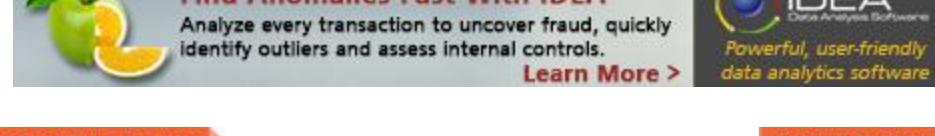


accountingWEB DAILY

October 25, 2013



VOICE OF THE EDITOR

The Accountant's Website

Remember the Yellow Pages? I can recall the ethical issues accountants stressed over when they considered placing an ad in the Yellow Pages in an attempt to attract business. Now accountants wonder whether it's still worthwhile to even bother with phone book ads since we have so many ways to get in the face of existing and potential clients via the Internet. If you're trying to find new ways to maximize the traffic on your company website, or if you're wondering what to do with your website visitors once they've found you, we've got the answers! Flashpoint Marketing's Brian Swanson shares his insights into the **inbound marketing process**. And yours truly is presenting an upcoming free webinar, **Create Award-Winning Websites** (free CPE – wheee!).

Register today! **Create Award-Winning Websites – FREE webinar**, 1 CPE credit; sponsored by SurePayroll.



Gail Perry, CPA

Publisher/Editor-in-Chief,

AccountingWEB

editor@accountingweb.com



TECHNOLOGY HEADLINES

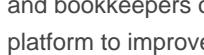
→ Key Stages in the Inbound Marketing Process

One thing that seems to elude many professionals is how SEO, social media, pay-per-click advertising, and e-mail marketing play a role in inbound marketing. Brian Swanson has outlined the key steps in the inbound marketing process and provided details about each.



→ Restoring "Shrink One Page" in Word 2010 and 2013

Long-time Word users may recall a handy feature in Word 2007 and earlier called Shrink One Page. This feature may appear to have vanished from Word 2010 and 2013, but you can easily resurrect it.



→ Xero Embarks on Inaugural Twenty-City National Road Show

Accounting software provider Xero embarked on its first national road show earlier this week, providing free training to accountants and bookkeepers on how small businesses can use its Cloud platform to improve efficiency and reduce costs.



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THIS WEEK ON ACCOUNTINGWEB

→ **Tax-filing season to be delayed by one to two weeks**, the IRS announced.

→ Big Four firm **Deloitte & Touche LLP** has been fined \$2 million by PCAOB.

→ **Gary Adamson, CPA, president of Adamson Advisory**, outlines the four crucial areas every firm must address when it comes to succession planning.

→ **CPAs Holly Breuer of Purk & Associates and Angela Parziale of Walter & Shuffain** share their perspectives on opportunities for women in the accounting profession.

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