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## FIRM MANAGEMENT

# 5 Tips to Get Highest ROI from Your Website

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### **1. Customize your site.**

Far too many CPA websites have stock company descriptions on their About pages. Worse is when customization is attempted with words like accurate, timely, and integrity, which are assumed traits, not differentiators. Instead, have a professional writer create your company page and founder/partner bios. Add your photos, perhaps of you doing a hobby or you and a pet. Show you're web visitors you are far from a stereotypical CPA.

### **2. Search engine optimize.**

Some webmasters will design a site for you and neglect to tell you that search-engine optimization is outside the scope of what you hired them for. Make sure you don't make that mistake or you won't rank in the search engines and no one will find you. Your site needs to be found and it can only rank if a professional has optimized it for the right industry keywords.

### **3. Maximize your strengths.**

Right on the home page, make sure people know the best thing about you and your firm. Why is your firm different? Have you won an award or amassed a slew of certifications? Do you have a killer testimonial or two? Put them front and center for your visitors to see first thing.

### **4. Accumulate fans.**

If a web visitor is not ready to buy but might want to stay in touch, offer that alternative in the form of an opt-in in exchange for a tantalizing piece of content marketing.

### **5. Integrate.**

Your website is not an island. When you can mix it with your other online and offline marketing channels – social media, networking, email marketing, blogging, and more – it can be a powerful lead generator for you.

How is your website ROI? Boost it by implementing these five ideas.

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