GROWTH INVESTIGATION

MyLedgerBook.ie

Where the evidence says to focus next - across organic search, paid acquisition, conversion and market positioning.

Investigation	Detail
Client	MyLedgerBook
Market	Ireland - sole traders, freelancers, tradespeople and small limited companies
Reference	GWT-26-MLB
Investigation date	15 September 2026
Prepared by	James Calder - Growth Intelligence Analyst
Objective	Increase qualified organic traffic and understand why paid clicks are not becoming enough trial signups

EXECUTIVE CONCLUSION

MyLedgerBook has two different growth problems, and they should not be treated as one. Search is showing encouraging early relevance around Irish VAT and RTD topics, but the domain is still too young to compete broadly for the largest accounting-software terms. Paid traffic has already demonstrated that clicks alone are not the bottleneck: the bigger question is what happens between ad click, landing-page understanding and trial start. The immediate plan is therefore to strengthen the organic topics Google is already rewarding, remove conversion contradictions on the live site, and turn Reddit into a measured landing-page experiment rather than simply buying more traffic.

1. Executive Brief

What we would do if this were our own business.

The investigation combines the supplied Google Search Console exports, earlier paid-search evidence, client-reported Reddit results, the current live website, the product's present positioning and the competitive/search environment. The data is still early, so confidence varies by finding. Where evidence is weak, the recommendation is to measure rather than pretend certainty.

261	1	118	2
Google impressions 8-12 Sep	organic click	Reddit clicks reported in earlier test	signups reported from that test

IF THIS WERE OUR BUSINESS, THESE ARE THE THREE THINGS WE'D DO NEXT

1. Fix the live offer/landing-page contradictions before buying more paid traffic.

2. Exploit the near-page-one VAT Invoice Requirements and RTD signals before chasing broad software keywords.

3. Rebuild Reddit as a conversion experiment: one audience/creative promise -> one matching landing page -> trial-start measurement.

What we would not do: publish content simply to keep a schedule, increase Reddit spend because clicks look cheap, or attack 'accounting software Ireland' as though a heading rewrite can overcome an authority gap.

2. Business & Offer Diagnosis

The product is more differentiated than the current acquisition system is communicating.

MyLedgerBook is not merely another invoice generator. Its strongest proposition is that it is built around Irish bookkeeping and compliance workflows: VAT3, RTD, VIES and tax figures generated from the invoices and expenses already being recorded. It supports sole traders and limited companies, offers unlimited invoicing, and now supports switching by importing clients and open invoices while allowing the starting invoice number to continue an existing sequence.

Signal	Why it matters
Irish-specific compliance	A defensible alternative to global accounting suites adapted to Ireland.
30-day free trial / no card	Low-friction acquisition offer; should be stated consistently everywhere.
Switching support	Reduces a major objection for businesses already on Xero or another system.
Bank Imports	A clearer, more accurate promise than implying live bank feeds.
No cookies / analytics / tracking pixels	A real privacy differentiator, but it also limits conventional conversion attribution.
VAT3 / RTD / VIES / tax figures	Creates unusually strong content-to-product alignment for Irish compliance searches.

POSITIONING OPPORTUNITY

The commercial message should move from generic 'simple accounting software' toward a sharper promise: **Irish accounting and invoicing that removes the VAT/tax admin small businesses dislike.** The broader the message becomes, the more MyLedgerBook is forced into direct comparison with much larger global suites.

3. Search Console Baseline

The first useful organic measurement point.

Meaningful Search Console visibility began on 8 September. Impressions rose quickly as Google tested the site across a wider set of queries. The worsening site-wide average position is therefore not, by itself, evidence of deterioration; many newly surfaced commercial terms were appearing at very low positions.

Date	Clicks	Impressions	CTR	Avg. position
8 Sep	0	17	0%	24.8
9 Sep	1	52	1.92%	36.3
10 Sep	0	70	0%	50.4
11 Sep	0	59	0%	50.8
12 Sep	0	63	0%	51.7

Geography: Ireland produced 217 of 261 impressions. **Device:** desktop produced 203 impressions and mobile 58. The sample is too small to make device-level conversion decisions.

MEASUREMENT RULE

Record the implementation date of every material change. Compare the affected page/query after 7, 14, 30, 60 and 90 days. A single ranking movement is not proof; repeated interventions are how MyLedgerBook should build its own evidence base.

4. Where Google Is Already Showing Interest

Visibility is not the same as commercial value, but it tells us where Google already sees relevance.

Page	Impr.	Position	Decision
Accounting software - small business Ireland	98	77.30	SUPPORT, don't rewrite repeatedly
RTD Ireland	68	14.29	OPTIMISE
VAT invoice requirements Ireland	26	16.85	OPTIMISE FIRST
VAT3 Ireland	23	28.87	SUPPORT / monitor
VAT registration threshold Ireland	21	23.62	SUPPORT / monitor
Sole trader accounting Ireland	17	58.76	MONITOR
Pricing	10	12.70	HIGH VALUE / low data
Sole trader expenses Ireland	10	50.60	UPDATE selectively

The accounting-software guide's 98 impressions are encouraging because Google understands its subject, but position 77.3 says the page is not yet competitive. The RTD and VAT-invoice pages are different: they are already close enough to page one that focused improvement is rational.

5. Query Intelligence

Treat low-volume searches as customer language, not as an instruction to create 100 pages.

Query	Impr.	Position	Interpretation
vat invoice requirements ireland	7	15.71	Near-page-one exact target
rtd vat return ireland	5	20.60	Strong RTD cluster
vat rtd	5	27.40	Broad RTD cluster
sole trader bookkeeping	5	54.40	Relevant; authority weak
can i invoice and say vat inclusive for whole numbers	2	9.00	Real customer question
rtd what does it mean	2	11.00	Definition intent
accounting software for small business	6	90.17	Commercial; too difficult today
invoicing software for sole traders	2	81.00	Commercial future target
irish accounting software	2	91.50	Commercial future target

DON'T TURN EVERY QUERY INTO AN ARTICLE

The long-tail VAT-inclusive query is useful because it reveals the language of a real problem. Today it belongs in an FAQ, example or help section. A separate page should only be created when demand, commercial relevance and SERP evidence justify it.

6. Priority Organic Action - VAT Invoice Requirements

Decision: UPDATE THE EXISTING ASSET - do not create a competing article.

The exact query 'vat invoice requirements ireland' already averaged position 15.71 in the supplied data. That is one of the clearest early opportunities because the subject is directly connected to the product's invoicing capability.

Recommended upgrade: make the page the most practical small-business VAT invoice checklist MyLedgerBook can credibly produce. Keep the existing URL and add utility rather than simply adding words.

- At-a-glance Irish VAT Invoice Checklist (2026), checked against current Revenue guidance.
- Worked example invoice with callouts showing the required information.
- Standard vs simplified invoice, reverse-charge/intra-Community wording and advance-payment notes where relevant.
- Common mistakes and a short FAQ using actual Search Console language.
- A clear product bridge showing how MyLedgerBook captures invoice fields and feeds the bookkeeping/VAT workflow.
- Internal links to VAT3, RTD, VAT registration and the commercial product/pricing path.

WHY THIS BEATS ARTICLE 12

Google has already supplied evidence of relevance. Improving an asset at positions 8-16 for related VAT-invoice searches has a clearer evidence base than publishing another generic accounting article and waiting to see whether Google notices it.

7. Priority Organic Action - RTD Ireland

Decision: OPTIMISE + CONNECT THE PROBLEM TO THE PRODUCT.

The RTD guide has the strongest early page-level organic signal: 68 impressions at an average position of 14.29. It also addresses a problem MyLedgerBook is specifically designed to make easier.

- Open with a direct answer: what the RTD is, who needs to file it and why poor VAT-rate records make year-end reconstruction painful.
- Show the information a business should keep during the year rather than treating RTD as a filing-day problem.
- Explain VAT3 vs annual RTD in one simple comparison.
- Add practical pre-filing checks and mistakes.
- Show how correctly recorded sales/purchases can prepare RTD figures without claiming the software replaces Revenue filing or professional advice.
- Link strongly to VAT3, VAT invoice requirements and VAT-basis guidance.

This is a good example of the wider strategy: use educational search demand to demonstrate why the product exists. The guide should solve the immediate question while making the value of keeping structured records obvious.

8. The Conversion Problem Is Now More Important

Paid clicks without trial starts are not primarily a traffic-volume problem.

The client reported approximately 118 Reddit clicks and two signups from the earlier test. On that simple count, that is roughly a 1.7% click-to-signup rate. Because MyLedgerBook deliberately runs without conversion pixels/analytics tracking, that figure should be treated as a rough client-observed ratio rather than precise attribution.

118	2	~1.7%	0
reported Reddit clicks	reported signups	rough click-to-signup	tracking pixels

THE QUESTION TO ASK

Not 'how do we get more Reddit clicks?' The useful question is: **what did the ad promise, what did the visitor see immediately after clicking, and what reason did they have to start a trial right then?**

The new Reddit campaign launched on 13 September at EUR5/day with a Traffic objective and tracking disabled. That is acceptable as a small acquisition experiment, but the campaign should not be scaled on CTR or cheap clicks alone. The success event is still a trial signup.

9. Live-Site Consistency Finding

A paid visitor should not have to work out whether the product has actually launched.

HIGH-PRIORITY CONVERSION ISSUE

A live crawl on 15 September still exposed homepage language including **'Early access - No credit card required'** and **'Clear pricing when we launch it'**. That conflicts with the current commercial position: MyLedgerBook is in production with a **30-day free trial and no credit card required**.

This matters disproportionately for paid traffic. A Reddit visitor who has never heard of MyLedgerBook has very little trust stored up. 'Early access' and 'when we launch it' can make the business look unfinished just as the visitor is deciding whether to put financial data into the product.

Action: remove every remaining Early Access / pre-launch reference across homepage, pricing, metadata, email templates and cached/static content. Make the trial wording identical wherever possible: **30-day free trial. No credit card required.**

Secondary action: ensure switching support is visible near the commercial decision: import clients and open invoices, and continue the existing invoice numbering sequence. That directly addresses migration anxiety for users considering leaving Xero or another system.

10. Reddit: Rebuild It as a Conversion Experiment

Do not optimise the next test for 'engagement'. Optimise the learning loop.

Test element	Recommendation
Audience	One clearly defined Irish business segment per test where practical; avoid mixing too many motives.
Creative	Lead with one pain/problem, not a feature inventory. Keep the best-clicking visual as a control.
Landing promise	Mirror the ad headline in the first screen. A VAT/tax-administration ad should not land on a generic accounting message.
Primary CTA	Start Free - 30 days, no card. Repeat it after the first proof section.
Trust	Irish-specific workflows, EU-hosted/privacy stance, product screenshots, switching support.
Measurement	Use signup emails/order-side counts and dated campaign cohorts because tracking pixels are intentionally absent.
Decision rule	Do not scale merely because CPC/CTR looks attractive. Scale only when qualified trial starts improve.

PRACTICAL NO-TRACKING MEASUREMENT

Create campaign-specific landing URLs or simple server-side source codes that do not use behavioural tracking cookies. Record only the source attached to the trial/signup event. That preserves the privacy positioning while giving MyLedgerBook a much better answer than 'we got clicks'.

11. Commercial Search Strategy

Broad software terms are valuable - and still premature as the main SEO battle.

Google is already testing MyLedgerBook for commercial searches such as accounting software for small business, Irish accounting software and invoicing software for sole traders. Current positions around 80-100 show relevance without competitive authority.

Earlier Google Ads data also demonstrated that genuinely commercial searches can be expensive: the supplied 2-5 September search-term report recorded six clicks from 121 impressions at EUR28.74 total cost, including clicks around EUR4-5 for small-business accounting terms. It also surfaced irrelevant/competitor-login searches such as Dext and other software brands. That reinforces why paid search needs tight negatives and why organic authority is worth building.

DECISION

Strengthen the Irish VAT/bookkeeping authority cluster first. Then reassess whether the commercial page begins moving out of the 70-100 range. Rewriting the same commercial page repeatedly is unlikely to substitute for authority.

12. Content & Authority: What to Create Next

MyLedgerBook now has a growing guide library. The next piece should earn its place.

Opportunity	Decision	Reason
VAT Invoice Requirements upgrade	DO NOW	Existing near-page-one evidence + direct product fit
RTD guide upgrade	DO NOW	Strongest early visibility + product fit
VAT cluster internal linking	DO NOW	Low effort; consolidates topical evidence
Sole Trader Starter Pack	PROMOTE / LINK	Already produced; useful reference asset and conversion bridge
Cash receipts vs invoice basis	QUEUE	Strong Revenue/product alignment; publish after first upgrades
Irish VAT Invoice Checker	PROTOTYPE	Potentially useful, linkable and product-aligned
Switching from Xero / migration guide	STRENGTHEN	New switching features create stronger commercial proof
Generic Article 12	HOLD	No evidence it beats current update opportunities

The 2026 Sole Trader Starter Pack is particularly useful because it already packages registration, invoices, expenses, VAT and tax administration into a practical reference asset. It should be internally linked from relevant guides and used as an authority/conversion asset rather than left as an isolated download.

13. Internal Linking Architecture

Turn separate articles into a path from problem -> understanding -> product.

Source	Prominent next links	Commercial logic
VAT invoice requirements	VAT3; RTD; pricing/product	Invoice -> records -> return -> software
RTD Ireland	VAT3; invoice requirements; VAT basis	Annual RTD -> periodic VAT -> source records
VAT3 Ireland	RTD; threshold; invoice guide	Build a VAT compliance hub
VAT threshold	VAT3; invoice guide; sole trader accounting	Registration decision -> operating process
Sole trader expenses	Starter Pack; sole trader accounting; product	Practical admin -> bookkeeping system
Accounting software guide	Best VAT guides; switching; pricing	Commercial page inherits topical proof
Switching guide	Import clients/open invoices; starting invoice no.; trial	Migration concern -> low-friction trial

Use descriptive anchors naturally. The purpose is to help a person move through related questions and to make the site's subject relationships explicit - not to manufacture exact-match anchor counts.

14. Trust & Product-Market Signals

Several product decisions are commercially useful and should appear where objections occur.

- **Privacy:** no cookies, analytics or tracking pixels is unusual in SaaS. Present it as a trust choice, while building privacy-preserving first-party measurement around signup events.
- **Switching:** import clients and open invoices; continue the existing invoice sequence. This is more persuasive near pricing/comparison content than buried in documentation.
- **Irish specificity:** VAT3, RTD, VIES and Irish tax figures are concrete proof of localisation.
- **Trial:** 30 days, no credit card. Remove any remaining 'early access' language so the offer feels established.
- **Bank Imports:** keep this wording accurate; do not imply live feeds if that is not the feature.
- **PWA/mobile:** do not market a native app that does not exist. 'Add to Home Screen' can be explained where useful.

A SIMPLE CONVERSION PRINCIPLE

Put the reassurance beside the objection. Switching proof belongs beside 'I'm already using something'. Privacy belongs beside 'Can I trust this with financial records?'. The free-trial terms belong beside every primary signup CTA.

15. 30 / 60 / 90-Day Plan

A controlled sequence, not an endless checklist.

Days 0-14 - fix conversion contradictions + exploit existing search signals

- Remove Early Access / pre-launch wording everywhere and standardise the 30-day free-trial message.
- Upgrade VAT Invoice Requirements and RTD; record implementation dates.
- Strengthen internal links across the VAT cluster and commercial pages.
- Run Reddit only as a small controlled test; do not scale on clicks.
- Create privacy-preserving source attribution at signup if technically practical.

Days 15-30 - measure and refine

- Compare target organic pages at 7/14/30 days.
- Compare Reddit cohorts by creative/audience/landing promise and actual signup count.
- Promote the Sole Trader Starter Pack from relevant guide pages.
- Prototype the VAT Invoice Checker; do not build fully until the usefulness is clear.

Days 31-60 - authority + commercial bridge

- Publish the strongest approved new guide/tool only after rescoring opportunities.
- Strengthen switching/comparison content using the new migration capabilities.
- Begin selective legitimate citation/outreach around the strongest reference asset.

Days 61-90 - scale only what produces business outcomes

- Repeat the content pattern that produces qualified visibility and trial exploration.
- Scale paid acquisition only where signup economics improve, not because clicks are cheap.

16. Opportunity & Decision Matrix

Priority reflects evidence + business value + feasibility, not search volume alone.

Opportunity	Evidence	Business value	Effort	Decision
Remove stale Early Access/pre-launch copy	High	Very high	Low	DO NOW
VAT Invoice Requirements update	High	High	Low-Med	DO NOW
RTD guide update	High	Med-High	Low-Med	DO NOW
VAT internal linking	High	Medium	Low	DO NOW
Reddit landing-page experiment	Medium	High	Medium	TEST
Signup source attribution without tracking pixels	Medium	High	Medium	BUILD LIGHTLY
Switching/migration proof	High product fit	High	Low-Med	STRENGTHEN
Cash receipts vs invoice basis guide	Med-High	High	Medium	QUEUE
VAT Invoice Checker	Promising	High	Med-High	PROTOTYPE
Broad accounting-software SEO attack	Low today	Very high	High	DEFER
Broad backlink campaign	Uncertain	Uncertain	High	DO NOT DO

17. How We Will Judge Success

The report is useful only if the next actions can be tested.

Horizon	Primary measures	Encouraging signal
7-14 days	Indexing, impressions, target-page positions; landing consistency	Google keeps testing upgraded pages; paid visitors see one coherent offer
30 days	Top-20 query count, clicks, guide-to-product movement; Reddit signup cohorts	More meaningful queries enter top 20; signup rate improves vs prior paid test
60 days	Organic sessions, top-10 queries, trial starts, source-coded signups	Information pages begin feeding product exploration/trials
90 days	Trials, paid conversions, assisted evidence, citations/referring domains	Organic/paid work shows repeatable commercial contribution

DON'T DECLARE VICTORY TOO EARLY

A low-volume query moving from position 14 to 6 is encouraging, not a business outcome. Likewise, a Reddit ad with a high CTR is not successful if the visitors do not become qualified trials. The long-term test is repeatability.

18. Research Basis, Confidence & Caveats

Facts, estimates and judgement should not be mixed together.

Client/private evidence reviewed: Google Search Console exports supplied 14 September 2026 (Chart, Countries, Devices, Pages, Queries, Search Appearance); earlier Google Ads search-term report; client-reported Reddit click/signup results; current product/feature information.

Live evidence reviewed: MyLedgerBook homepage and current public positioning on 15 September 2026; Irish accounting-software competitive/search landscape; official Irish Revenue guidance used in the original organic investigation.

Key limitations: Search Console contains only a short meaningful history. Reddit conversion attribution is deliberately limited because the site does not use analytics/tracking pixels. Search rankings vary by location, device, personalisation and time. Paid-ad results can change materially with audience, creative and auction conditions.

CONFIDENCE

High: stale Early Access/pre-launch messaging should be removed; VAT Invoice Requirements and RTD deserve priority; broad commercial SEO is premature.

Medium: Reddit's main constraint is landing/offer conversion rather than traffic quality alone - the evidence strongly warrants testing this, but does not yet prove a single cause.

Experimental: VAT Invoice Checker and privacy-preserving source attribution should be prototyped and measured before larger investment.

No ranking, backlink, AI-citation, traffic, signup, advertising or revenue outcome is guaranteed. Recommendations reflect the evidence available at the investigation date.

19. The Three Actions

If this were our business, these are the three things we'd do next.

01 - FIX THE PAID-VISITOR EXPERIENCE BEFORE BUYING MORE TRAFFIC

Remove every remaining Early Access / 'when we launch' contradiction. Standardise the offer to 30-day free trial, no credit card. Put Irish-specific proof, switching reassurance and the relevant problem promise directly in the landing path. **Priority: HIGH | Confidence: HIGH | Effort: LOW-MEDIUM.**

02 - STRENGTHEN THE TWO ORGANIC ASSETS GOOGLE IS ALREADY REWARDING

Upgrade VAT Invoice Requirements first, then RTD. Improve practical utility, internal linking and product connection. Measure at 7/14/30 days before approving another generic guide. **Priority: HIGH | Confidence: HIGH | Effort: LOW-MEDIUM.**

03 - TURN REDDIT INTO A SIGNUP EXPERIMENT, NOT A CLICK CAMPAIGN

Keep spend small. Test one audience/creative promise against a matching landing experience, and count actual trial starts using privacy-preserving first-party source information. Do not scale on CTR/CPC alone. **Priority: HIGH | Confidence: MEDIUM | Effort: MEDIUM.**

The central principle is concentration: **fix what can suppress conversion, strengthen what already has evidence, and measure the next paid test against signups rather than activity.**

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