



CASE STUDY



ClientWhys Ensures Flawless Website Content,
Marketing Material for Tax and Accounting
Professionals with Papercheck

ClientWhys®

Build their knowledge. Build your practice.

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ClientWhys, Inc.

For the past 20 years, ClientWhys, Inc. has been helping accountants, tax preparers and CPAs appear more professional — developing websites, newsletters and a full suite of continually updated marketing content. These products are used by their more than 5,000 customers to grow their own businesses.

ClientWhys' clients, in turn, expect attention to detail in these products. That means making sure they are of the highest quality, with no typographical and grammatical errors. Simple slips, such as a misspelling or confusing "your" with "you're," can instantly cost points in credibility.

To ensure this attention to detail, ClientWhys turned to a proofreading partner it could count on to get it right.

Papercheck is that partner.

Proofreading has the Power to Improve Credibility

"When clients see that we are serious about our writing — and committed to quality — they feel more confident in our ability to provide them with materials that will showcase and grow their own businesses," said Lee Reams II, CEO of Malibu, CA-based ClientWhys. "Simply put, proofreading has the power to improve credibility."

ClientWhys has been a long-time user of Papercheck's outsourced editing services. What started out as Papercheck simply providing a "second look" on a few critical company documents has turned into Papercheck editing and proofreading everything, every day.

The volume of copy that goes through Papercheck is extensive. ClientWhys' 20-person staff is continually developing new marketing materials for tax and accounting professionals. This includes content to populate websites (and keep them updated) or other social sites, monthly personalized newsletters, a regular series of blogs, a library of articles and email marketing communications pieces like thank you, holiday and birthday e-cards, client letters, tax tips and much more.

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Key Challenges

- Ensuring high-quality written marketing materials for tax and accounting clients
- Having the flexibility to send one piece or 20 pieces to be proofread
- Controlling proofreading costs

Solution

When your written materials are designed to make your clients look professional, high-quality copy free of typos and grammar errors is essential. Papercheck provides the "professional" edge that ClientWhys desires, and does it so quickly, efficiently and very cost-effectively.

Industry

Content Publishing

Results

- Website copy and marketing materials that are flawless, ensuring ClientWhys' credibility with its 5,000 clients
- Peaks and valleys in copy volume handled with ease — giving ClientWhys unlimited flexibility
- Proofreading costs that are under control and very affordable

"Papercheck provides high-quality editing and proofreading, fast turnaround times and affordable prices."

Lee Reams II, CEO of ClientWhys

Flawless Content, No Matter What the Volume

"Papercheck is always working on something for us," said Reams. "In any given day, we can send them one document or 20 documents to edit — from a blog of a few hundred words to new website content of a couple thousand words."

Dealing with this type of document ebb and flow complicated things in the past when proof-reading was handled internally. Too many materials in one day meant project delays, or worse yet, rush jobs where quality suffered. With Papercheck's services, ClientWhys is able to be assured of the quality of content, no matter what the volume.

While Papercheck examines every document for grammatical errors, typing mistakes, misspelled words, misplaced commas, punctuation and quotation mark misuse, Reams particularly appreciates that they also ensure all materials are consistent — everything from page formatting to the use of words (e.g., if a word is hyphenated in one place, it is hyphenated throughout the document).

"Papercheck allows us to breathe a sigh of relief," said Reams. "We don't worry about a client pointing out a minor mistake on his or her company's website or in some copy. We can send and post our work without worries."

Adding to the peace of mind is Papercheck's dependability. Reams noted that Papercheck delivered from the very first day he used them, turning things around exactly as they said they would.

"Papercheck is cost-effective, dependable, and a great service for anyone concerned about the quality of their content," said Reams. "We absolutely rely on them."

For more information on ClientWhys and its solutions for tax and accounting professionals, please visit www.clientwhys.com.



"We've been working with Papercheck for longer than I can remember. They're our trusted partner."

Lee Reams II, CEO of ClientWhys

About Papercheck

Papercheck® is a San Francisco-based company that offers document editing and proofreading services to businesses large and small over the Internet (www.papercheck.com). The firm's global network of editing and proofreading professionals delivers top-quality services at reasonable prices and with fast turnaround times. www.papercheck.com.



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