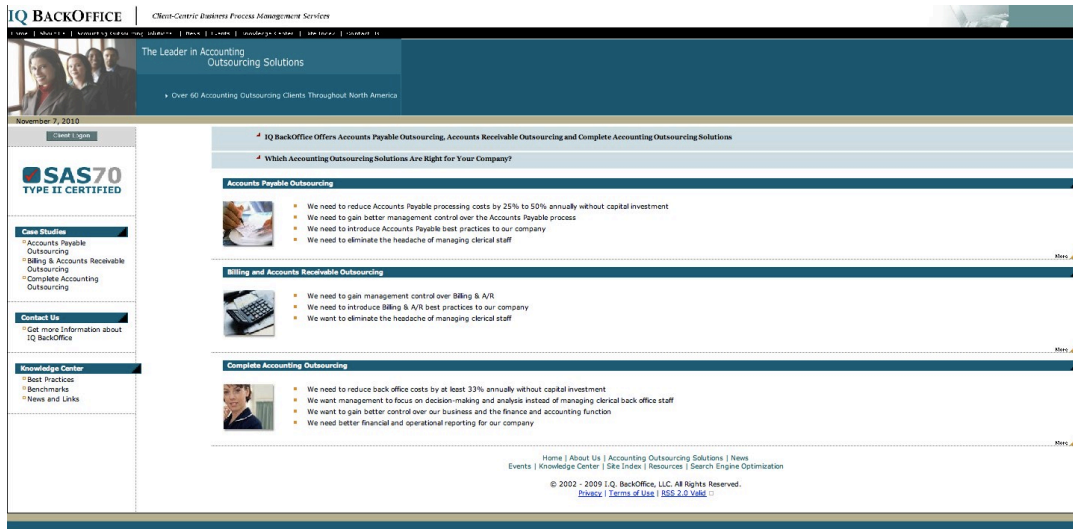# James Denning – Web Copy for Accounting Client

The screenshots on the following pages show some of my work for an accounting services outsourcer. As part of a marketing materials overhaul, I rewrote the copy, helped select a graphic designer and worked with a consulting firm to improve the web site and print collateral.
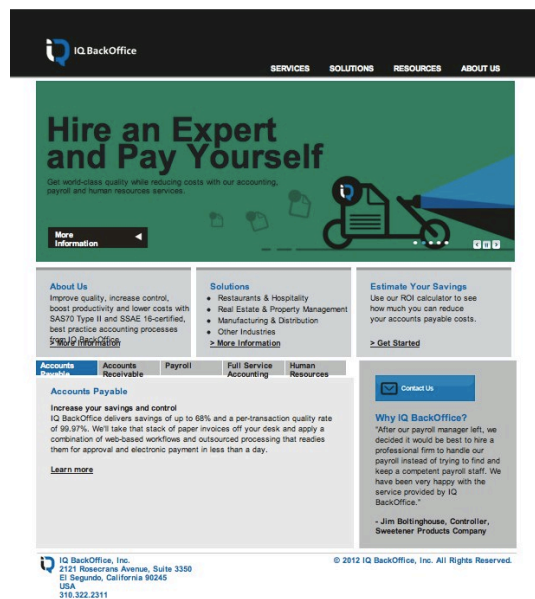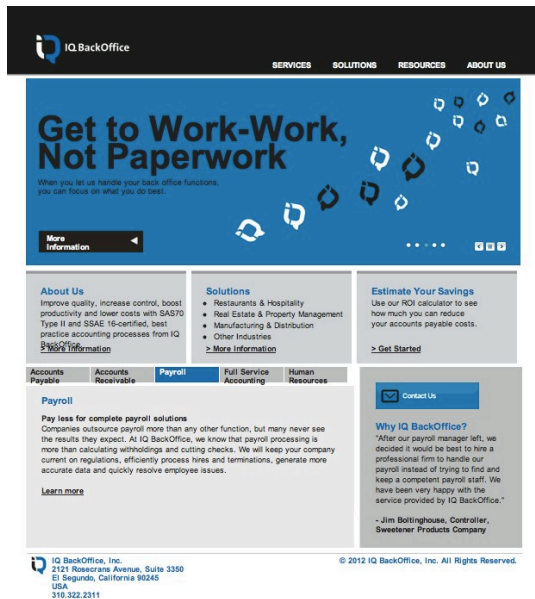
## Previous Home Page
The previous home page for the client follows:



## New Home Pages
The new home page was designed around five rotating headers. Two are shown below. More examples of the headers and home page copy follow on the next two pages.

The home page features five rotating headers that describe various features and benefits the client offers.

**Headers:**

- **About Us**
  IQ BackOffice is the leading accounting outsourcer, offering 99.97% quality and up to 68% savings to companies around the globe. Our accounts payable, accounts receivable, payroll and human resources services leverage your existing systems to deliver significant process improvements and faster access to information. Working with IQ BackOffice drives lower costs, better decision-making and stronger financial controls for our clients.

- **Hire an Expert and Pay Yourself**
  Get world-class quality while reducing costs with our accounting, payroll and human resources services.

- **Get to Work-Work, Not Paperwork**
  When you let us handle your back office functions, you can focus on what you do best.

- **Do What You Do…Better**
  We don't change your business processes, we make them more efficient and effective.

- **Why Do Everything Yourself?**
  We'll take on the grunt-work while you focus on building your business.

**Selected Additional Copy from Solutions Interface**

- **Accounts Payable**
  **Increase your savings and control** IQ BackOffice delivers savings of up to 68% and a per-transaction quality rate of 99.97%. We'll take that stack of paper invoices off your desk and apply a combination of web-based workflows and outsourced processing that readies them for approval and electronic payment in less than a day. Learn more.

- **Accounts Receivable**
  **Comprehensive billing, cash application and collections management** Working capital is the lifeblood of a company, but it's still largely tracked via hand-processed billing, cash application and collections management. IQ BackOffice is ready to move you forward with web-based workflows and outsourced processing that can cut your costs by up to 68% while providing real-time insight into your accounts receivable and cash flow. Learn more.

- **Payroll**
  **Pay less for complete payroll solutions** Companies outsource payroll more than any other function, but many never see the results they expect. At IQ BackOffice, we know that payroll processing is more than calculating withholdings and cutting checks. We will keep your company current on regulations, efficiently process hires and terminations, generate more accurate data and quickly resolve employee issues. Learn more.

- **Full-Service Accounting**
  **Reduced costs, better control and more informed decisions** IQ BackOffice offers complete accounting services that combine top-to-bottom process reengineering and best practices with web-based workflow systems. We leverage your existing infrastructure to reduce errors and lower costs while improving your controls and delivering real-time insight into your processes at all levels. Learn more.

- **Human Resources**
  **Helping your employees grow with your enterprise** IQ BackOffice provides a full range of human resource administration and management services to companies of all sizes. Our solutions scale from narrowly-focused software implementations to complete departmental replacements, and include human resources management, human resources information systems (HRIS), payroll management and integration, and web-based talent management. Learn more.