
THE ACCOUNTANT'S GUIDE TO

Getting Noticed on the Find-a-ProAdvisor Online Directory

Practical tips to help you increase your ranking and attract more prospects.
Brought to you by Intuit's marketing experts and your fellow accountants.



ProAdvisor Program

HOW TO USE THIS GUIDE

Your accounting practice is outstanding.

But is it standing out?

As a certified QuickBooks ProAdvisor®, you get a free listing on the Find-a-ProAdvisor online directory. And since the directory is visited more than **700,000 times each year** by small business prospects,¹ new clients will come pouring in, right?

Truth is, your search ranking can have a big impact on generating new leads. The good news is there are a few simple things you can do to help your ranking—and we're here to share them with you.

Follow these tips to maximize your visibility.

In this guide, you'll discover:

- **Practical advice from industry experts.** Increase your search ranking with this tried-and-tested checklist of best practices.
- **The one simple change that can lead to better results.** Find out how prospects form a first impression—and what you can do to make it a good one.
- **Powerful tips to help you get noticed.** We'll walk you through a few easy changes you can make *right now* to give your profile greater exposure.

Not certified yet?

No problem!

We offer [free training](#) to prepare you for the certification exam, helping you get the credentials you need to list your practice on the Find-a-ProAdvisor online directory. [Get certified today!](#)

Want to get started right away?

[Visit your profile](#)



THE “GETTING STARTED” CHECKLIST

Make sure your profile is complete.

Attract qualified leads by giving potential clients all the information they need.

- ✓ Keep **ALL** your contact information front and center. No phone number means no new leads!
- ✓ Check all the products you’re willing to support clients on, including QuickBooks® versions and other Intuit® products.
- ✓ Check all the services you can provide and industries you’re willing to serve. Studies have shown that small businesses prefer to work with accounting professionals that specialize in their industry, as opposed to generalists who serve too many industries.



Avoid the most common profile mistake. Don’t just rely on checkmarks in the Qualifications section—use text, too! You have up to 250 characters to give your profile extra oomph.

Use an accurate location.

- ✓ Be sure to enter your zip code. Your proximity to a prospect’s location has a big impact on search results—and on the likelihood a prospect will contact you.



THE “GETTING STARTED” CHECKLIST *cont’d*

Choose a high-quality profile photo.

- ✓ Give potential clients a good first impression with a professional-looking headshot. It’s your chance to help prospects feel comfortable with you, so take the time to make it shine—it could help you be the first person they call!



Humanize your profile with your image. Don’t use your company logo or show buildings or scenery. Show a picture of you, and be sure to choose a high-resolution image (600 x 600 pixels or better). Square images work best with these settings.

Write an amazing About section.

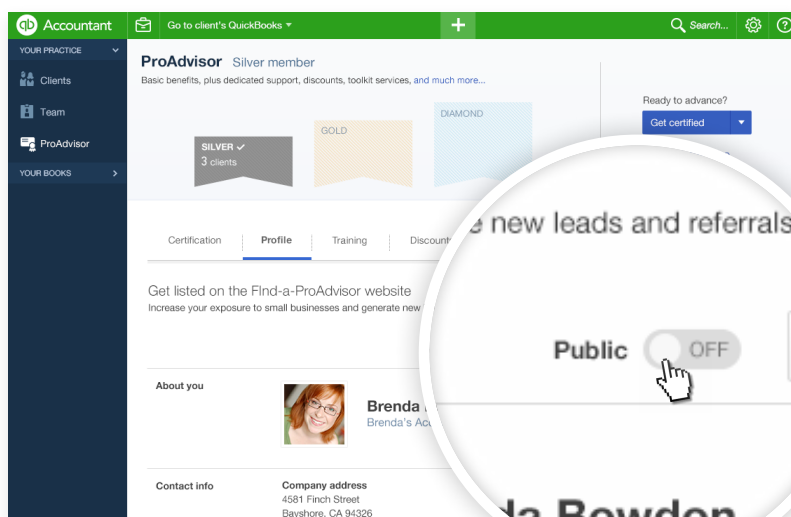
- ✓ Use simple language that clients can easily understand. Avoid complicated “accountant-speak.”
- ✓ Include your visitors in the conversation by letting them know what you can do for them. This is your chance to start building your reputation as a trusted advisor.
- ✓ Make sure that you are answering the types of questions potential clients likely want answers to. For example:
 - Can this person solve my problem?
 - Is this someone I can work with?
 - What do I get out of this relationship?



Include any special details about your service. For example, if you offer service in multiple languages, make sure you say so!

Turn it on.

- ✓ Once you have your profile perfected, make sure to publish it online by choosing “**Public-ON**” to display your profile on the Find-a-ProAdvisor online directory.



HOW TO STAND OUT WITH CERTIFICATIONS



Maximize your certifications.

- ✔ More certification badges can generate more leads. Not only do prospective clients want to see certifications for the products they use, they also help you show up in Advanced Searches.

Start with QuickBooks Online certification, then add popular products like QuickBooks Desktop or QuickBooks Enterprise.

[Find out more about certification.](#)



Keep your certification badges current.

Show clients your depth of knowledge by including your most recent badges—as well as badges from years past for desktop products. Remember, once you've passed the QuickBooks Online certification exam, your certification status remains valid for 365 days. So renew your online certification every year to keep current.

Stand out with advanced certification.

- ✔ Join an elite group of ProAdvisors with the skills to better help clients with complex business needs. Your Advanced Certified status will significantly increase your search ranking.

HOW TO TAKE YOUR PROFILE FURTHER

Leverage stories from happy clients.



Ask for reviews.

Simply forward your clients a link to your Find-a-ProAdvisor profile, inviting them to share their experiences. To make it extra easy for your clients, build a Q&A document that they can quickly fill out and then copy and paste it into the review. Questions might include:

- What problem did you need me to solve?
- What QuickBooks products do you use?
- What was your favorite aspect of working with me?



Don't underestimate the power of positive reviews.

Your reviews can dramatically improve your search ranking and help you stand out from the crowd.

Highlight a special offer.



Give prospects a reason to call you first.

Help prospects decide to call you by offering a deal. A discount or a free consultation might make the difference between a “window shopper” and a new client. And it's a great opportunity to show clients what you can do—and how great you are to work with.



Offer a free consultation.

Many potential clients are intimidated to pick up the phone. A one-hour consultation can help you stand out from the crowd and give you the potential to win a new client.



“I make my profile my own. The reviews are invaluable. When people call me, they say, I read your reviews and I thought, this is the person I need.”

Maureen O'Leary Diem, Advanced Certified QuickBooks ProAdvisor
Emerald QuickBooks Consulting Inc., Dallas, TX



Start improving your Find-a-ProAdvisor profile today!
Ready to put these tips into action?

[Update your profile](#)



ProAdvisor Program

1 You must be a Certified ProAdvisor to be listed on the Find-a-ProAdvisor online directory, which receives more than 700,000 visitors annually and is growing. Based on average number of unique visitors to the Find-a-ProAdvisor online directory between May 2014 and April 2015.

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