

Case study · Wealth structuring · 2025–2026

Twice as visible in **one year.**

How an international wealth-structuring firm serving advisers and high-net-worth families went from minimal search presence to competing for the high-intent terms its clients search.

+99%

search impressions

183K to 364K, latest 6 months

+193%

sites linking to the firm

239 to 699 referring domains

+750

ranking keywords

290 to 1,040 in 12 months

+39%

active users

43K, year over year

01 · BACKGROUND

The **challenge**

A specialist in international wealth structuring, working with advisers and high-net-worth families across Europe, Asia and North America. Its expertise was deep, but its website barely showed up in search, with few rankings for the terms its audience uses and almost a decade of little link growth.

In 2025 the firm brought in VitalUP Marketing to oversee a website migration and build a search program that puts its expertise in front of the people researching cross-border planning.

02 · WHAT WE DID

One team, **every lever**

Website migration

Oversaw the move to the new site, protecting its existing search value.

On-page SEO fundamentals

Titles, headings, page structure and internal links tuned to how advisers and families search.

Link building

Earned links from relevant sites, nearly tripling the domains that point to the firm.

Strategy

A search plan built around the firm's core services and its fastest-growing markets.

Content creation

Topics, briefs and writing for the specialist questions clients ask.

Social media

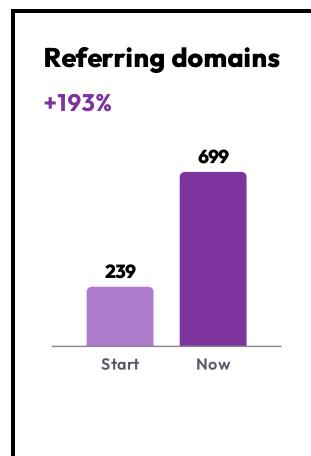
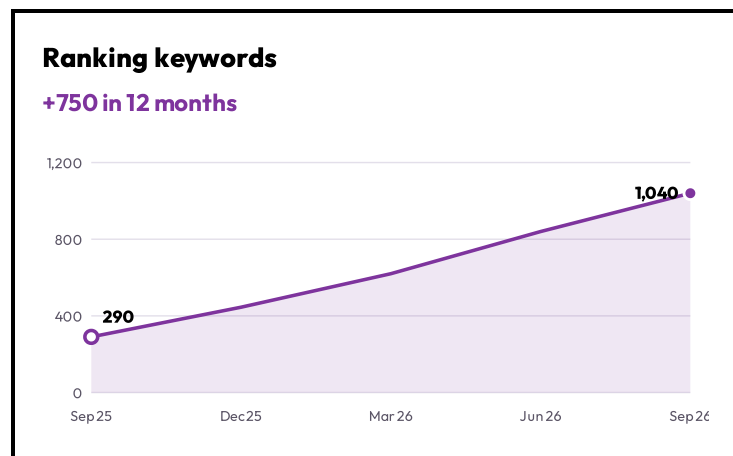
Consistent posting that puts the firm's thinking in front of its audience.

03 • RESULTS

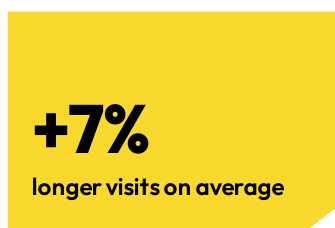
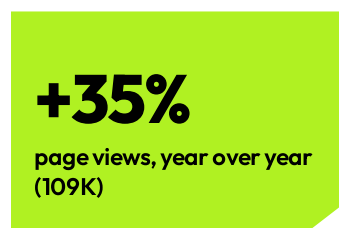
One year in.

Rankings, links and visibility all climbed in the 12 months after the work began, with the most valuable top-3 positions growing fastest.

Before With VitalUP



More people, more engaged



Why it worked

A migration that kept its value

The move to the new site was planned around search, protecting the rankings the firm already had and giving growth a clean start.

Links from sites that matter

Relevant, respected sites linking to the firm built the authority to compete for competitive terms.

Content built on real questions

Pages and articles answered what advisers and families actually search, in plain language.

Advisers and clients searching for you?

We help wealth, tax and advisory firms show up for the specialist questions their clients ask, with SEO, content and links that compound.

Book a free strategy call

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