

SEO and Other Tips for Empowered Solutions

General tips:

- Add meta descriptions to all of your website pages. Each description should be unique.
- Write consistently. At least once/month or once/2 weeks. Once/week is optimal if possible.
- Consider implementing Google's AMP to your blog pages so they'll load faster and get higher ranking on Google searches – read more about it [here](#)
- Define your target market (CFO's, CEO's, CIO's?). Write content around real questions they might ask. Make the post titles the actual questions.
- Keep blog post titles at 55 characters or less. Use words like "Learn" or "Discover" in your titles.
- Enter your blog post title idea into Google search and let it autocomplete. It will give you some idea of what people are searching for.
- Include calls to action in every blog post (if possible). These could be "contact us for questions" or "read this relevant post" or "download this whitepaper" or "find out more by watching this video". Try to keep the reader on your site if possible.
- You can use [this page](#) to analyze your blog title.
- You can use [this page](#) to come up with clever and funny blog ideas.
- You can use [this page](#) to identify keywords to write about.
- Add meta descriptions and alt tags on all of your images.
- Link from blog posts to other posts or other relevant pages within your website.
- Show personality in your writing.
- Consider some keyword research through Google Ad Words. Here are [tips](#).
- Have you installed [Google Analytics](#)?
- Have you installed [Google Webmaster Tools/Google Search Console](#)? It's great for tracking how Google sees your website.
- You can also check [Google trends](#) to look for relevant content ideas for your website or social media.
- Social tips:
 - Try to post at least once/day.
 - Share blog posts more than once on social media.
 - Follow the followers of your competitors to build your following.
 - Use appropriate hashtags.
 - Engage with other users.
- Personal social media:
 - Engage with your personal followers on LinkedIn by publishing content. It could be a short summary of a blog post on your website plus a link to the post on your website.
 - Sign up on [Quora](#) and answer questions related to your expertise.
 - Look for other places to publish content related to where your target audience might be asking questions.

Meta Keywords to consider (More websites are choosing not to use these but descriptions instead. These are examples from other competitors for Intacct. Maybe consider writing blogs with these keywords instead.):

accounting software, cloud accounting software, cloud accounting, business accounting software, financial management software

expense management, expense report, simplify, expense, report, management, software, solution, accounting, accounting system, approval, process, control, data, integration, policy, intacct

Meta Page Descriptions (Examples from other sites. Use these examples to create your own.):

- With the Intacct Cloud Accounting Software Solution, your financials, projects, and decisions become easier as you automate and streamline processes.
- You don't need an ERP. Empower your organization with an adaptive financial management solution for your general ledger, accounts receivable, accounts payable, financial reporting, and more.
- Looking for a Premier Intacct Partner? Cargas offers the highest level of service including Intacct implementation, training, integration, consulting & support.
- Get The Most Out Of Your Intacct Software Investment.
- Accounting systems interact with many diverse areas within a business, and that's why a partner who can assess your overall business and recommend the right way to approach your implementation process is critical.
- LBMC Technologies is an Intacct Premier Partner and Top 100 VAR. We can help you plan, implement, integrate, and customize your Intacct solution.
- In just a few minutes, you'll learn why Intacct is the leading provider of cloud financials applications.
- Tallie and Intacct simplify your expense report workflow with real-time, zero-click and bi-directional synchronization and complete customization. Together, we make the accounting workflow easy and intuitive, even when you're on-the-go.
- Consolidated Financials. Instantly consolidate your financials with our multi-entity accounting system and automated intercompany eliminations. Try SoftLedger Free for 30 Days.
- On-Demand ERP
- BTerrell Group can help you implement Intacct, the leader in cloud-based financial management and accounting applications
- Intacct delivers a comprehensive, fully-integrated financial management and accounting system that meets your evolving business needs
- Perficient is the leading digital transformation consulting firm serving Global 2000® and enterprise customers throughout North America.
- Award-winning technology consulting firm delivering transformative solutions to clients. Partners with ADP, Collibra, Informatica, Oracle and Salesforce.

Potential Blog topics (*Examples from other sites. Use these examples as ideas to create your own.*):

- *Case studies*
- *Company news, partnerships and awards*
- Five Things that keep CFO's Up at Night (And 5 Ways Cloud-Based ERP Can Help)
- Who Benefits from Cloud-Based ERP?
- Your 2017 Intacct Year End Checklist
- Payroll Year End is Coming – Are You Prepared?
- Six Things You Wish You Knew About 1099's
- Benefits of Integrated Project Accounting and Financial Management
- Audit-Ready Financials – Best Practices to Avoid Common Pitfalls
- The Business Case for Cloud Financials
- Interview with CEO
- 5 Questions CFO's Need to Ask
- 5 Steps to Finding the Right Accounting Solution for Your Business
- Key Benefits to Reducing Spreadsheets in Finance
- Ridiculous Attempted Tax Deductions
- Inventory Management Best Practices
- Why Automate Your Processes?
- Why We Choose to Partner with Intacct
- Shameful Accounting Sins We've All Committed – And How to Avoid Them in the Future
- The Spreadsheet Danger Zone
- Gartner Analyst Finds that 95% of Private Clouds are Failing
- The Continuing Growth of the Chief Financial Officer
- Questions Every CFO Must Ask their Controller
- How to Automate Financial Processes in your (*Church, Business, Non-Profit, Logistics Company, etc... find a niche that works for you*)
- 12 Signs Your Accounting Software is Holding You Back
- Four Stages of Accounting Software Implementation
- Comparing Intacct and (*whatever other software you choose*)
- What's So Important about Financial Reporting in Accounting Software?
- The 3 P's of Successful Accounting Software (*People, Process, Product*)
- Who's the best CFO in Financial Technology?
- Overcoming Common Challenges to Get the Most from the Cloud
- 5 Ways Your Outgrown Financial Software is Costing You Money
- Nine Questions You Should Ask Your Cloud Services Provider
- 5 Easy Steps to Acquire World-Class Financial Software
- ERP: The Key to Growth and Efficiency
- Safe and Secure in the Cloud
- Top 10 Signs You're Ready to Replace Quickbooks
- 9 Services Your Cloud-based Accounting Software Vendor Should Guarantee in Your Service Level Agreement (SLA)
- 3 Ways to Save Time and Your Sanity Through a New System

- Why Moving to the Cloud should be your Top Choice
- Deep Dive into Oracle's (*new solution, current solution, software name*)
- CRM – The Customer Voice: When You Should Listen and Respond
- The Voice of the Customer
- CRM Hacks
- Learning to Love User Problems

Competitor Ideas for landing pages or collecting email addresses:

- Free 30 day trial
- Outgrowing Quickbooks or Xero? Download White Paper for ideas of what to do next
- Sign up for Free Webinar