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## Practice Advisor Easier to Use

New website categories and topic-focused newsletters will make finding information faster, easier.

Isaac M. O'Bannon • Mar. 22, 2013



The screenshot shows the CPA Practice Advisor website interface. At the top, the logo 'CPA Practice Advisor' is on the left, and 'LOGIN' and 'REGISTER' buttons are on the right, along with social media icons for Facebook, Twitter, Google+, and LinkedIn. Below the logo, a navigation bar contains links: Home, Channels, News, Media Center, Buyer's Guide, Magazine, Awards, Productivity Survey, and E. A secondary navigation bar below that lists categories: All, Accounting & Audit, Firm Management, Payroll, Small Business, and Tax & Compliance. The 'Firm Management' link is highlighted with a red circle, and a red arrow points from this circle to the 'Firm Management' section header below. The header features the text 'Firm Management' in large, bold letters, with a background image of hands writing on a document. Below the header, the article title 'Thought Leader Events Prompt Two Key Questions' is displayed. To the left of the article text is a photograph of three men. The article text begins with 'I recently attended the second annual Cloud Symposium along with 48 other industry thought leaders and vendor executives. CPA2Biz executives hosted the event at AICPA corporate offices in New'.

Constantly evolving to meet the needs of tax and accounting professionals. Those who have followed *CPA Practice Advisor* for the past 22 years know that's more than just a slogan to us.

In our latest move to make it easier for these professionals to find the information they need to better manage and run their small to mid-sized firms, and help their

clients, CPA Practice Advisor has streamlined the navigation menus on our website

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- **Accounting & Audit:** Including write-up, fund accounting, GAAP, IRS.
- **Firm Management:** Including document, engagement and workflow productivity management.
- **Payroll:** Including W-2, 1099, payroll reporting, HR and benefits management.
- **Small Business:** Including accounting systems designed for small and mid-sized entities
- **Tax & Compliance:** Including income tax prep and planning, state & local taxation, regulatory compliance issues.

This is not a total redesign of the layout and appearance, nor will the type of content *CPA Practice Advisor* offers be changing. We will continue to provide star-rated comparative reviews of professional and business technology, as well as news, features, columns and free CPE-eligible webcasts on topics of interest to professionals.

The new navigation features are focused on making our content easier to find by grouping articles, reviews, news, blogs, videos and other information into more intuitive categories that mirror the workflow areas of modern practices. The changes will not affect the links to any website articles that readers may have bookmarked or saved links to.

“We are constantly looking to better serve the tax and accounting professionals who turn to *CPA Practice Advisor* for information on running their practice and serving their clients,” said Publisher Jim Baker. “The latest changes to our navigation were inspired by reader and website visitor feedback. Readers told us they value the information we provide, but wanted more streamlined, dashboard-based interfaces where they could quickly view and access content focused on specific topic areas.”

## Topic-Focused Newsletters

In addition to streamlining website navigation into those five topic areas, we will

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Each will be delivered on a different day of the week, and readers will be able to subscribe to all of the newsletters, or any combination they find is the most valuable to them. Email preferences can be managed at any time on the [Email Subscription Center](#), and users can easily log in for free using one of their social media profiles or by registering for free on the website.

The improved navigation and additional newsletters are part of the continuing evolution of the technologies and services that *CPA Practice Advisor* provides to tax and accounting professionals.

In addition to increasing our editorial staff, other recent enhancements to the website include improved search capabilities, integration with the most popular social media and the introduction of awards that recognize leaders across the profession.

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