CASE STUDY: ANCHOR POINT ADVISORS

How a Rebrand and RightFit's Execution Engine Increased Search Visibility by +47%

CLIENT OVERVIEW

FIRM	SIZE	LOCATION	GOAL
Anchor Point Advisors	4 Partners, 35+ CPAs and Staff	Multiple Offices Across Missouri	Advisory Growth

THE CHALLENGE & WHY RIGHTFIT

The Challenge

Advisory Expertise Without Visibility

The firm had the right strategy—but not the visibility to support it:

- Advisory services were a growth priority
- Right-fit clients were growing business owners, not price shoppers
- Referrals alone weren't enough for future growth

Yet their website told a different story:

- Looked like every other CPA firm in the market
- Advisory services weren't clearly positioned or discoverable
- Right-fit clients didn't realize advisory support was available
- Partners lacked the time to execute a rebrand or marketing effort

Strong strategy. No clear path to implementation.

Why RightFit

Anchor Point didn't need another consultant or marketing agency that:

- Drained partner time
- Shifted execution back onto the firm
- Delivered strategy without follow-through

They needed a partner who:

- Understood accounting firms
- Implemented strategy without disrupting partners
- Did the heavy lifting end-to-end

RightFit partnered with Boomer Consulting on strategy, then handled implementation across messaging, marketing, and lead generation.

THE RIGHTFIT APPROACH

Messaging Framework	Marketing Framework	Lead Gen + Automation
StoryBrand principles to speak directly to business	Website rebuild with an advisory-forward architecture	Automated advisory funnel to increase warm leads

THE RESULTS

+47% Increase in Organic Keywords

+33% Increase in Keyword Ranking in Google's Top 3

+22% Increase in Organic Traffic

- Higher rankings for advisory and niche searches
- Consistent organic traffic driven by advisory and niche content

BUSINESS IMPACT

- Growing pipeline of **warm advisory leads** through the website
- Advisory services now actively growing via inbound interest
- The modern website has become a **recruiting asset**, helping attract top talent in small-town markets where hiring is competitive

> *"Everything gets done quickly, updates are done quickly, and you guys have helped us through the redesign on the website that has helped us continue to execute on our growth goals."*
>
> — ***Ashley Watson, Managing Partner, Anchor Point Advisors***

What This Means for Other Managing Partners

Anchor Point's results didn't come from doing more work internally.

They came from **having the right partner implement proven systems.**

If your firm:

- Knows word-of-mouth won't fuel future growth
- Wants to grow advisory services
- Feels overwhelmed by the idea of a website or marketing rebuild
- Doesn't have time to manage another initiative

This is exactly the problem RightFit was built to solve.