5 Smart But Simple Content Marketing Tips for Accountants

Creating valuable, high-quality content is one of the most effective ways to bring visitors to your website and increase your rank in search engines. Building, optimizing and promoting your website by content marketing will help grow your business – but exactly what is content marketing, and what kind of content should accountants and CPAs create?



- **Your Goal is to Attract Potential Clients:** You are not writing for other accountants! Use language that is clear: no jargon!
- **Be Useful**: Informative, accurate and well-written content demonstrates your expertise and ability to communicate clearly. Poorly written or boring is a turn-off!
- **Separate Your Personal and Professional Social Media**: Understand that your personal social media is just that: Personal!
- **Promote Your Content**: It's not enough just to have great content on your website: you need to publish your content on other platforms where your target audience sources reliable information.
- **Newsletters**: A monthly or quarterly newsletter to your mailing list is ideal to share your news in one concise document.

5 Blog Topic Ideas For Accountants: Not sure what to write about? Here are a few blog topics to get you started.

- Year-End Tax Planning Tips
- Small Business Accounting worksheet
- 6 Month's Living Expenses spreadsheet
- College Savings Strategies
- Retirement Planning in Your 20s, 30s, 40s or 50s (that's 5 different blog posts!)

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