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have been missing out on valuable lead-generation opportunities that don't cost a dime.

Becky Livingston • Aug. 11, 2020



Did you know **93% of experiences** on the Internet start with a search engine?

If you haven't put much thought into your firm's keyword search ranking you may

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seconds on desktop and 11.1 seconds on mobile. Google's best practice is to have a speed index under 3 seconds."

How quickly do your website pages load?

Thankfully, fixing page speed is not too difficult. Google has been offering the [Page Speed Insights](#) tool since 2018.

Get your stats by:

1. Entering your home page, or any page's URL into the search box;
2. Choosing mobile or desktop in the top, left corner;
3. Clicking analyze;
4. Reviewing the suggestions; and then
5. Sharing the information with our website developer to fix any problem areas.
6. Retesting fixed pages.

Leverage Niche Keywords

Most accounting firms use the same service keywords on their website, no matter what industries they serve. To stand out in your niche areas, consider this formula:

Accounting Term + Niche keyword = phrase for that page/content

Example: Virtual CFO + pharmaceutical companies = virtual CFO for pharmaceutical companies

Then place that term on the corresponding page. Use the phrase in the:

- Body copy;
- As part of the image file name [Virtual_CFO_Pharma.png];

- Within the content headline, e.g., Virtual CFO Saves Pharma Client \$1.2 Million;

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As with any long-term plan, you need a strategy.

Each month everything you do online should relate to a target keyword phrase, including social media, marketing, website content development, advertising, videos, podcasts, interviews, etc. The content doesn't have to be long, just focused.

Here's what that looks like:

1. Open a spreadsheet and put each month in a cell.
2. Define a theme/topic for each month.
3. Add a keyword phrase for that month's theme.
4. Research hashtags for that topic – Hashtagify.me is great for this!
5. List the media format(s) you plan to create.

Example:

Month: September

Topic: Cash Flow

Keyword: Cash Flow Management Tips for [industry]

Hashtags: #CashFlow #Business #[Industry term]

Media: Blog, video, infographic

Tip: Revisit your existing content to see if you can update it; freshen its publish date; and/or update its meta tag data.

Revisit Your Business Listing

If you have a free business listing on Google or Bing, revisit the keywords used to help

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When you focus on *what* you want to be found for, your online brand will begin to stand out.

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Becky Livingston is the President and CEO of Penheel Marketing, a NJ-based firm specializing in social media and digital marketing for CPAs. With over 25 years of marketing and tech experience, she is the author of “SEO for CPAs – The Accountant’s SEO Handbook” and the “The Accountant’s Social Media Handbook.” In addition to being a practitioner, she is a dog lover, an active on the Association for Accounting Marketing (AAM) social media committee, an adjunct professor, and a speaker/trainer. Learn more about Becky and her firm at <https://Penheel.com>.

Firm Management

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