

## CASE STUDY

### Website for a Financial Advisory, Tax & Accounting Consulting Business



[KMcGowanConsulting.com](http://KMcGowanConsulting.com)



#### AT A GLANCE

##### Client Industries

- Financial Advisory Services
- Tax Services
- Accounting Services

##### The Opportunity

- New Website

##### The Solutions

- Branding
- Research & Strategy
- Responsive Website Design
- Website Copywriting
- Search Engine Optimization
- Photography

Kevin McGowan CPA Consulting Services offers a wide range of tax, accounting, and financial advisory services to individuals, businesses, and nonprofit organizations. The independent consultancy has significant experience in federal, state, local, and international tax matters. Prior to launching his consulting business, Mr. McGowan was part of the senior leadership team of Pepco Holdings, Inc., a subsidiary of Exelon, and led several key regulatory and financial groups for more than 17 years.

Following his retirement from Pepco, Mr. McGowan decided to launch a consulting business where he could leverage more than 30 years of financial, tax, and accounting expertise.

#### CHALLENGES

A website is a key component to the brand identity of a new business. The client needed a website that would seamlessly incorporate well-written content, graphics, and functionality into an appealing and welcoming design. It was crucial that Mr. McGowan's decades of financial, tax, and accounting expertise would resonate throughout the site as an introduction to prospective individual, corporate, and nonprofit clients.

#### SOLUTIONS

I customized a WordPress website based on the company's new brand identity and communicated Kevin McGowan's reputation and tax, accounting, and financial advisory expertise with engaging and informative content. The new site is easy to navigate, visually appealing, and welcoming.