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The World Wide Web is confusing and is changing rapidly. While many travel and retail businesses have jumped on the Internet bandwagon out of necessity, many CPA and other professional service companies have not fully grasped the power of the Internet and how it can positively impact their businesses. Suddenly, even small companies can market their businesses to people all across the country at a relatively low cost. Many qualified potential clients are searching for professional services every day. These are not the same people that call you from the Yellow Pages: these are well-educated, sophisticated potential clients that are searching for your services. Effective Websites for CPAs takes you through the process of website development and client development step-by-step. Through a series of worksheets that you complete, you gain a greater understanding of web design. With a complete site plan in hand, you are well equipped to interview, hire and work with a web design firm to accomplish your goals of creating a successful site. CPAs who embrace the Internet for their businesses can use it to build their practices and increase their revenues. With Effective Websites for CPAs, you can easily understand the Internet and its potentially positive impact on your firm.



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