

Practice



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VOICE OF THE EDITOR

Five Ways to Optimize Your Website

AccountingWEB blogger Michael Alter says too many websites lack quality and are cluttered and confusing. He outlines **five key elements** your firm's website should have if you'd like to build credibility and bring in new business. And Excel guru David Ringstrom is back this week to show you an easy way to keep a **list of Excel worksheet functions** "at the ready" so you can avoid the perplexing problem of trying to remember how you did something in the past.


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TECHNOLOGY HEADLINES

→ 5 Things Your Website Needs Today

As the company website becomes more and more important to your business, it's important that your firm's site is up to date and properly optimized.



→ Creating a "Chainsaw" List of Excel Worksheet Functions

Depending on your version of Excel, you have nearly 500 different worksheet functions at your disposal. Some worksheets functions are like the chainsaw in my garage. I don't use them very often, but when I do, no other tool will suffice.



→ Survey Finds Nonprofits Facing Obstacles Managing Data

While transforming membership data into business intelligence is a top priority for strategic non-for-profit leaders, managing that data successfully can be a challenge.



THIS WEEK ON ACCOUNTINGWEB

→ **Raef Lawson, PhD, CMA, CPA, CFP, CFA, vice president of research at the IMA**, explains the IMA's new Higher Education Endorsement Program.

→ **CPA Robert A. Raiola of Fazio, Mannuzza, Roche, Tankel, LaPilusa, LLC** weighs in on the impact state income and property taxes can have on one's lifestyle and financial security.

→ The AICPA has released a new tool designed to **help small businesses choose an accounting framework**.

WHITEPAPER



101 Microsoft Excel Tips and Tricks

SPONSORED LINKS

→ Will you be attending AccountingWEB Live! this year?



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