

## 20201102 – Swift Bookkeeping & Tax Website Content Brief

**Overview:** x4 pages of content for the Swift Bookkeeping & Tax Website re-design. Pages determined as required – Home, Services, About, Contact.

### 01 HOME

SECTION	CONTENT
Header	Logo Navigation – About Us, Services, Contact Us Insert: 647.884.2585
Hero Image	<b>Title:</b> Take Control of Your Finances <b>Subtitle:</b> We Help You Get the Most Out of Your Business <b>Image:</b> Something to this effect - <a href="https://www.pexels.com/photo/man-and-woman-near-table-3184465/">https://www.pexels.com/photo/man-and-woman-near-table-3184465/</a> <b>CTA:</b> Book Your Free Consultation Today <b>CTA Link:</b> Pop Up Form – Name, Email, Phone Number <b>Button Copy:</b> Submit After submission copy – Thank you for contacting Swift Bookkeeping & Tax. A member of our team will contact you shortly to book your free consultation.
About	<b>Title:</b> Your Bookkeeping & Tax Experts <b>Image:</b> The Swift Team? <b>Copy:</b> Swift Bookkeeping & Tax specializes in helping small businesses and individuals by creating customized solutions to their accounting and finance needs. <b>CTA:</b> Learn More <b>CTA Link:</b> 02 ABOUT
Challenges	<b>Title:</b> Spend Time Doing What You Do Best <b>Subtitle:</b> Let Swift Bookkeeping & Tax Handle the Rest! <b>Copy:</b> Whether you're a small business owner or an individual, we know there's never enough time in the day. At Swift Bookkeeping & Tax, we understand the financial management needs you encounter on a day to day basis and offer customized services and solutions.  Our goal is to provide customized bookkeeping and accounting services to assist our clients by improving systems and saving them money. We're highly experienced and will analyze your books and business in order to not only streamline your processes, but recognize areas for improvement, developing a trusted working relationship that is beyond exceptional.
Services	<b>Title:</b> Swift Services & Solutions

	<p><b>SECTION #1</b>  <b>Title:</b> Accounting Solutions  <b>Icon:</b> ?  <b>Copy:</b> We provide a complete range of accounting solutions for individuals and their small or medium size businesses.  <b>CTA:</b> Learn More  <b>CTA Link:</b> 03 SERVICES</p> <p><b>SECTION #2</b>  <b>Title:</b> Tax Preparation  <b>Icon:</b> ?  <b>Copy:</b> We take a proactive approach with tax planning for our clients by identifying opportunities to optimize their filing.  <b>CTA:</b> Learn More  <b>CTA Link:</b> 03 SERVICES</p> <p><b>SECTION #3</b>  <b>Title:</b> Bookkeeping Services  <b>Icon:</b> ?  <b>Copy:</b> We provide accurate and customized bookkeeping services based on your specific needs.  <b>CTA:</b> Learn More  <b>CTA Link:</b> 03 SERVICES</p> <p><b>SECTION #4</b>  <b>Title:</b> Government Filing  <b>Icon:</b> ?  <b>Copy:</b> We prepare and submit various documents, according to government requirements, in a timely manner.  <b>CTA:</b> Learn More  <b>CTA Link:</b> 03 SERVICES</p>
<b>CTA</b>	<p><b>Title:</b> Are You Ready for Some Financial Peace of Mind?  <b>CTA:</b> Book a Free Consultation Today  <b>CTA Link:</b> Pop Up Form – Name, Email, Phone Number  <b>Button Copy:</b> Submit  After submission copy – Thank you for contacting Swift Bookkeeping &amp; Tax. A member of our team will contact you shortly to book your free consultation.</p>
<b>Testimonials (rotating section)</b>	<p><b>TESTIMONIAL #1</b>  “When I was in my first year of business, I was lost with any form of accounting. I didn’t know where to start and I was overwhelmed with the abundance of paper work I had to organize. I met Bob, and with no</p>

	<p>hesitation he was there to help me. It's been now 3 years that I've been with him, and I'd like to say as entrepreneurs, we will grow old together.</p> <p>He's always a call away and goes beyond all measures to make sure his client is happy. If you're someone like I was and feel intimidated by numbers, entrust yourself in Bob. He will not disappoint and he will guide you to know the value of your business." – Melissa Piazza</p> <p><b>TESTIMONIAL #2</b>  "Swift Bookkeeping was a turn-key service for me, no issues with getting my taxes sorted and I was very satisfied. Even when I came last minute, they were able to get it done with no issues." - Kevin Samaranayake</p> <p><b>TESTIMONIAL #3</b>  "As a new business owner, I didn't understand how to do my taxes and it was costing me. I've been working with Swift Bookkeeping for over a year now and I couldn't be happier!" – Donald Clarke</p> <p><b>TESTIMONIAL #4</b>  "I have been doing my taxes with Bob for the past couple years and I have always had a great experience. He is very knowledgeable and professional. Not only does he treat his clients in a friendly matter, but he also went the extra mile to ensure I got all my taxes done in a timely manner. Extremely happy and satisfied with the service Bob provided, look forward to continuing to work with him for many years!" - Balkaran Singh</p>
<b>Location</b>	<INSERT MAP>
<b>Footer</b>	Phone: 647.884.2585 INFO@SWIFTBOOKKEEPINGANDTAX.COM 4040 Steeles Ave West Unit 44 Suite 10 Woodbridge, ON L4L 4Y5  INSERT SOCIAL MEDIA ICONS – LinkedIn, Instagram, Facebook  Navigation – Home, About Us, Services, Contact Us

**02 ABOUT**

<b>SECTION</b>	<b>CONTENT</b>
<b>Header</b>	Logo Navigation – About Us, Services, Contact Us Insert: 647.884.2585
<b>Main</b>	<b>Title:</b> About Us <b>Subtitle:</b> Your Bookkeeping & Tax Experts <b>Image:</b> A professional or lifestyle image of Bob Faboyedel

	<p><b>Copy:</b> Over the past three years, led by Bob Faboyedel, Swift Bookkeeping &amp; Tax has helped numerous small businesses and individuals with all their bookkeeping and tax needs.</p> <p>After graduating from Sheridan in 2014, Bob worked in the finance and accounting industry for two years. In early 2015 he started Swift Bookkeeping &amp; Tax on a part time basis after seeing the need for affordable bookkeeping and tax services for small businesses. In 2016 he quit his full-time job to solely work with Swift Bookkeeping &amp; Tax clients.</p> <p>Today Bob and his team of professional accountants and bookkeepers provide services to small businesses all over the Greater Toronto Area and the Downtown core. We understand that every client has distinctly different requirements and we make every effort to understand our clients' culture, operations, and business environment, creating customized accounting solutions to best meet their needs.</p>
<b>CTA</b>	<p><b>CTA:</b> Learn How Swift Can Help Your Small Business  <b>CTA Link:</b> 03 SERVICES</p>
<b>Footer</b>	<p>Phone: 647.884.2585  INFO@SWIFTBOOKKEEPINGANDTAX.COM  4040 Steeles Ave West Unit 44 Suite 10 Woodbridge, ON L4L 4Y5</p> <p>INSERT SOCIAL MEDIA ICONS – LinkedIn, Instagram, Facebook</p> <p>Navigation – Home, About Us, Services, Contact Us</p>

**03 SERVICES**

<b>SECTION</b>	<b>CONTENT</b>
<b>Header</b>	<p>Logo  Navigation – About Us, Services, Contact Us  Insert: 647.884.2585</p>
<b>Main</b>	<p><b>Title:</b> Offering Professional and Experienced Customized Accounting Solutions and Services  <b>Image:</b> ?  <b>Copy:</b> We work with clients to determine the best solutions and services for their business or individual needs.</p>
<b>SERVICE #1</b>	<p><b>Subtitle:</b> Accounting Solutions  <b>Copy:</b></p> <p>We appreciate how overwhelming it can be to keep accurate and consistent accounting records. No single business is the same and all require a different combination of services to maximize their business growth potential.</p>

	<p>At Swift Bookkeeping &amp; Tax, we don't just offer regular accounting services. We provide each client exclusive accounting solutions that are based on their financial requirements. Our team will make every effort to understand your business culture, operations, and environment.</p> <p>We provide a complete range of accounting solutions for individuals and their small or medium sized businesses in the following areas:</p> <ul style="list-style-type: none"><li>• Financial Statement Preparation &amp; Reporting</li><li>• Budgeting &amp; Forecasting</li><li>• Auditing</li></ul> <p><b>Icon:</b> ? <b>CTA:</b> Inquire About Accounting Solutions <b>CTA Link:</b> Pop Up Form – Name, Email, Phone Number, Question/Comment <b>Button Copy:</b> Submit After submission copy – Thank you for contacting Swift Bookkeeping &amp; Tax. A member of our team will contact you shortly.</p>
<b>SERVICE #2</b>	<p><b>Subtitle:</b> Tax Preparation <b>Copy:</b></p> <p>Tax preparation can be complex and challenging for individuals and businesses alike. Our tax specialists have years of experience dealing with the CRA and the specific requirements that relate to your business. We know the right questions to ask and are highly experienced when it comes to preparing tax documents.</p> <p>At Swift Bookkeeping &amp; Tax we communicate with the CRA on behalf of our clients. We take a proactive approach with tax planning for our clients by identifying opportunities to protect their earnings and keep their assets safe.</p> <p>Our complete tax preparation services include:</p> <ul style="list-style-type: none"><li>• Personal and Corporate Tax Preparation</li><li>• Tax Planning and Compliance</li><li>• Identification of Opportunities and Issues</li></ul> <p><b>Icon:</b> ? <b>CTA:</b> Inquire About Tax Preparation</p>

	<p><b>CTA Link:</b> Pop Up Form – Name, Email, Phone Number, Question/Comment  <b>Button Copy:</b> Submit  After submission copy – Thank you for contacting Swift Bookkeeping &amp; Tax. A member of our team will contact you shortly.</p>
<b>SERVICE #3</b>	<p><b>Subtitle:</b> Bookkeeping Services  <b>Copy:</b></p> <p>When it comes to bookkeeping, most businesses don't know where to start. Organizing your daily sales and expenses for your business can be an overwhelming task and most business owners would much prefer to concentrate on growing their business, and we don't blame them! However, books need to be balanced and accurate record-keeping is essential to the ongoing operation and financial stability of any company.</p> <p>If you are looking for consistency and continuity then you've come to the right place! Our team here at Swift Bookkeeping &amp; Tax will provide you with accurate and customized bookkeeping services based on your requirements.</p> <p>We provide our clients with:</p> <ul style="list-style-type: none"> <li>• Full Cycle Bookkeeping</li> <li>• Fully Modernized Cloud-Based Backup</li> <li>• Payroll</li> <li>• No Interruptions in Service</li> </ul> <p><b>Icon:</b> ?  <b>CTA:</b> Inquire About Bookkeeping Services  <b>CTA Link:</b> Pop Up Form – Name, Email, Phone Number, Question/Comment  <b>Button Copy:</b> Submit  After submission copy – Thank you for contacting Swift Bookkeeping &amp; Tax. A member of our team will contact you shortly.</p>
<b>SERVICE #4</b>	<p><b>Subtitle:</b> Government Filing  <b>Copy:</b></p> <p>Government reporting and filing are an important part of running a business that can often prove difficult and challenging if you don't know what you're doing.</p>

	<p>Our team at Swift Bookkeeping &amp; Tax will help you avoid penalties and potential audits. We prepare and submit the following documents according to government requirements in a timely manner:</p> <ul style="list-style-type: none"> <li>• HST Returns</li> <li>• All T-slips (T3, T4, T5)</li> <li>• Record of Employment</li> <li>• WSIB Returns</li> <li>• Payroll Remittance</li> </ul> <p><b>Icon:</b> ?  <b>CTA:</b> Inquire About Government Filing  <b>CTA Link:</b> Pop Up Form – Name, Email, Phone Number, Question/Comment  <b>Button Copy:</b> Submit  After submission copy – Thank you for contacting Swift Bookkeeping &amp; Tax. A member of our team will contact you shortly.</p>
<b>Footer</b>	<p>Phone: 647.884.2585  INFO@SWIFTBOOKKEEPINGANDTAX.COM  4040 Steeles Ave West Unit 44 Suite 10 Woodbridge, ON L4L 4Y5</p> <p>INSERT SOCIAL MEDIA ICONS – LinkedIn, Instagram, Facebook</p> <p>Navigation – Home, About Us, Services, Contact Us</p>

**04 CONTACT**

<b>SECTION</b>	<b>CONTENT</b>
<b>Header</b>	<p>Logo  Navigation – About Us, Services, Contact Us  Insert: 647.884.2585</p>
<b>Main</b>	<p><b>Title:</b> Contact Us  <b>Subtitle:</b> Are You Ready to Take Control of Your Finances?  <b>Copy:</b> If you have any questions about our bookkeeping or accounting services, please contact us. We’re happy to book a free consultation to find out how we can help your business grow.</p> <p><b>LEFT FORM FIELDS</b>  Name, Email, Phone Number, Question/Comment  <b>Button Copy:</b> Submit  After submission copy – Thank you for contacting Swift Bookkeeping &amp; Tax. A member of our team will contact you shortly.</p>

	<p><b>RIGHT</b> Swift Bookkeeping &amp; Tax 4040 Steeles Ave West Unit 44 Suite 10 Woodbridge, ON L4L 4Y5 Phone: 647.884.2585 Email: INFO@SWIFTBOOKKEEPINGANDTAX.COM</p>
<b>Footer</b>	<p>Phone: 647.884.2585 INFO@SWIFTBOOKKEEPINGANDTAX.COM 4040 Steeles Ave West Unit 44 Suite 10 Woodbridge, ON L4L 4Y5</p> <p>INSERT SOCIAL MEDIA ICONS – LinkedIn, Instagram, Facebook</p> <p>Navigation – Home, About Us, Services, Contact Us</p>