

Business type: Local accounting firm in Charlotte NC

Business objective: Get more clients via organic traffic from Google.

Winner's Writing Process:

Who am I talking to?*

People who are in need of and actively searching for accounting services. (Business owners OR Individuals)

Where are they at now? <where they are in the funnel, market awareness level, stage of sophistication, current state, dream state, all 3 levels>

- Where they are in the funnel: On Google actively searching for accountants.
- Awareness level: 3
- Stage of sophistication: 4.5
- Current state: Feeling frustrated, scared of messing up, stressed because they don't know how to deal with finances or taxes.
- Dream state: Not having to worry about finances, relieved from the stress of financial paperwork, can focus on their lives/ business, unburdened.
- Cost: Low
- Certainty: Low-medium
- Trust level: Low

What do I want them to do?

- Click on the business website from Google.
- Contact business for a consultation.

What do they need to experience/think/feel to do that?

- Google search "Accountant Charlotte NC".
- Look at search results
 - Analyze the top 4-5
 - Judge number & quality of reviews
 - (Maybe judge pictures for business)
- Pick 1 or 2 to actually look into
- Click the link to website
 - Header with objective beauty (city skyline during sunset), contrasting colors, Easy to see CTA on header to "Contact Us" (Blue button on orange sunset background), Header text says "Taxes + Accounting + Financial Planning =

Success" (Connecting their services to the idea of success), "Certified Public Accountants" helps build trust & competence.

- See section that builds massive trust & authority
 - "Charlotte CPAs With Decades of Accounting Experience"
 - Shows that they have been doing this for a long time and know what they are talking about.
 - Connecting their services to saving time & money (desire).
 - Use words to build security & trust with the reader
 - "Reliable", "Trusted", "Wealth of experience", "Commitment", "top-notch services".
 - Show they understand the pains & frustrations of the reader.
 - Makes the reader feel understood.
 - Connect expertise with "Big firms" but with a "small firm" personality.
 - Makes the read feel like they will have a much better experience with the business
- Show services the business offers for businesses OR individuals
- Create a sense of security
 - "We Help You Keep More of Your Money"
 - "We apply our deep knowledge of accounting requirements and the tax code to create customized tax strategies, potentially saving our clients thousands of dollars annually."
- Give a USP
 - Makes the reader perceive this firm as unique.
 - Builds trust
- CTA (Contact form)
- Social proof
 - Written testimonials
- Click CTA
 - Fill out contact info for complimentary consultation.