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# **CPA Website Promotion: Blog a Path to Success**

*Accounting sites are a cool opportunity to market a business by attracting and converting leads. A healthy way to begin is to create a blog.*

Potential clients will always make a first impression of an accounting business. This often comes from their online presence. This creates a tremendous opportunity to not only generate [CPA websites](#) that are appealing, but that also offer detailed information about the services the business offers, calling visitors to action and converting them into clients. A solid way to do this is to create a blog. Adding a blog can be very effective.

Blogging is very important in the modern online world. It allows businesses to showcase their expertise in their fields, and it allows individuals to share their ideas. Creating blogs on CPA websites is a great way to introduce the firm to potential clients, and present the practice as approachable to its current clients. It also establishes subject matter expertise in the field of accounting.

While creating professional blogs for CPA websites, it is wise to consider the following strategies. They should also be kept in mind as the blog is maintained in the future.

Creating a website blog makes a firm its own publisher. It means the firm will be creating its own content. Posting to a CPA blog often so that the blog stays fresh is important. It is also important that an accounting firm doesn't just try to sell services in its blog, because readers will lose interest. The blog should offer something of value. A CPA blog needs to contain good grammar and be clear and cogent. It should share the firm's expertise in the field of accounting with readers.

Setting accounting firms apart from their competition is a great strategy. Accounting is relevant to all taxpayers. Successful CPA blogs offer readers a chance to educate themselves. A solid strategy is blog posts with tax filing tips and current information about tax law. When blogs offer something of value, readers will want to come back. Accounting blogs are a great place to list the services the practice provides to its clients. They are also a good place to answer questions. Creating interactivity on blogs is important. It establishes community and a loyal base of readers.

Accounting firms should promote blogs by spreading the word with others in their field and professional network, print blog names on their business cards, and advertise their blogs on the front page of their CPA websites. The more popular CPA blogs become, the more search engine authority they earn. This drives traffic to the blogs and brings more leads.

A critical part of keeping successful CPA blogs is that the authors should keep current with what interests readers. An excellent strategy is to periodically conduct a survey that asks blog readers what their concerns are. The survey should offer a few topics that might interest readers, and one of the responses should be left open-ended so that readers can suggest something original.

Blogging brings tremendous opportunity and benefit. One benefit is that it can boost the search engine authority and rankings for modern CPA websites. Each posting is a brand-new opportunity to be listed in the search engines, and the key is getting readers to come to accounting blogs regularly. Accounting businesses benefit by having their brand visible to leads and present clients. It also offers dynamic content to the search engines to boost listings.

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