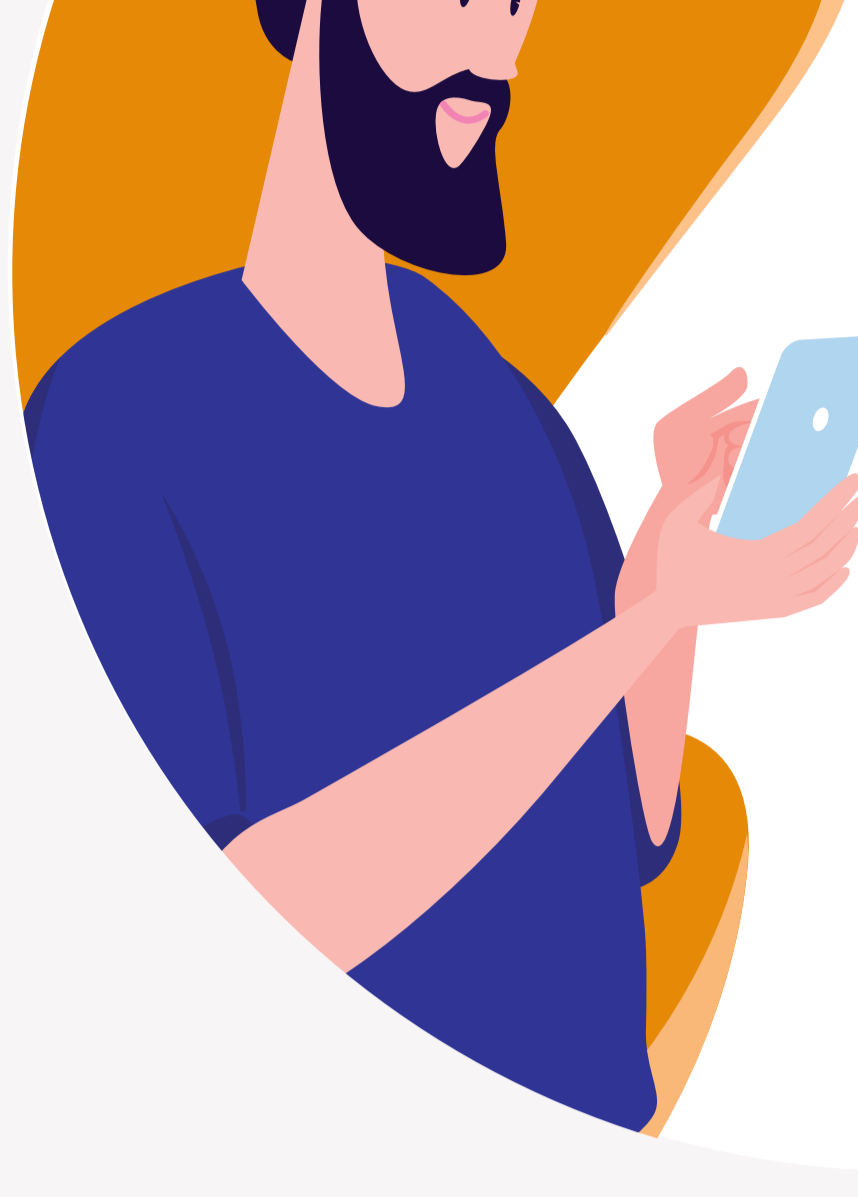


Accounting Website Must-Haves in

2022

to Perfect the Client Experience

1. Mobile-Friendly Website



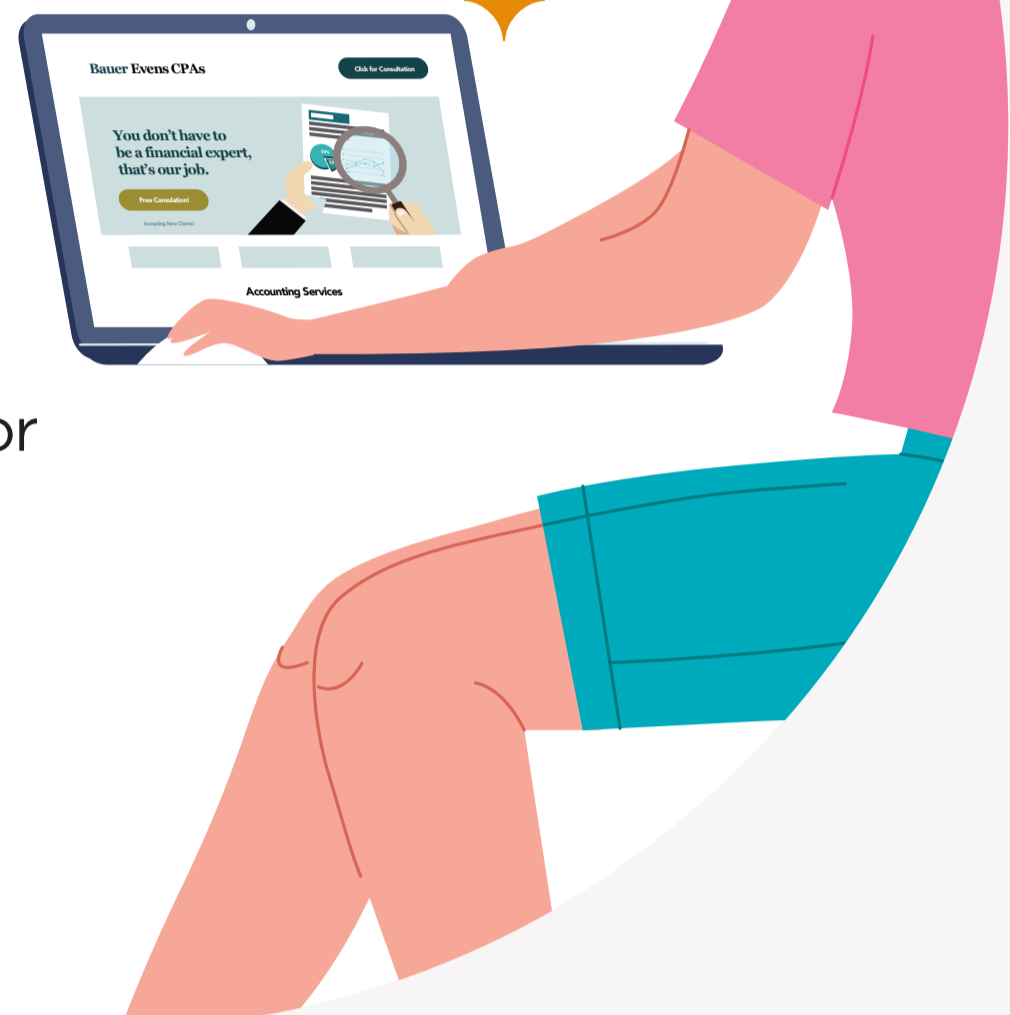
If a site isn't mobile-friendly, **50% of clients** will stop visiting it, even if they like the business.

52% of all internet traffic now comes from mobile, with desktop usage on a trending decline.

2. Well-Designed Website

57% of clients won't recommend a business with a poorly designed website.

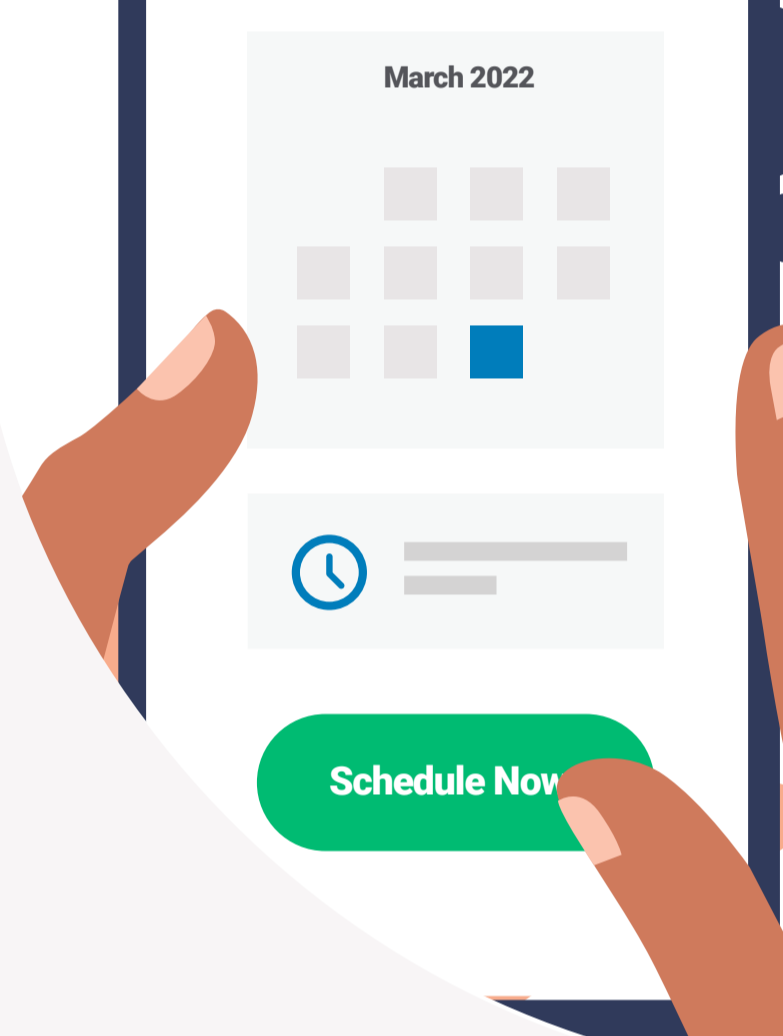
42% of people will leave a website because of poor functionality.



3. Online Scheduling

43% of clients prefer to book appointments online.

54% of bookings that happen during working hours are made on the go.



4. Software Automation

Online booking software reduces **7 Hours** of administrative tasks each week.

Automated reminders generate a **29% reduction** in no-show appointments.

Hi Sara,
This is a reminder that you have an upcoming appt. at 8:00am with our office.

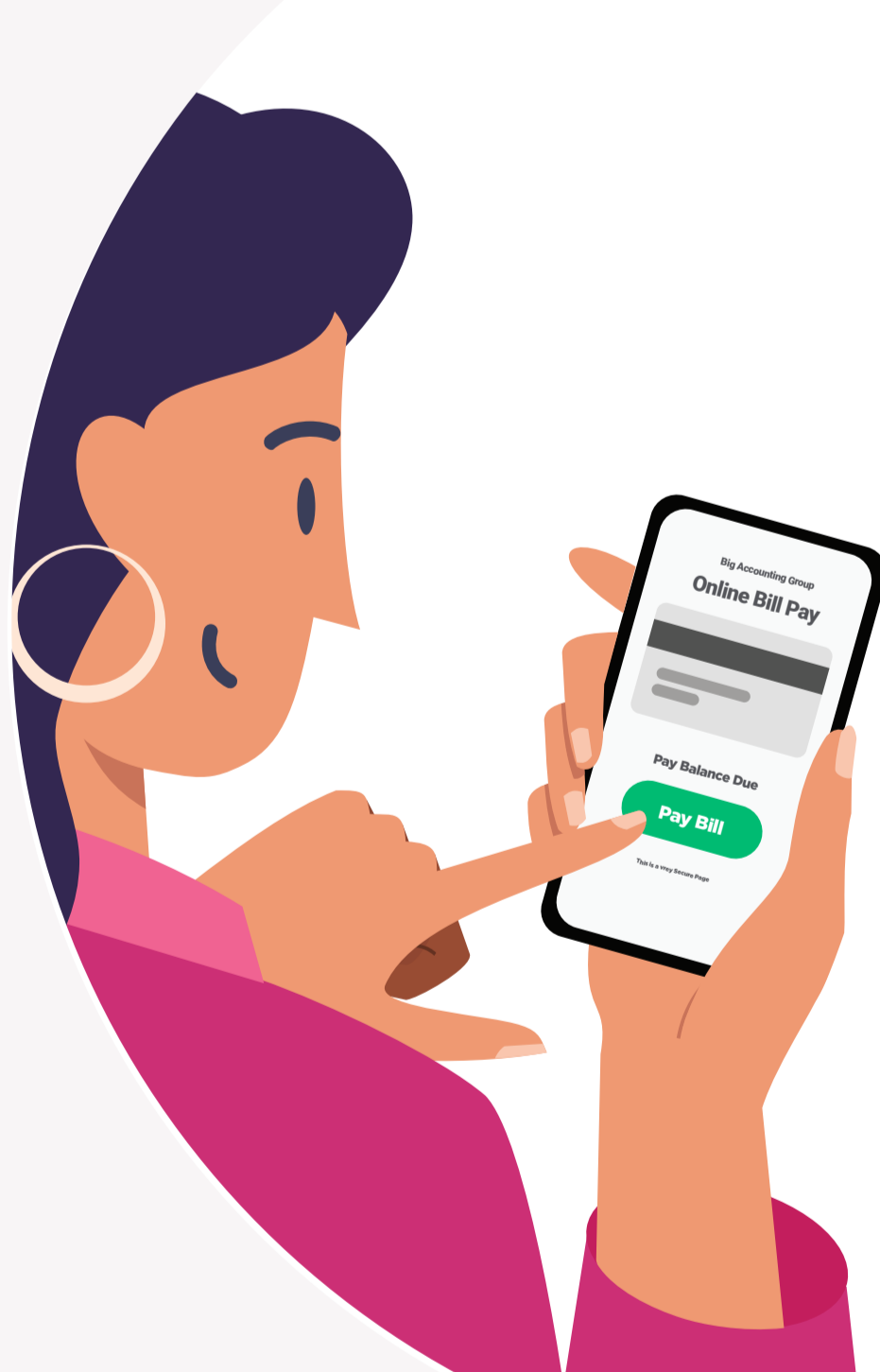
Thanks for the reminder!



5. Online Bill Pay

Today, **67% of customers** prefer self-service over speaking to a company representative.

Automated reminders generate a **29% reduction** in no-show appointments.



6. Continuous Conversations

Retaining a customer is between **5-25X less expensive** than acquiring a new one.

84% of clients say being treated like a person, not a number, is very important to winning their business.



Perfect the Client Experience

2022

Learn more about these strategies and what you can do to **maximize the success of your firm** with easy changes to your website in 2022.

Call CPASiteSolutions at **800-896-4500** or visit us at www.CPASiteSolutions.com