Overview of ABT:

Total addressable market for ABT for taxes is huge ( As compared to PNPT which is 2.5 Million). About 160+ million taxes are filled annually. But almost all of them give their tax work to their bookkeepers only. So unless we secure book keeping orders from these businesses, it would be very hard to get any meaningful degree of just “taxes only” work.

The global bookkeeping services market was valued at approximately USD 46.1 billion in 2024 and is expected to reach USD 97.3 billion by 2032, growing at a CAGR of about 9.8%. **About 10 million** small businesses in the USA hire outside bookkeepers, based on the percentage of small business owners who opt for external accounting services. There are roughly 100K book keeper/CPA firms in USA. That would mean about an average of 100 clients per book keeper firms. Our aim is to secure clients, just about that average only.

Outbound marketing for ABT might be very difficult based on our experience with PNPT so far.

So, we want test inbound marketing for ABT to get started. For that, we want to rely on the SEO (from GOOGLE search and YOUTUBE). And paid ADs at CRAIGSLIST, GROUPON ETC.

Our ads picker upper lines are (1) FREE TAX AUDIT, (2) $50 OFF, (3) Book Keeping from $165/PM (4) $99 for Form 1099, which are quite attractive.

Hence we need landing page for our Ads, some way to advertise these offers on our website. Let’s discuss this proposition.

We need to facilitate the user, from the very first glance and be very clear on the top NAV LINKS - A. “FREE TAX AUDIT”’, B. Upload documents (for all other offers) C. “Beat my price” on our website.

I want to entice the user from the get go; on our website, from the top only that how easy it is for them to send us their docs instantly. As unless we see the docs, it is not possible to give them any quotes of fees. Most people want a quote before they hire us, and it is not possible to give them a quote without seeing the scope of their work.

It is important that the user find its very easy to send us their docs as if that is not what is happening in the very first act, we shall loose the client.

@Gaurav (CC Atul):

Here is <https://founderscpa.com/> that shows “TAX PORTAL” which is the APP for them. We can also create “Client Portal” button on top in line with other NAV links.

We need to ensure that the user is able to sign up automatically and upload the docs instantly. Most of the links would need the person to sign up before they can proceed to connect with us (except those who jsu want to see the industries we serve and or read our blog etc. .

We need to decide on the user traffic pattern

Client coming from Advertising - goes to the landing Page; landing page has the same AD (there are many landing pages - Separate page for each Ad)

Client coming from YOUTUBE -

Client coming from GOOGLE’S search results -

@Sanjana:

I would like the top NAV Links in 3 horizontal lines and three bars for drop down icon on right side. However if duplicating is not possible then just keep only the three top horizontal bars. Three rows of top links have only 4 links on each row (all rows are right aligned):

Top row “HOME”, “FREE TAX AUDIT”, “WORK WITH US”, “CLIENT PORTAL”

Second row “UPLOAD DOCS”, “BEAT MY PRICE”, “PRICING”, “SIGN IN/UP”

Third row (Right aligned) “SUBMITTALS”, “RESOURCES”, “INDUSTRIES”, “CONTACT”

“Submittals” shall have to moved to under “CLIENT PORTAL”, and under “OPERATIONS” and again third time in the footer (stand alone), and again in “UPLOAD DOCS”

And move links “ABOUT US”, and “SERVICES” to the footer

