

ACHIEVING ONLINE MARKETING SUCCESS

Q&A WITH KEVIN A. CARTER, CPA SITE SOLUTIONS MEMBER

Q: What challenges in your business influenced you to look for an online marketing provider?

A: I had a website that I wasn't happy with and had come to despise all alleged web designers. Then I saw a colleague's website that was done by CPA Site Solutions and I thought, "now, this sounds like a company who specializes in accounting," – and I was hooked.

Q: What criteria did you have in mind for an online marketing solution?

A: I consider my firm a small boutique of services and wanted my website to project that image, and it's right on point. **When you go to my site it has the "WOW" factor;** it reflects my enthusiasm.

Q: Why did you choose CPA Site Solutions over other online marketing providers?

A: As far as I'm concerned, CPA Site Solutions doesn't have any competitors, and I've done a lot of research. I was with a billion-dollar accounting firm that had a department dedicated to their website, but I think that what CPA Site Solutions provides for small and mid-size firms is awesome. I recommend you to colleagues all the time.

Q: What did you find most attractive about our services?

A: You're a one stop shop. You have client newsletters, templates, and financial tools. I used to spend a lot of time providing clients with information, now I direct people to my website. **I used to spend thousands of dollars a year for content** my clients may or may not read. With your website, **I have all of that and more at my fingertips,** and it's included in the fee.

Q: What benefits have you experienced from working with CPA Site Solutions?

A: I believe that a person's character is more important than their reputation. It's through my character that I deliver exceptional client service, and **CPA Site Solutions has done a great job developing and showing the character of my business.**

Design Highlights:

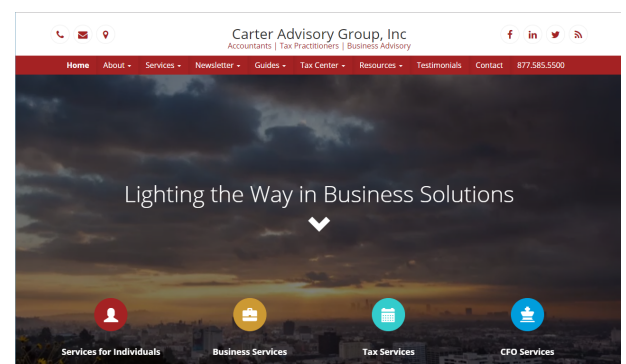
Gold Level Website

Kevin A. Carter
President and Founder

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“When you go to my site, it has the WOW factor!”



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**