

Website and SEO Proposal for ____

Situation Appraisal:

You are dissatisfied with your current website because it does not rank high in the search results for __- your area__. Your domain expires in about 6 weeks, so this is a good time to make changes. You are spending \$300 - \$600 per month on AdWords. Your logo was updated about four years ago, and you want to keep that look.

Goals:

- Improve the return on investment of your website and Google AdWords budget
- Attract high net worth clients and clients with complex tax and estate needs

Objectives:

- Improve your site rankings for key cities in ____ using the lowest cost marketing and SEO methods
- Move your site's hosting from your current webmaster to our hosting solution
- Keep the current logo as is
- Slightly change the content so that the site attracts and converts high net worth individuals more easily
- Modify your home page so that your site properly reflects your firm strengths
- Be able to edit you site's content any time you want without a webmaster
- Present and explain your office location in a way that makes it a strength
- Maintain the current content, but re-arrange it in a way that does not detract from the goals above

Measures of Success:

- Higher rankings in Google
- Reduced AdWords budget, while leads calling are not reduced
- Higher quality clients calling to inquire about your services
- Favorable comments on your site from clients and prospects

Value:

- Our ROI is typically 4-10 times your investment. Your results will vary depending on your current resources, situation, product or service, selling approach and skill level, and market conditions
- Your website changes are in the hands of a fellow CPA who knows the industry and understands the value you provide your clients
- Your website will rank higher than it does now
- Your website will be updated and hosted in newer technology designed for browsers, tablets, and smartphones
- You will be able to edit your own website, making more timely changes without the costs
- You will be getting your domain name in your own account; this is a very valuable asset that should be under your control at all times

Options for __

Option #1: Website Conversion

- Convert your current website content to Wordpress using a “responsive” theme, meaning it is flexible for smartphones, tablets, and browsers
- Preserve your current content, but re-position the home page and bios slightly for higher sales conversion
- Update your home page
- Design any graphics needed for the new site
- Basic search-engine optimization
- We will work from a temporary link until we have your approval to move the domain

Time Frame: 30 days

Investment: \$__ (second year investment: \$__ for hosting and backup)

Option #2: Website Conversion and Update

- Includes Option #1, plus
- Preserve and update all your current content, re-positioning all content slightly for higher sales conversion and stronger attraction to your ideal client
- Intermediate search-engine optimization

Time Frame: 30 days

Investment: \$__ (second year investment: \$__ for hosting and backup)

Payment Terms: 50% due upon acceptance, 50% due in 30 days

Website Testimonials

"With my new website built by Sandi's team, I've gotten more leads in the last 4 weeks than I have in 4 months with my old one. I've also been able to save money and cut back significantly on AdWords." **Joel Berman, CPA**

"I've been able to make significant financial gains in my business, not only for myself, but for my employees and my clients and I have improved the quality of my personal life. It could not get much better than that!" Rhonda Rosand, CPA, New Business Directions

"I was impressed with how quickly my website was up and running (about a week). Thanks to Sandi's SEO skills, within one week of my new site going live, I received an email from the contact form on my site. This is something that didn't happen in the entire year I had my old site." **Michelle Cornish, CGA, Enderby, BC, Canada**

"The site has been active for only 6 weeks and I have already signed up new clients who found me using the search engines and contacted me after they viewed my web site. The income from the new clients has already more than paid for the price of the new site. Not only are you and your team professional and a delight to work with, but you certainly deliver!" -Gregg Frank, PB, JOHNS CREEK Professional Bookkeeping

"I was amazed to see how much progress I've made this year. The numbers are beautiful. Yes, I attribute the lion's share of this growth to the strides I've made by following the guidance in Accountants' Accelerator! It is absolutely incredible to realize I am making more money while working less, both at the same time!" **BA Jones, CPA**

For more website testimonials, see <http://acceleratorwebsites.com/testimonials/>

For more marketing testimonials, see <http://accountantsaccelerator.com/testimonials/>

About Sandi



Sandi Smith Leyva, CPA, is the founder of the Accountant's Accelerator practice growth program, which helps CPAs earn more revenue, work less, and serve their clients better.

Sandi has helped thousands of clients get more business through her marketing strategies, web site and copywriting formulas, and millionaire mindset. More than 100,000 people have read her books and articles, used her training and coaching tools, or heard her speak at conferences.

Sandi was named one of the Top 25 Thought Leaders for 2014 by *CPA Practice Advisor*, one of the 2013 "Ones to Watch" of *Accounting Today's* "Top 100 Most Influential People in Accounting" and was a 2013 Community Choice Honoree of the Small Business Influencer Awards held by Small Business Trends. She won a 2013 Stevie Award for "Maverick of the Year," and her work has also been noted by *CBS News*, *PBS*, *Accounting Today*, *Journal of Accountancy*, *Today's CPA*, and *The Practical Accountant*.

Sandi is one of a handful of women in the world who has co-piloted a tiny six-seat, single-engine airplane over the oceans and around the world.

Sandi has authored several books, CPE courses, and over 500 articles for clients such as Microsoft, Intuit, and the American Institute for CPAs. She writes *BizBoost News*, a client newsletter with strategic business content for accountants.

Sandi is a CPA and holds an MBA in IT from the University of Dallas. She also holds a MS in Applied Cognition and Neuroscience. In her spare time, she loves hiking, traveling to remote places, and empowering women from poverty to prosperity through her nonprofit.



Sandi Smith Leyva accepting Maverick of the Year at the Stevie Awards for Women in Business



Contact Us

We're here to help accounting firms grow, prosper, and better serve their small business clients. We'd love to partner with you to help you achieve your business development and marketing goals in the simplest and most cost-effective way possible.

Give us a call or email us any time.

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Questions?
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