



Case Study:
CCH® Site
Builder

Tax & Accounting

*Michael Silver &
Company CPAs Engages
Clients, Prospective
Clients and Referrals
with Enhanced Website*



With its new branded website, built in partnership with CCH Site Builder, Michael Silver & Company CPAs provides expanded and improved information about its broad range of industry- and service line-focused expertise for local, national and international businesses, families and individuals.

Michael Silver & Company CPAs has provided value-added tax, accounting and audit, and consulting services for more than 70 years. However, when Lauren Wilson joined as director of marketing, the firm's website did not fully reflect or communicate the added value of the firm's capabilities and service offerings. For example, when Wilson contacted a service provider to the automobile dealer industry, one of the firm's deepest areas of expertise, they pointed out that the firm's website didn't feature any industry-focused credentials.

“In today's highly competitive market, it's important that your website tells your firm's full story. Your website is, in many ways, your 'stall' within a very busy marketplace. Market research evidence suggests that a firm will be vetted based on the wares it makes available on that stall.”

— Lauren Wilson,
Director of Marketing,
Michael Silver & Company CPAs

In Brief: Michael Silver & Company CPAs

- Founded in 1944
- Headquartered in Skokie, Illinois
- Approximately 60 employees
- Practice areas include: tax consulting and compliance, accounting and audit, and business consulting; registered investment advisory services; private client services
- Industry niches include: automobile and truck dealerships; vehicle and equipment leasing; manufacturing and distribution; professional/attorney services; real estate and construction; not for profit

One of Wilson’s primary strategic objectives in rebuilding the firm’s website was to ensure that the content was a better reflection of Michael Silver & Company CPAs’ complete range of services as well as its value proposition. After talking with two service providers, the firm chose CCH Site Builder, due to an informative sales process, the ease of integration with the firm’s existing CCH Axxess™ Portal and the overall cost-benefit solution that addressed a variety of marketing objectives.

“One of our overriding goals was to make our web presence much more comprehensive than it had been previously. We wanted to communicate the value proposition the firm had to offer, and also ensure this was reflected in the content. We wanted to demonstrate that the firm had strong expertise and capabilities in a range of practice, industry and service line areas.”

— Wilson

CCH Site Builder Delivers Professional, Custom Websites for Accounting Firms

CCH Site Builder provides the human capital and web development tools that firms need to get up and running with a professional website, one that can enhance the firm’s image as well as attract new clients and provide existing clients with relevant, up-to-date resources. Firms can choose to create their own website by customizing pre-built templates and content, or Wolters Kluwer can build a custom website. Wilson decided to go with a customized, proprietary build.

Michael Silver & Company CPAs’ creative team at Wolters Kluwer included developers Eric Leitzel and Heath Howard, who worked with Wilson to design the look and feel of the website as well as the navigation structure and functionality. They followed “Agile Methodology” to manage each stage of the project. Leitzel, Howard and Wilson agreed that communication was essential to a successful website project.

“Communication and planning was vital to the health of this project. We used Proof-of-Concept mockups to ensure that everyone was on the same page and fully understood the direction before implementing any major piece of the website.”

— Heath Howard,
Developer,
Wolters Kluwer Tax & Accounting

Going forward, the firm has the capability to add or edit content using the Wolters Kluwer content management system.

“The unique contributions that CCH Site Builder was able to add to this project were the overall look, feel and functionality of the website as well as the integration of Wolters Kluwer’s content management system along with resource tools. When combined with Michael Silver & Company CPAs’ proprietary content, the result is a very informative, interactive and solidly designed website.”

— Eric Leitzel,
Developer,
Wolters Kluwer Tax & Accounting

Interactive Website Features Help Generate Leads for Prospective Clients

Another of Wilson’s primary goals with the new website has been to help increase the number of leads generated online. Custom forms were designed to make it easier for visitors to quickly gain access to more information about practices, industries and service lines. One feature of the new website is a “Request for Proposal” form that encourages the submission of RFPs from multiple industries.

The firm issues monthly email campaigns to clients, prospective clients and centers of influence that feature proprietary thought leadership articles on accounting, tax and consulting topics. Using CCH Site Builder, within the Resource Center section, it’s easy to produce dedicated “landing pages” for that content, which is designed to attract and engage visitors and guide them to additional information.



A Good Website is an Effective Engagement Tool

While Wilson knows that new clients are often sourced from word-of-mouth referrals, which is typical within professional services industries, what’s different today is that those referred prospects are doing their online research first, visiting websites before reaching out to service providers.

“An impressive web presence is an absolute necessity in order to attract and engage prospective clients. A good website should inform and educate existing clients as well, so they are exposed to other areas where their firm can provide services. If your clients don’t know you can address a whole range of challenges, they might not know they can ask for your help. A good web presence absolutely impacts client retention as much as it affects client recruitment.”

— Wilson

Wilson continues to develop and add new industry and service line sections to the website. One other area due to receive significant attention is the Careers section.

“In an increasingly competitive recruiting environment, it’s a given that prospective employees will visit a website before they decide to schedule an interview.”

“Today, a decent website is ‘table stakes,’ the price of entry within an increasingly competitive marketplace, where some services are often perceived as commodities. Good websites can often create a favorable first impression, and bad websites often leave a less than positive impression. The time and efforts we’ve dedicated to building a more robust web presence have been worth the investment.”

— Wilson

Contact information:

Wolters Kluwer
2700 Lake Cook Road
Riverwoods, IL 60015
United States
800-739-9998

Please visit CCHGroup.com/SiteBuilder
for more information.

