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.cpa Domains Client Success Story

"We worried about making the move to .CPA. My advice? Don't worry so much."

"Over ten years ago, we secured dwgcpatx.com for our newly launched firm – it seemed like the best fit at the time, given the limited options we had to choose from" says Darrell Groves, managing director of Texas-based DWG CPA. "But as our firm grew and matured over the years, it became clear that our domain name was just too long and hard to remember. So when we heard about the new .cpa domains, we were intrigued."

DWG is a digitally oriented, cloud-based accounting firm – its website plays a critical, central role in its sales and marketing efforts, as well as in managing its ongoing relationships with clients. Having a short, memorable domain name is important to them as a strategic asset. And with .cpa, they saw an opportunity to upgrade this asset.

But firm leaders weren't immediately sold on the idea. "Our first question was: 'Is it really going to be worth it?'," says Groves. "We worried about all the things that might go wrong, the impact it would have on client communications, on our email system, on clients' and prospects' ability to find us, and more. But then we thought about the value of marketing to our firm, and of having a shorter url, and we didn't take long to decide we needed to make the move."

Now, when asked what advice he would give to other firms considering making the move to the .cpa domain, Groves says "just don't worry about it so much!" In the end, the potential obstacles DWG had identified never came to pass. "All the things we thought could be trouble, like the shift to a new email address, or losing traffic to our site – in the end, it was all very easy," says Groves. "It's really been a very seamless transition."

Groves also suggests that other firms make their move now. "We think this is the future," says Groves. "And we wanted to be on the front end of change, to really embrace it. It's worked out for us."

Want to see DWG's simple, direct new domain at work? Just visit dwg.cpa. To apply for your firm's preferred domain address now, get started at domains.cpa.



– **Darrell Groves, CPA, CFE, CGMA**
Managing director of Texas-based
DWG CPA



Firm Profile: DWG is a digitally oriented, cloud-based accounting firm based in Texas

Niches served: Construction, healthcare, dental, law firms, real estate and more

Staff: Small firm with almost 10 employees