

Website Information Analysis Form

EME 6207 M2.2 Annette F. Robinson

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Client Name

Ignatius L. Jackson, CPA

Website URL

<https://www.iljcpa.com/>

Detailed Information Hierarchy

- 1.0 Home
- 2.0 About
 - 2.1 Client Reviews
- 3.0 Services
 - 3.1 Business Services
 - 3.1.1 Small Business Accounting
 - 3.1.2 Bookkeeping Services
 - 3.1.3 Payroll
 - 3.1.4 Part-Time CFO Services
 - 3.1.5 Audits-Reviews-Compilations
 - 3.1.6 Non-Profit Organizations
 - 3.1.7 Internal Controls
 - 3.2 Crowdfunding Services (this links to page 4.0)
 - 3.3 Tax Services
 - 3.3.1 Tax Preparation for Businesses
 - 3.3.2 Business Tax Planning
 - 3.3.3 Individual Tax Preparation
- 4.0 Crowdfunding
- 5.0 Workshops

6.0 Tax Center

- 6.1 Track Your Refund
- 6.2 Tax Due Dates
- 6.3 Tax Rates
- 6.4 IRS Tax Forms and Publications
- 6.5 Record Retention Guide
- 6.6 State Tax Forms

7.0 Resources

- 7.1 Financial Calculators (each of these is a Calc Section page providing calculator widgets from CalcXML.com)
 - 7.1.1 Cash Flow
 - 7.1.2 College
 - 7.1.3 Credit
 - 7.1.4 Home and Mortgage
 - 7.1.5 Insurance
 - 7.1.6 Investment
 - 7.1.7 Paycheck and Benefits
 - 7.1.8 Qualified Plans
 - 7.1.9 Retirement
 - 7.1.10 Saving
 - 7.1.11 Taxation
 - 7.1.12 Auto
 - 7.1.13 Business
- 7.2 Client Portal
- 7.3 SecureSend
- 7.4 Internet Links
- 7.5 Security Measures (linked from 7.0 Resources page but not linked from the top menu Resources item)
- 7.6 Blog (This page contains the full text of eight blog articles; each article's title links to its own page as shown here, with the addition of a comment form at the end.)
 - 7.6.1 Am I Real Estate Dealer or a Real Estate Investor?
 - 7.6.2 Tax Strategies for Business Owners
 - 7.6.3 Business Owners Don't Take Vacations, They Take Business Trips
 - 7.6.4 Components of an Effective Business Plan
 - 7.6.5 Benefits of Compilations for Your Business
 - 7.6.6 Crowdfunding CPA Services
 - 7.6.7 Preparing for an Audit
 - 7.6.8 Why Choose a CPA?
- 7.7 Guides [*some of the subpages are linked to from more than one guide page
**I've grayed out the CalcXML links when they go direct to the CalcXML website]
 - 7.7.1 Life Events
 - 7.7.1.1 Getting Married
 - 7.7.1.1.1 Getting Married (or Divorced): Some Financial Guidelines
 - 7.7.1.1.2 Life Insurance: How Much and What Kind To Buy

- 7.7.1.1.3 Getting Married: Frequently Asked Questions
- 7.7.1.1.4 Life Insurance: Frequently Asked Questions
- 7.7.1.1.5 Link to "How much am I spending?" CalcXML page
- 7.7.1.2 Becoming a Parent
 - 7.7.1.2.1 Becoming a Parent: The Financial Considerations
 - 7.7.1.2.2 The "Nanny Tax" Rules: What To Do If You Have Household Employees
 - 7.7.1.2.3 Your Child's Education: How To Finance It
 - 7.7.1.2.4 Life Insurance: How Much and What Kind To Buy
 - 7.7.1.2.5 Raising a Child: Frequently Asked Questions
 - 7.7.1.2.6 "Nanny Tax" Rules: Frequently Asked Questions
 - 7.7.1.2.7 Saving for College: Frequently Asked Questions
 - 7.7.1.2.8 Life Insurance: Frequently Asked Questions
 - 7.7.1.2.9 How Much Am I Spending? (one of the CalcXML financial calculators)
 - 7.7.1.2.10 How Much Life Insurance Do I Need? (CalcXML)
- 7.7.1.3 Preparing for College
 - 7.7.1.3.1 Your Child's Education: How To Finance It
 - 7.7.1.3.2 Higher Education Costs: How To Get The Best Tax Treatment
 - 7.7.1.3.3 Saving for College: Frequently Asked Questions
 - 7.7.1.3.4 Tax Benefits of Higher Education: Frequently Asked Questions
 - 7.7.1.3.5 How Much Should I Be Saving For College? (CalcXML)
- 7.7.1.4 Developing a Financial Plan
 - 7.7.1.4.1 Your Financial Plan: Getting Started On a Secure Future
 - 7.7.1.4.2 Budgeting: How To Prepare a Workable Plan
 - 7.7.1.4.3 Developing a Financial Plan: Frequently Asked Questions
 - 7.7.1.4.4 Investment Options: Frequently Asked Questions
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 - 7.7.1.4.6 How Do Taxes and Inflation Impact My Investment Return? (CalcXML)
 - 7.7.1.4.7 How Long Will It Take To Pay Off My Credit Card? (CalcXML)
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 - 7.7.1.5.2 Applying For a Loan: How To Get The Best Loan At The Lowest Cost
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 - 7.7.1.5.4 ATM Transactions: Frequently Asked Questions
 - 7.7.1.5.5 Getting a Loan: Frequently Asked Questions
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- 7.7.1.6.1 Credit Cards: How To Choose - And Use - Them Wisely
- 7.7.1.6.2 Credit Reports: What You Should Know - And Do - About Yours
- 7.7.1.6.3 Merchant Credit Card Abuses: What They Cannot Ask You To Do
- 7.7.1.6.4 Your Credit Card Rights: What To Do If You Have a Problem
- 7.7.1.6.5 Getting Out of Financial Trouble: Steps You Can Take
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 - 7.7.1.8.3 Life Insurance: How Much and What Kind To Buy
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 - 7.7.6.1 Small Business: Frequently Asked Questions
 - 7.7.6.2 Choosing a Professional: Frequently Asked Questions
 - 7.7.6.3 Employee Benefits: Frequently Asked Questions
 - 7.7.6.4 Recordkeeping: Frequently Asked Questions
 - 7.7.6.5 Travel and Entertainment: Frequently Asked Questions
 - 7.7.6.6 Marketing and Pricing: Frequently Asked Questions
 - 7.7.6.7 Business Forms of Organization: Frequently Asked Questions
 - 7.7.6.8 Incorporating: Frequently Asked Questions
 - 7.7.6.9 Limited Liability Companies: Frequently Asked Questions
- 7.7.7 Home Owners
 - 7.7.7.1 Buying a Home: Frequently Asked Questions
 - 7.7.7.2 Mortgages: Frequently Asked Questions
 - 7.7.7.3 Homeowner's Insurance: Frequently Asked Questions
 - 7.7.7.4 Selling Your Home: Frequently Asked Questions

- 7.7.7.5 Planning Your Move: Frequently Asked Questions
- 7.7.8 Financial Planning
 - 7.7.8.1 Developing a Financial Plan: Frequently Asked Questions
 - 7.7.8.2 Investment Options: Frequently Asked Questions
 - 7.7.8.3 Annuities: Frequently Asked Questions
 - 7.7.8.4 Bonds: Frequently Asked Questions
 - 7.7.8.5 Mutual Funds: Frequently Asked Questions
 - 7.7.8.6 Stocks: Frequently Asked Questions
 - 7.7.8.7 Saving for College: Frequently Asked Questions
 - 7.7.8.8 Retirement Assets: Frequently Asked Questions
 - 7.7.8.9 Retirement Plan Distributions: Frequently Asked Questions
 - 7.7.8.10 IRAs: Frequently Asked Questions
 - 7.7.8.11 Traditional vs Roth IRAs: Frequently Asked Questions
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 - 7.7.9.4 Life Insurance: Frequently Asked Questions
 - 7.7.9.5 Long-Term Care Insurance: Frequently Asked Questions
- 7.7.10 Life Events: Frequently Asked Questions
 - 7.7.10.1 Buying or Leasing Your Next Car: Frequently Asked Questions
 - 7.7.10.2 Getting Married: Frequently Asked Questions
 - 7.7.10.3 Getting Divorced: Frequently Asked Questions
 - 7.7.10.4 Death of a Loved One: Frequently Asked Questions
 - 7.7.10.5 Other Situations: Frequently Asked Questions
- 7.7.11 Credit
 - 7.7.11.1 Credit Cards: Frequently Asked Questions
 - 7.7.11.2 Credit Reports: Frequently Asked Questions
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- 7.7.12 Banking
 - 7.7.12.1 Financing Questions: Frequently Asked Questions
 - 7.7.12.2 Getting a Loan: Frequently Asked Questions
 - 7.7.12.3 Loan Questions: Frequently Asked Questions
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- 7.7.13 Affluent Individuals
 - 7.7.13.1 Charitable Contributions: Frequently Asked Questions
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 - 7.7.13.3 Living Trusts: Frequently Asked Questions
 - 7.7.13.4 Your Estate and Taxes: Frequently Asked Questions
- 7.7.14 Parents
 - 7.7.14.1 Raising a Child: Frequently Asked Questions
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- 7.7.14.3 "Nanny Tax" Rules: Frequently Asked Questions
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- 7.7.15 Taxes
 - 7.7.15.1 Tax Saving Strategies: Frequently Asked Questions
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 - 7.7.15.3 Tax Benefits of Higher Education: Frequently Asked Questions
- 7.8 Newsletter/This Month's Newsletter
 - 7.8.1 Previous Newsletters/Archive
 - 7.8.1.1 August, 2020
 - 7.8.1.2 July, 2020
 - 7.8.1.3 June, 2020
 - 7.8.1.4 May, 2020
 - 7.8.1.5 April, 2020
 - 7.8.1.6 March, 2020

8.0 Contact

Elements (frame/always visible) present on all pages:

- Right sidebar – Subscribe; Phone Number/link; Directions
- Bottom right corner – Contact

Scrolling elements present on all pages:

- Top left – link to Home page
- Top menu navigation (hoverable drop-down menus)
- Left panel – Contact, Client Portal (Secure Login, SecureSend, Register Here), FAQs (a couple of the FAQ links are dead)
- "Stay Connected" horizontal panel with contact details and social media links
- Google Maps widget as horizontal panel
- Horizontal panel containing scrolling quotes of recommendation
- Bottom-of-page navigation menus
 - Navigation: Provides links to the same Level 1 pages as the top menu navigation bar does
 - Featured Articles: Links to articles in the company's newsletter (some are pointing to the wrong article)
 - Financial Links (to external websites)
 - Government Links (to US Government websites)
- Tradingview.com financial information widget as horizontal panel
- Bottom horizontal panel ('footer pages' in site map) with copyright statement and links to:
 - Admin Login
 - Privacy Policy
 - Disclaimer
 - Security Measures
 - Site Map

- The site map lists ‘Search’ as one of the footer pages, though it is not. The search box on that page does not seem to function.
- Back to Top

Create Two Audience Personas for This Site

Persona #1

Phyllis is a 45-year-old Arizona native. As vice president of the homeowner’s association of her Phoenix condo community, she has been tasked with finding a CPA to replace the existing firm who were overcharging and underperforming.

Phyllis is technologically proficient. Her day job as executive assistant to the CEO of a software company calls for computer skills including internet research. She performs a preliminary search on the Arizona Society of CPAs’ website for firms within 5 miles of her 85004 zip code. Ignatius L. Jackson, CPA is one of the names on the list and Phyllis is easily able to click through to his website and evaluate what she finds there.

Persona #2

Bob is 62 years old and self-employed. He operates a sole proprietor plumbing business. He is respected in his community and is known to cut his prices for seniors and others in financial difficulties. He hates computers and tends to keep his own financial documents and receipts in shoe boxes; he is not strong on accuracy or keeping up with IRS regulations when he files his taxes. This year, Bob made a major mathematical error in his taxes and is now facing an IRS audit. Ignatius L. Jackson was recommended by a friend who uses the CPA firm for bookkeeping services.

Brief Analysis of the Website.

The impression I was initially left with after analyzing this website was: Ignatius L. Jackson is the person I would hire if I were looking for a CPA. I felt, purely from an informational viewpoint, that whether it was Ignatius or his team who provided the resources available on and through ILJCPA.com, this was a treasure chest of seemingly exhaustive information (especially the Guides, under Resources, that had me wringing my hands as I put together the information hierarchy – endless pages!)

I found another CPA website that has the same Guides section <https://www.rlrcpas.com/reports.php>. This one has a statement “Accounting Website powered by CPA Site Solutions”. There are some other similarities including the SecureSend feature, so it is likely that ILJCPA.com is also built by CPA Site Solutions. However, I don’t feel this greatly diminishes the positive impact.

The subdued blue-and-white color scheme is soothing. At first glance, though, I was a little overwhelmed by the Home page. There are six menus at the top; then a whole lot of mouse work scrolling down the page, past the left-side panel (contact us for a consultation, portal login, SecureSend, register, FAQs); what seems like an About Us section in the middle that is different from the actual About Us page, with a current month calendar; and another

three horizontal panels to navigate past before arriving at the bottom menus/links; but oh, wait, there is still a financial information widget and, finally, the bottom of the page with copyright statement and footer links including privacy and login, with a site map and “Back to Top” – ah, I would have appreciated being able to go Back to Top at any point while I was scrolling down the page.

Final impression: Perhaps the website reflects its owner – busy, busy, busy, but what a wealth of information and expertise!