

ACHIEVING ONLINE MARKETING SUCCESS

Q&A WITH ANAYS CACERES, CPA SITE SOLUTIONS MEMBER

Q: What challenges in your business influenced your decision to look for a solution?

A: We're in an era where everyone wants to see visuals. Today, people will look online first and it's important to have a professional website, particularly in the financial industry.

Q: What criteria did you have in mind for a solution?

A: As a young professional, my brand is extremely important to me. I was very clear on what I wanted in terms of a look and feel. I wanted professional, but not intimidating. In this industry, people either see you as an Ernst & Young or a small, mom-and-pop shop. When you don't fit into either category you need to rely on branding as a differentiator. I was looking for a provider that could help create that space for my firm.

Q: Why did you choose CPA Site Solutions over our competitors

A: Your industry expertise blew me away. You can be a great marketer and website designer but still not know how to reach an accounting audience. **It's extremely hard to find someone that is fluent in both.** I talked to five other web companies and no one was able to speak specifically to accounting services in the way CPA Site Solutions could.

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

A: Everything – you guys are amazing! You were able to take my vision and make it a reality. My priority is educating clients. I want them to walk

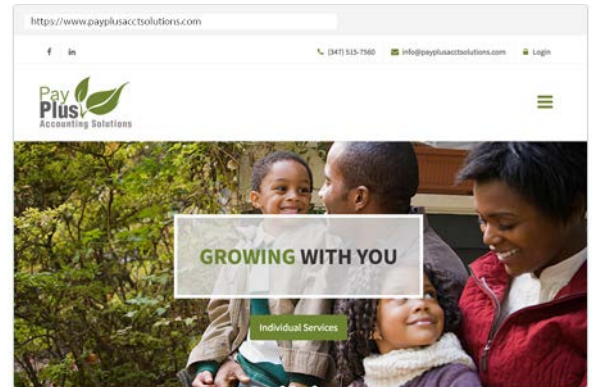
away knowing that finances don't have to be scary, and I needed a website that would put them at ease and gain their trust. My CPA Site Solutions website puts it all together with the client newsletter, tax resources, and other tools. I also wanted my website to speak to where I come from. My firm is located in the Bronx and I'm proud of the community we have here. It was important to have my website reflect the neighborhood culture and the people I serve. With your designer's help, I was able to choose images that communicated exactly what I was looking for.

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

A: My website has taken my firm to the next level. It has already helped me grow by attracting new clients and has really expanded my horizons. In fact, when I speak with clients regarding rates they often expect higher fees based on the professionalism of my website.

Q: What advice would you give other firms searching for an online marketing provider?

A: Go for it! Your firm needs an online presence and CPA Site Solutions makes it easy. Everything was just perfect – I'm still in awe at how to the "T" everything is. The outreach and support was unparalleled and the competitive pricing makes CPA Site Solutions a no-brainer.



Service Highlights:

Diamond Tier
(Elite Custom HTTPS Website, Reputation Monitoring, Call Tracking and Reporting)

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Pay Plus Accounting Solutions
www.payplusacctolutions.com

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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.