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Four Important Reasons to Take Advantage of Videos for Marketing Websites For Accountants

If you're one of the many CPAs that has embraced [websites for accountants](#) as a sales instruments for your firm then you've taken one giant step in marketing your firm. We live in a day and age where customers aren't looking through the Yellow pages when they need a CPA. Currently even relatively unsophisticated prospects use the web instead. Specifically they look you up by performing a Google search for local CPA practices. Because your website is the first introduction many people will get when they start researching your business, you need to make a good first impression.

Here are four solid reasons to include video as part of your website content strategy...

1. Personalize Your Website

Video can and should be used to give the viewer a personal look at your team. Let them see how hard you and your employees work, and to really let them feel like they're getting to know you give them a glimpse of you at play. What's your mission? What do you and your staff love about your jobs? Give us a quick look at your team in action. Give me a chance to get to know you. As a rule prospects are afraid of strangers, but a good video can go a long way in making you feel more familiar and helping them overcome this hesitation. They aren't just reading text on your site, they're seeing the people that are behind your company and this helps to give you credibility. You stand out from the competition because there is a face to go with your name. This is a huge advantage. People are much more likely to do business with someone they feel they already know.

2. Use Videos to Demonstrate

Quick videos showing demos of how your products and services work can be a real asset on your website. Show prospective clients how easy it is to use your service or product. This makes your potential clients and customers comfortable with your offerings from the moment they come to your site.

3. You're a Tech Savvy CPA

You don't want your prospective customers to think you're stuck in the stone age-- that your technology is outdated, and that you aren't keeping up with the latest trends in your industry. Your website will be a reflection of this. Prospects won't be impressed with your technical prowess if your website looks ten or fifteen years old. The reasonable assumption, which may or may not be a conscious one, is that an obsolete website is indicative of an obsolete accounting firm. Videos can help you show your visitors that you are keeping up with changing technology. First impressions are very important, both in real life and on the internet. If you fail to impress a prospect at first glance all they need to do is click the back button and find someone else. Be careful, though. You don't want to throw up just any old home-made video. If you want to keep your site looking professional, make sure you get the help of a professional when creating videos for your site. Some websites for accountants have an informal "feel", and a few of these have gotten away with using do-it-yourself videos. As a rule though, homemade videos just come of looking schlocky.

4. Search Engine Optimization (SEO) Benefits

OK, nobody is really sure how or why having videos gives websites for accountants a boost in the search engines, but the consensus among web professionals is that they do. While they may or may not boost your site rankings, videos have their own listings and these listings are frequently displayed on organic search engine results pages for basic web searches. This gives your page an extra chance to appear on a search page. Extra listings means more traffic to your website. Here's an important SEO tip for using videos on your accounting website; use keyword rich descriptors. Use your keywords in your video titles, keyword tags, and descriptions. Sites like [toprank.com](#) suggest re-purposing your videos by embedding them in blog posts, and to encourage others to post your videos on their social media pages (Facebook, Twitter, etc).

The bottom line is: "content is king" when it comes to SEO. That doesn't just mean written content. The more content you have on your site, the better. Google tries exceedingly hard to discover and present websites that offer good quality content, and having a diverse variety of content (text, images, and video) is one of the things they favor. Integrate video into your website. It's unlikely you'll regret it, but competing accounting firms in your

region will.

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