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.cpa Domains
Client Success Story

When lead generation starts at the domain level

"Today, prospective clients are looking for firms online," says Julio Acosta, founder of Miami-based Acosta Tax & Advisory. "And when they search, many of them search by geography – they'll add a city name to the search. So when we saw that .cpa domains were finally available, we moved quickly."

Lead generation is only one of the benefits Acosta saw in the .cpa domain. He knew that with a .cpa domain, his small, 14-person firm could instantly convey its credibility, professionalism, security focus, and innovative digital orientation. The firm promptly moved to secure several location-driven names, starting with MiamiBeach.cpa. Within a month of being awarded the domain names, many were up and running for all clients and prospects to see.

The benefits were immediate. "We notified clients through our newsletter and direct emails about the change, which gave us an opportunity to emphasize our focus on security and digital innovation," says Acosta. "They feel safer. They see that we're growing and innovating. And they associate our new domain with our commitment to staying at the cutting edge of technology."

For Julio, the security benefits of the .cpa domain were especially important given the experience of a friend's CPA firm. "He was hacked – ransomware was placed on his servers," says Acosta. "Suddenly his clients were getting emails from entities that seemed legitimate, but were actually looking to do harm. Our .cpa domain helps us avoid that."

For other firms considering making the move to a .cpa domain, Acosta has clear advice: "If you're looking for growth, and if you want to convey to clients that they can do business with you electronically in a secure environment, you should definitely get the domain," he says.

Want to see one of Acosta's location-centric domains at work? Just visit www.miamibeach.cpa. To apply for your firm's preferred domain address now, get started at domains.cpa.



– **Julio Acosta**
Partner, Acosta Tax & Advisory



Firm Profile: Florida based tax and accounting firm focused on the needs of individuals and small to medium size businesses.

Staff: 14