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Becky Livingston • May. 07, 2021



Who has time to write blog content? Probably not you, but you know you need content on your website to increase your firm's search engine ranking.

Here are 10, easy blog topics to boost your ranking and draw in new leads.

1. **Accounting Tips for Entrepreneurs and Small Business Owners.** You could create a series that highlights several topics and links to each other, such as:

- a. **Business Formation** (Sole proprietor, LLC, S Corp, Partnership, etc.);
- b. **Choosing an accounting method;**
- c. **Picking Your Bookkeeping Method;**

d. Expense Tracking Tips;

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5. 5 Smart Business Financial Reporting Tips You Need
6. How to Solve the Unreliable Compliance Management Dilemma
7. Push Aside Payroll Problems Once and For All
8. How to Corral Cost Controls and Daily Reconciliation
9. Run Your Business with More Clarity – Outsourced CFO Benefits
10. Management Accounting: How to Make Better Decisions and Improve Profitability

According to [Yoast](#), “For regular posts or pages, we advise writing more than 300 words.” But, keep in mind, “You have a higher chance of ranking in Google if you write long, high-quality blog posts of 1000 words or more.”

That doesn't mean you should make it longer just for the sake of it. If the piece lends itself to more length and includes additional quality content, then, by all means, lengthen it.

As an alternative to text and to strengthen the post, include relevant graphics, like charts or infographics, or a how-to video.

What if I don't want the same-old-same-old?

I can't blame you. If you've been writing about these topics for years, you must be bored – and so is your audience. To spruce things up, consider these ideas.

Review your website analytics and [Google search console](#), if you're using Google Analytics, for keyword searches on your site. Then create content related to those

search phrases. For example, one of my client's keyword searches was "how to

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Content Development and Graphics Tools – Including AI

Does the thought of writing content freak you out? Consider an AI tool, like [Article Forge](#), to help you form the basis of the post.

According to Article Forge's site, "It writes unique, on-topic, high-quality articles with the click of a button." Use it to create the bones of an article; then, fill it in with statistics, graphics, or a case study.

Are you looking for an easy, how-to video capture tool? [HubSpot](#) recommends the QuickTime screen and audio recording features for Macs, or Xbox for Windows. These are great for when you're demonstrating a complex series of actions.

Who's going to make the graphics? You are with your free version of [Canva](#). Not only can you create hundreds of different kinds of graphics and videos with the free version, but you can also create printed materials, slide decks, infographics, and more.

Now that you have what you need to create a great blog series for your firm, where will you start?

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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>.

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