



Finance Advisory Firm

Portfolio Case Study Report

How Strategic Digital Positioning Increased Qualified Leads



Website Transformation

BEFORE



Weak Visual Hierarchy

Generic Stock Imagery

Low CTA Emphasis

AFTER



Structured Layout

Clear Service Segmentation

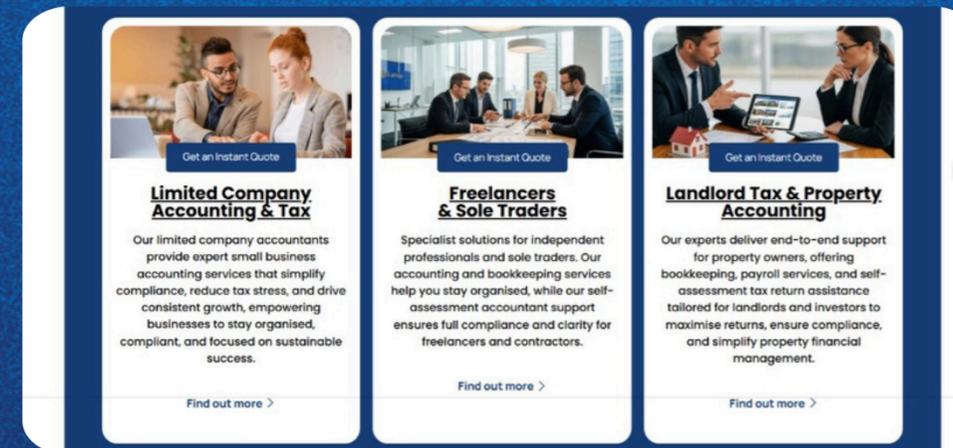
Conversion-Focused CTA System

Design System & Brand Refinement



Authority-Focused Hero Section

Clear value proposition with strong primary CTA hierarchy.



Modular Service Architecture

Segmented offerings for clarity and user navigation.

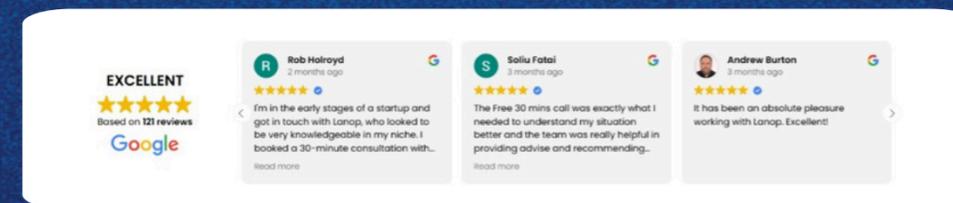
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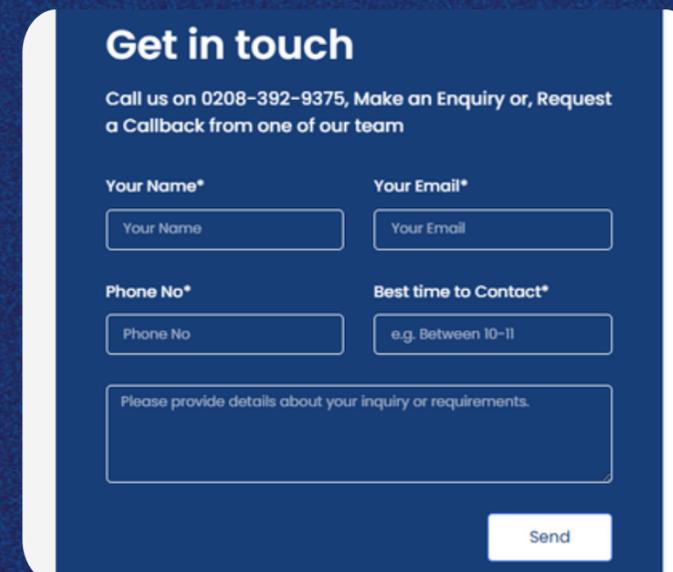
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Trust Signal Integration
Visible credibility elements increase conversion confidence.



Conversion Infrastructure
Low-friction lead capture with strong visual contrast.

UX & Conversion Architecture

- **Clear above-the-fold positioning:** “Empowering Sole Traders Across the UK with Tailored Tax & Accounting Solutions”
- **Strategic CTA placement:** “Book a Discovery Call” Visible within first 5 seconds
- **Structure service segmentation:** Limited Company, Freelancers & Contractors, Landlords
- **Trust signals** integrated early (Google Reviews, ACCA, HMRC references)
- **Minimal friction contact flow** with simplified ‘Get in Touch’ form

The screenshot displays the Lanop Business & Tax Advisors website. The header includes the company logo, contact information (0208-392-8375, inquiries@lanop.co.uk, 389 Upper Richmond Rd, London SW16 5QL, UK), and a navigation menu with links for Home, About Us, Services, Industries, Resources, Dubai, VFD, and Contact Us. Two primary CTAs, 'Book a Meeting' and 'Enquire Today', are positioned in the top right.

The main hero section features the headline "Empowering Across the UK with Tailored Tax & Accounting Solutions" and a sub-headline: "At Lanop, we don't just manage finances, we architect success for ambitious entrepreneurs and businesses. Our tailored accounting services and tax solutions streamline operations, maximize savings, and position you ahead of the curve. Whether you're a sole trader, limited company, or startup, our experts deliver bespoke accountancy and financial advisory designed around your goals." A central graphic titled "Accounting Services" is surrounded by icons for Sole Trader, Contractors, Landlords, Startups, Limited Companies, and Immigrants. Two CTAs, "Book A Free Consultation" and "Get Instant Quote", are located below the hero text.

The lower section, titled "Why Businesses Choose Lanop Business & Tax Advisors", lists six benefits: transparent fixed-fee accounting, strategic tax planning, dedicated advisors, instant access to expertise, cross-border expertise for UK-GCC expansion, and scalable bookkeeping & payroll outsourcing services.

Below this are three service cards, each with an image, a "Get an Instant Quote" button, a title, a description, and a "Find out more" link:

- Limited Company Accounting & Tax:** "Our limited company accountants provide expert small business accounting services that simplify compliance, reduce tax stress, and drive consistent growth, empowering businesses to stay organised, compliant, and focused on sustainable success."
- Freelancers & Sole Traders:** "Specialist solutions for independent professionals and sole traders. Our accounting and bookkeeping services help you stay organised, while our self-assessment accountant support ensures full compliance and clarity for freelancers and contractors."
- Landlord Tax & Property Accounting:** "Our experts deliver end-to-end support for property owners, offering bookkeeping, payroll services, and self-assessment tax return assistance tailored for landlords and investors to maximise returns, ensure compliance, and simplify property financial management."

At the bottom, there is a "Book A Free Consultation" button, a "Get in touch" heading, and a link: "Interested in finding out more or still not sure?"

Ready to Scale?

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Book Your Strategy Call



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