

# ACHIEVING ONLINE MARKETING SUCCESS

## Q&A WITH JEANNE BURNS, CPA SITE SOLUTIONS MEMBER

**Q: What business or industry trends influenced your decision to look for an online marketing provider?**

A: The state of Colorado has seen tremendous growth in both the housing and job markets, which presented a very unique opportunity for me. So, instead of retiring I decided to change my firm's focus and market my business accordingly.

**Q: When looking for a new provider, what criteria did you have in mind?**

A: I wanted a website that would generate new business. I searched online for website developers that worked only with CPA firms, and then followed-up by researching consumer comparisons. CPA Site solutions had the highest recommendations across the board.

**Q: Prior to using CPA Site Solutions, did you use another online marketing solutions provider?**

A: I had a website, but it was

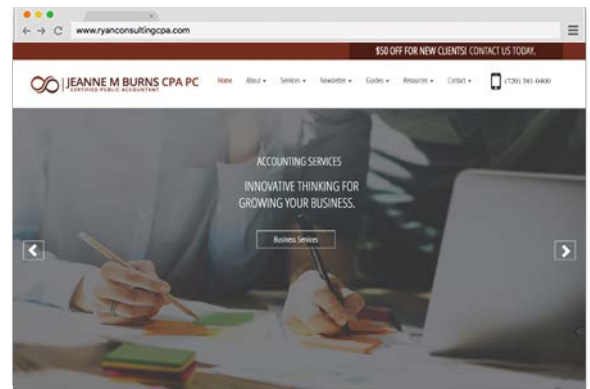
very basic and never brought in any business. I also tried Google Ads Express, but didn't have any success.

**Q: What did you find most attractive about CPA Site Solutions?**

A: Everything – from the educational presentations and knowledgeable team developing my website to the pricing and quick response time. I have truly been impressed by the service I've received.

**Q: What specific results have you seen since launching your CPA Site Solutions' website and pay-per-click advertising campaigns?**

A: For a very reasonable price, I have grown my practice by \$35,000 in under six months. I've increased the number of monthly net new clients from three to 15, and that number continues to grow! In addition to the increased revenue that I was hoping for, I'm attracting quality clients who are really looking for a trusted advisor.



**Service Highlights:**

Gold level

Pay-Per-Click Advertising

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**CPA Site Solutions** is the largest provider of website design and online marketing solutions for accounting and tax professionals.

Our comprehensive suite of online marketing solutions includes website design, search engine optimization, social media management, and pay-per-click advertising.

To learn more, call (800) 896-4500 or visit [www.CPASiteSolutions.com](http://www.CPASiteSolutions.com).