

POSTING ARTICLES, VIDEOS & PODCASTS

Posting articles, videos (YouTube or Vimeo) & podcasts is the most powerful way you can leverage our relationship. Generating traffic is the name of the game. Consider these steps to make sure you can maximize our role in your business:

1. Make sure you have a great social media profile. Facebook, Instagram, Twitter, Pinterest & LinkedIn are best.
2. Have a great website? Awesome – whatever you post on your site you can post on ours & vice-versa. If you don't have a website, use ours!
3. Use hashtags! We are using #findacpa for every post. We would recommend you add this post as well.
4. Take pictures & videos of yourself, your office & team. People connect best when they know you are actually a human! Include these on your posts!
5. Provide practical, unbiased information. Avoid long narratives, tax history, and sensational language.
6. Commit to writing at least two articles per month. I like to use my notes app on my phone to dictate my thoughts as I am driving or working out.
7. Use plain English. Avoid legalese and flowery language. Remember your reader is probably not a tax expert.
8. Limit discussion of personal experiences or cases. Refer to a personal experience or case only if it helps explain a concept or provides a good example of what's discussed in the article.
9. Don't promote yourself. Consumers trust Find a CPA's website because it is not filled with self-promotional material.
10. Write a good first paragraph. The first paragraph should state what the article is about and offer a conclusion (when appropriate) so that readers can decide right away if the article will answer their question.
11. Keep paragraphs short. When possible, use subject headings to break up paragraphs, and use bulleted lists when including a list of items or issues.
12. Be willing to revise. Every post is reviewed by our team before it goes live – generally within 4-5 hours. We will scrub it clean & make it shine. This includes spell check, uploading supporting photos & taking care of the SEO.

The best writing comes from several "eyes" and revisions. As a contributor, we will review every article and may request revisions.

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- Write your title, choose from an article, video or podcast. If you're submitting a video or podcast, just provide the appropriate links. Make sure to add a featured image too.

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Paragraph

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- We recommend you add an excerpt. This short text will show as the description in internet searches & when posted to social media. Select your category & hit Submit. Done!

EXCERPT

An excerpt is a short bit of text that will show as the description in internet searches and when posted on social media. This is not required, but greatly encouraged.

CATEGORIES