

Introducing

SEO

CAMPFIRE

SONGS

AND

SMOKE

SIGNALS



About Us

Penheel Marketing helps CPAs and small business owners to build muscle – marketing muscle – to increase their online search factor.

We are a marketing firm that takes care of its clients while attending to their needs virtually. This gives us the opportunity to spend our time working on your projects with some of the most creative minds in the profession. We also leverage skill sets from across the country.

So, when you work with Penheel Marketing you get exceptional service, personalized client care, dedicated professionals, and a staff who works virtually.

The next time you need help with SEO, SEM, eMail marketing, web site design, logo and brand development, social media, and more keep us in mind. We are here to help and to educate.

<https://Penheel.com>
201.785.7840 / @Penheel

SEO Campfire Songs and Smoke Signals

Session Description:

Learn tips and techniques to help your firm get found online for client services, as well as geographic pins and industry-related topics. Attendees will hear success stories (campfire songs) and pitfalls (smoke signals) to help their firm gain traction online. A checklist will be provided at the session.

Speaker Information:

Becky Livingston, President & CEO Penheel Marketing. Becky Livingston, author of “The Accountant’s Social Media Handbook” and “SEO Secrets, Myths, and Truths to Being Found Online,” has over has over seventeen years’ experience in financial services marketing. She is the President and CEO of Penheel Marketing, a firm specializing in social media and digital marketing for CPAs.

In addition to being a marketing practitioner, Becky is also an adjunct professor, author, and speaker. With a graduate degree from Pace University in Information Systems, Becky also holds undergraduate degrees from two other colleges and has a Certificate in Corporate Training from NYU. She is an active member of the Association for Accounting Marketing (AAM).

Connect with Becky’s firm on Facebook, LinkedIn, Google Plus, Pinterest, and YouTube.

E. Cohen and Company, a CPA firm in Rockville, Maryland

https://hingemarketing.com/blog/story/seo_for_accountants_a_case_study

By Sean McVey

I recently chatted with Richard Rawson, Director of Marketing at E. Cohen and Company, a CPA firm in Rockville, Maryland. Richard and his team of forward-thinking executives manage to generate approximately 40% of their firm's leads from the web.

Our conversation revealed several key takeaways that I believe any accounting firm should understand before taking on an online marketing campaign.

1. Find a Ring Leader

It's vital to start with one marketing person whose primary focus is the online world. All too often, firms don't give their website and online campaigns the priority they need to consistently generate leads.

In E. Cohen's case, Richard is that person. The firm invested in an expert that understands SEO for accountants, and allows him to focus his efforts on website performance.

2. Build an SEO Foundation

Richard decided to focus on geographic keywords such as "Maryland CPAs." He then optimized specific pages of the firm's website for these terms, which attracted a new stream of high quality visitors.



This initiative alone may be the most significant factor in E. Cohen's online success. By finding the right niche (incorporating keywords with good search volume and that are not overly competitive), Richard was able to secure high Google rankings for important words and phrases.

3. Nurture Leads Through Email Marketing

Every two weeks, E. Cohen sends out a newsletter that contains educational content. This strategy has helped the firm stay on the radars of prospective clients. Instead of sending promotional, self-serving emails, the firm provides helpful tips and news that keep readers engaged.

4. One Step at a Time

It's easy to become overwhelmed by all the online marketing strategies that are out there. From social media to SEO to content marketing, where is one to start?

Richard's approach is to focus on the tactics that produce results. Once one tactic begins to pay off (SEO for example), he spreads his focus to the next tactic (say, social media).

Instead of taking on the world in the first month, consider working your way into the digital marketing and tracking results as you go. This method has worked for Richard and his team, and it has led to enhanced regional visibility and a consistent flow of online leads.

Klein Hall CPAs

Accounting Firm Accrues Clients with Search-Optimized, Responsive Website

<https://www.rivalmind.com/accounting-firm-accrues-clients-with-search-optimized-responsive-website/>

Klein Hall CPAs is a mid-sized accounting firm located in Naperville, Illinois with more than 50 years of experience serving businesses, organizations, and individuals. The firm has an extremely strong reputation in the community, built on quality service and integrity, which earned them the Naperville Area Chamber of Commerce Small Business of the Year Award as well as the Annual Award for Business Excellence. Klein Hall strives to help customers achieve success by serving as advisor and consultant, not just accountant or tax preparer.

Goals

Klein Hall CPAs sought out RivalMind to overhaul the firm's online and mobile presence in an effort to attract more business while providing current customers with easy access to resources. For nearly 10 years, Klein Hall used a website design and hosting service claiming to "specialize in accounting websites and content," yet the website was not optimized for SEO or mobile, featured no unique content, was visually unimpressive, and did not attract new visitors.



Campfire Songs
Best Practices



Campfire Songs Best Practices

Solutions

The aforementioned service “specializing in accounting websites and content” paid to maintain KleinHallCPA.com was actually harming the firm’s ability to attract new business. The same articles, resources, and content posted on the Klein Hall website were simultaneously being posted on hundreds of other accounting websites. While this is an efficient business model for the service provider, Google penalizes websites with duplicate content. Thus, Google was demoting KleinHallCPA.com in search results. In addition to unique content, Google also evaluates a website based on mobile optimization, site speed, frequency of updates, crawlable structure, backlinks, and more.

RivalMind built an elegant, Google-optimized website, designed “mobile-up” with a user-friendly content management system to facilitate regular updates. RivalMind also initiated a local-SEO campaign, listing the firm’s accurate NAP information on 50+ business directories.

Results

Since launch in January 2015, site analytics reveal pageviews increased by 109%, unique visitors increased by 76%, and the bounce rate declined by 40% compared to the same time period one year prior. Klein Hall reports a substantial increase in new business resulting from the website.



Here is a list of smoke signals, or pitfalls, you should be aware of, and avoid when considering SEO for your website, content, or marketing efforts:

- Keyword stuffing
- Irrelevant keywords
- Quality trumps Quantity – purchasing unreliable links
- Slow website load times
- Overlooking SEO components – meta tags, alt tags, URLs, image file names, etc.
- Duplicate content on other websites (e.g., buying newsletter content)
- Website design
- No SEO on your website
- Accepting low-quality guest blog posts
- Too many ads above the fold
- Cloaking (showing different content to the crawlers than what you show to the user)
- Paid links of all kinds
- Not using Google’s Webmaster Tools
- Pull-down navigation
- The same title and description tags on all pages
- Using “click here” for links
- Too little content on pages
- Not having a mobile-friendly site
- Spammy footer links
- Doorway pages and Linkbaiting (showing content other than what’s expected)

*Tip: Watch "Whiteboard Friday with Rand Fishkin from Moz for best practice tips.
<https://moz.com/blog/category/whiteboard-friday>*

The Checklist



- Know your target market (buyer persona)
- Research keywords associated with your product, brand, service, and buyer (tools - Google AdWords, iSpionage, Twitter, Hashtagify.me, Moz.com, SEMRush, Wordstream)
- Research competitors' keywords (SEMRush, iSpionage, Internet Marketing Ninjas) **
See the free tool list link below.
- Create local business listings on Google, Bing/Yahoo!
- Include relevant keywords on your website, local business listing, and social media. Use the keywords in titles, description tags, and keyword tags, image alt tags and file names, and in Page and Blog Post content.
- Create unique, keyword-rich content to share on social media and marketing platforms
- Leverage social media, hashtags, and keywords to expand brand reach & find new leads
- Spend money on advertising to your target market leveraging keyword research and URLs with keywords in them.

Bonus: Ensure Webmaster tools are associated with your domain. Use Google Analytics Acquisition > Search Console > Queries report to view the keywords people are using to find your site. How-to video >> <https://blog.kissmetrics.com/keyword-data-video-queries/>

** Free Internet Marketing & Search Engine Marketing Competitive Research Tools
<http://tools.seobook.com/competitive-research-tools/>