

## Hey! What's New? 2025-103

### Five Accounting Marketing Strategies to Drive Growth

Chris Cromer writes, on the CPA.com webpage, that “accounting firms face a vastly different world today than they did a decade ago. Competition isn’t just local but global, with success no longer determined solely by credentials or word of mouth. This digital-first landscape continues to be shaped by rising client expectations and evolving definitions of trust. In these conditions, visibility is essential. Credibility is built. And growth is driven by firms that treat marketing not as a support function, but as a core strategic capability. Staying ahead means standing out and growing with purpose. Whether your firm is trying to modernize your website, improve search rankings or strengthen your online brand, these five accounting marketing strategies are designed to help you do just that.”

**1. Treat your website like a trust-building engine:** Cromer believes that “a modern, mobile-responsive site that loads quickly, reflects your brand and communicates your value is essential. According to industry research, 75% of users judge a company’s credibility based on website design. A slow or cluttered experience can deter new business before you ever speak to a prospect.”

He says “even minor improvements such as compressing image files, optimizing for mobile and refreshing outdated copy can have a measurable impact on client engagement and conversion rates.”

**2. Elevate your visibility with strategic SEO:** The accounting firms seeing the most growth don’t just produce content, he notes, “they’re ensuring it gets found. Search engine optimization (SEO) plays a critical role in helping your firm appear when and where your potential clients are actively looking for services like yours. SEO today is about much more than keywords. It’s about anticipating the questions your clients are asking and answering them clearly and authoritatively.” Content of different forms can rank higher and boost stronger trust, such as:

- Blog posts that break down new tax law changes.
- Landing pages that explain your advisory process.
- FAQ sections that address common client concerns.

Cromer adds that “optimizing your site structure, improving internal linking and earning backlinks from trusted industry sources all contribute to SEO performance. Taken together, these steps help you connect with the right prospects before they even know exactly what they need.”

**3. Strengthen your brand with a smarter domain strategy:** “Your domain name says more about your accounting firm than many realize. As online fraud and impersonations are increasing, your website address can be a key differentiator. Not just in terms of branding, but trust. Pairing your .cpa domain with a professionally designed website from a trusted accounting marketing provider like [CPA Site Solutions](#) can maximize these benefits, creating a modern, secure online presence that’s memorable for clients, easy to market and supported by experts who understand the accounting profession.”

**4. Invest in accounting tools and processes that align with your firm's growth:** Cromer stresses that “marketing is about doing what works. The most successful accounting firms don’t spread themselves thin across every platform or trend. Instead, they focus on high-impact strategies that align with their goals and deliver measurable ROI. For many firms, that starts with automation. Streamlining client intake, scheduling, email follow-ups and nurture campaigns save time while ensuring consistency across the client experience.”

As well, “positioning your firm as a strategic partner – rather than just a compliance provider – requires more intentional messaging and a clear online presence that reflects your expertise beyond tax preparation.”

**5. Build an accounting marketing framework that grows with you:** Successful firms don’t try to reinvent the wheel every quarter, Cromer says. “They build around key pillars that support growth and adapt over time. That framework starts with a strong website that’s mobile-friendly, well-designed and focused on your audience’s needs. It includes search visibility driven by useful, keyword-optimized content and a local presence that reinforces your legitimacy. Beyond that lie trust signals, such as client reviews, consistent branding and a secure domain name, which affirm your credentials before a prospect even picks up the phone.”

If your firm is still navigating its digital strategy, you’re not alone, Cromer says. “Many firms begin with a single improvement and build from there: a homepage refresh, a keyword audit or a new domain name. The key is not perfection, but momentum.”

For a whole lot more advice, see [5 accounting marketing strategies to drive growth | Blog | CPA.com](#).