

Search Engine Optimization (SEO) for the Accounting Profession

www.flashpointmarketing.biz

www.accountingmarketingblog.com

www.cpa-seo.com



SEO Definition

What is SEO?

Search Engine Optimization (SEO) is the process of improving the visibility of a web site or specific web pages via the “natural” or unpaid search results provided by a search engine

For example: Websites can be optimized so they appear on the first page of Google results for terms such as Boca Raton Accountant or Boca Raton CPA.



SEO Objectives

What is the purpose of SEO?

The purpose is to leverage your digital media outlets to attract prospects to your website and convert them into new business.

We work with firms to ensure the optimization, conversion and follow up strategies are aligned and operating effectively.



SEO – Value

Why Does Your Firm Need SEO?

SEO allows CPA and accounting firms to present their website and other digital media tools in such a way that search engines prominently display them to those searching the web.

Through an effective strategy, SEO also transforms your website into a lead generation source.



SEO – Key Benefits to CPA Firms

- *Provides Access to Warmer Leads;*
- *Reduces Partner Time Required to Nurture Leads;*
- *Expands Your Marketing Footprint;*
- *Creates a Larger Prospect Pipeline;*
- *Adds Meaningful Value to Marketing Activities.*



Flashpoint SEO

How Can Flashpoint Serve Our SEO Needs?

Flashpoint Marketing offers CPA and accounting firms assistance with SEO and digital media marketing. Unlike other firms we have an extensive understanding of the accounting profession and translate that into results for your firm.



The Essentials

Flashpoint Marketing is an accounting marketing firm that specializes in serving Certified Public Accounting Firms and accounting organizations. Our focus is on website development, search engine optimization and lead generation services.

We work with firm management to design, implement and refine digital media lead generation programs.



Our Experience

- *Fourteen Years Experience – Accounting Marketing;*
- *Marketing Experience at Big 4 & Regional CPA Firms;*
- *Advanced Knowledge of Accounting Services/Issues;*
- *Deep Understanding of Accounting Sales Cycle;*
- *Five Years SEO Experience for CPA Firms.*



Clients We Serve

- *Certified Public Accounting & Accounting Firms;*
- *Revenue Range from \$2M to \$150M Annually;*
- *Total Employees Range from 15 – 300;*
- *Serve 10-20 Industry/Service Niches.*

*Common Goal is Practice Growth
through Digital Media*



SEO – CPA Profession Focused

SEO Service Packages:

- **Silver Package** – For Firms New to SEO;
- **Platinum Package** - For Firms Requiring A New SEO Strategy/Approach;
- **Gold Package** – For Firms Seeking SEO + Digital Media Lead Generation.



Silver Package

This SEO Package Includes

Homepage & Four Interior4 Pages Only

- *Keyword Research;*
- *Meta Tag Optimization*
- *Image Optimization;*
- *H1, H2, H3 Optimization;*
- *Sitemap Development/Optimization;*
- *Site Submission to 200 Search Engines;*
- *SEO Ranking Reports.*



Platinum Package

This SEO Package Includes:

Homepage & All Interior Pages

- *SEO Strategy Plan*
- *Keyword Research & Meta Tag Optimization;*
- *Image Optimization;*
- *H1, H2, H3 Optimization;*
- *Creation of Five Optimized Landing Pages;*
- *Sitemap Optimization;*
- *Site Submission to 200 Search Engines*



Gold Package

This SEO Package Includes:

All Firm Websites – *Including Blogs & Social Media Outlets*

- *Includes All Services From the Platinum Package;*
- *Conversion Strategy Review & Optimization*
- *Direct Mail Program based Focused on Website Traffic;*
- *“Listen” to Social Media Outlets for Lead Generation Opportunities – Twitter, Facebook & LinkedIn.*



Pricing Structure

What Does It Cost?

Our Pricing Structures Range in Price Based on the Service Package Your Firm Selects.

We Work on Both an Hourly Basis or a Modified Commission Structure Based on the New Business your Firm Closes from our Digital media Marketing Efforts.



Questions?

Have Questions?

Do you have questions about SEO or how Flashpoint Marketing can assist your firm in this area?

*Contact us at 888-428-6524 or via email at
info@flashpointmarketing.biz*

