **GSC Check-in #3** — End of Week 9. 9-week comparative report.

Active *optimization*

Month	Google's status	What we do
3	Indexing; first local keywords (10-30)	Quick-win keywords; Blog #4; 4 GBP posts; CTA review
4	Rankings consolidating; 3-pack strengthening	Boost top-10 movers; Blog #5; 4 GBP posts; intent refinement
5	Traffic growing; conversions trackable	Expand top performers; Blog #6; CTA optimization; re-audit prep
6	Full 6-month data	Full re-audit, baseline vs month 6, next-phase roadmap

Months 4-6 include full SEO accompaniment, 2 blog posts/month, 4-5 GBP posts/month, monthly CTA + keyword-intent optimization.

Houston CPA market

Competitor	Strength	Main advantage vs TAG
Weinstein Spira	High	Active blog, service pages, "Houston" throughout, 60-yr brand
Blazek & Vetterling	Med-High	Nonprofit + EBP focus, WBE/HUB, ~300 organic/mo
PKF Texas	High	Nonprofit page + testimonials, national backlinks
Robertson & Robertson	Medium	Page per service + Houston keyword, testimonials
Bankole, Okoye	Low-Med	Targets nonprofit audit Houston; beatable

TAG's edge once optimized: flat senior-led model, EBPAQC, 20+ yrs EBP, MBE, Veteran-Owned, all currently invisible. The project makes them findable.

What the data should *show*

Conservative estimates from CPA-firm SEO benchmarks. Results depend on indexing speed, competition, and execution.

Month	Est. organic sessions	Key driver	GSC signal
1	Baseline (TBD)	New site live week 3	Crawl fixed; new titles in SERP
2	+10–20%	Titles, H1s, schema indexed	Impressions rising
3	+25–45%	On-page + 3 blog posts	First local rankings 10–30
4	+45–70%	SAPs indexed, GBP active	Keywords into top 10
5	+70–100%	Blog compounding	Conversions trackable
6	+100–150%	Foundation mature	Full before/after

Estimated leads (month 6) at 1.5–2.5% organic conversion

Service	Target keyword	Searches/mo	Leads/mo
Nonprofit Audit	nonprofit audit Houston TX	80–150	2–5
401k / EBP Audit	401k audit firm Houston	100–200	2–6
Fractional CFO	fractional CFO Houston	200–400	3–8
CPA / Tax	CPA firm Houston Texas	300–600	4–10
Total		680–1,350	11–29

ROI

One new nonprofit-audit client is worth ≈ \$8,000–\$25,000+ a year. One or two over six months recovers the entire investment, and organic traffic keeps compounding. Tracked monthly: rankings, traffic, CTR, form fills, calls, GBP views, 3-pack, Core Web Vitals, with a 1-page report + 30-min call each month.

Full 6-month *engagement*

Service	Scope	Investment
Web Redesign	Full redesign on WordPress + Divi, staging, launched with SEO from day one	\$2,700
SEO Phase 1	Technical foundation: titles, H1s, meta, schema, image migration, local, RankMath	\$1,500
SEO Phase 2	On-page copy (Houston/TX), FAQs, 3 blog posts, 5 GBP posts, internal linking	\$2,000
SEO Phase 3	Service area pages (Houston + DFW), Google Reviews, directories, final report	\$1,000
SEO Audit #2	Month-6 re-audit: baseline vs results, gaps, roadmap (PDF)	\$700
TOTAL	Web + full SEO	\$7,900

Each service invoiced 50% start / 50% delivery. Bank transfer, Zelle, or PayPal (USD). Web Redesign + SEO Phase 1 start together. Optional retainer after month 6: \$1,300/mo, no contract.

Access required (day one)

- Google Search Console (verified)
- Google Analytics 4 (editor/viewer)
- Google Business Profile (manager)
- WordPress Admin + legacy domain WP admin
- Hosting / cPanel (staging + migration)
- Directories (BBB, TXCPA, Yelp) at Phase 3

WordPress plugins

- RankMath SEO (install; replaces Yoast; free advanced schema)
- WP Rocket (cache, LCP)
- Imagify / ShortPixel (WebP on migration)
- Redirection (301s for blog slugs)
- Keep Gravity Forms (verify GA4 tracking)
- Update Divi 5 to stable before changes

The final *deliverable*

Scheduled at the start of month 5, delivered at the end of month 6.

- Comparative report: positions, impressions, CTR at baseline vs month 6
- Keywords gained and opportunities not yet captured
- Any new technical issues that emerged
- Blog and GBP performance evaluation
- Next-phase roadmap and recommendations

18 /20 — redesign prototype technical audit (WCAG 2.2 AA verified)

Ready to start

A 30-minute call to walk through the engagement and confirm a start date. For 6 months you have a dedicated consultant on your site, content, GBP and rankings, with monthly reporting and a full before/after at month 6.

Prepared by Dani — *SEO Consultant* · June 2026