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**ACCOUNTING**

# Streamlined Navigation Dashboards & New Topical Newsletters Make CPA 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 displays the CPA Practice Advisor website interface. At the top left is the logo for CPA Practice Advisor. To the right are buttons for LOGIN and REGISTER, and social media icons for Facebook, Twitter, Google+, and LinkedIn. Below these is the text "WHY REGISTER? Enhance Your Experience". A dark navigation bar contains links for Home, Channels, News, Media Center, Buyer's Guide, Magazine, Awards, and Productivity Survey. A blue sub-navigation bar below it lists "All", "Accounting & Audit", "Firm Management", "Payroll", "Small Business", and "Tax & Compliance". A red oval highlights this sub-navigation bar, and a red arrow points from the "Firm Management" link to the main heading below. The main heading reads "Firm Management" in large, bold, black text. Below the heading is a photograph of three men in business attire. To the right of the photo is the article title "Thought Leader Events Prompt Two Key Questions" and the beginning of the text: "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 and created new, topic-driven weekly newsletters.

For the website navigation changes, what previously was a collection of nearly 40 categories and subcategories, has now been narrowed down to five primary work areas that professionals engage in. If you visit [www.CPAPracticeAdvisor.com](http://www.CPAPracticeAdvisor.com), you will quickly see the change in the navigation menu at the top of the page.

**The new website navigation channels are:**

- **Accounting & Audit:** Including write-up, fund accounting, GAAP, IFRS.
- **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 soon introduce new email newsletters based on the same categories. **The CPA Small Business Advisor** newsletter, which debuted last fall, has been very popular with subscribers who want a weekly update on the top news potentially affecting their small business clients.

*CPA Practice Advisor* is extending this topic-driven newsletter approach to its latest newsletters: **The CPA Accounting & Audit Advisor** newsletter, the **CPA Firm Management Advisor** newsletter, the **CPA Payroll Advisor** newsletter and the **CPA Tax & Compliance Advisor** newsletter.

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.

## **Visit *CPA Practice Advisor* Online:**

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