

accountingWEB

# 2019 SECOND QUARTER CONTENT PLAN



# INTRODUCTION

## *Welcome to AccountingWEB's Q2 content planning document.*

*This will take you through who we write content for, how we write content and what we will be writing about in April, May and June 2019. We hope you find it useful, and if you have any questions, comments or suggestions do get in touch.*

**F**ollowing the Making Tax Digital for VAT go-live and with Brexit uncertainties continuing, Q2 for accountants is all about rolling sleeves up and getting on with the task at hand.

In theory 1.2 million businesses should now be preparing for their first return under the new rules, although at time of writing there are still many unanswered questions around exactly which businesses need to file, how they should file and whether everyone will be ready in time.

Whatever happens, throughout 2019 AccountingWEB will bring you the latest MTD news, along with a comprehensive breakdown of MTD products as part of our Software Reviews pages.

As the Brexit debate continues to rage facts – the lifeblood of any self-respecting accountant – have been hard to come by. With the exact date of the UK's exit from the European Union still uncertain at time of writing, legislative detail is still hard to come by but when it finally emerges AccountingWEB will be on hand to unpack the details and analyse the implications.

On the technology front we'll continue to scale up our Software Reviews product with the addition of four new categories, and will also be ramping up our general tech coverage, highlighting the tools and processes accounting firms and businesses are using to stay ahead of the competition.

We'll also run the rule over the latest hot topics via our [Accounting Excellence Talks](#) webcasts and [AccountingWEB Presents events](#), plus we'll discuss the latest news on our [No Accounting for Taste podcast](#).

Thanks for reading and see you on the site,



**Tom Herbert**

Editor, AccountingWEB

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# CONTENTS

<b>01</b>	<b>WHO ARE WE?</b>	<b>4</b>	<b>05</b>	<b>ACCOUNTINGWEB PERSONAS</b>	<b>8</b>
				<i>Tax personas</i>	<b>9</b>
				<i>Practice personas</i>	<b>10</b>
				<i>Business personas</i>	<b>11</b>
				<i>Technology personas</i>	<b>12</b>
<b>02</b>	<b>HOW WE DELIVER OUR CONTENT PLAN</b>	<b>5</b>			
<b>03</b>	<b>CONTENT STREAMS</b>	<b>6</b>	<b>06</b>	<b>INDIVIDUAL DESK PAGES</b>	<b>13</b>
				<i>Tax</i>	<b>13</b>
				<i>Practice</i>	<b>14</b>
				<i>Business</i>	<b>15</b>
				<i>Technology</i>	<b>16</b>
<b>04</b>	<b>ARTICLE FORMATS</b>	<b>7</b>			

01

## WHO ARE WE?

*AccountingWEB.co.uk is the leading independent website for accountants and finance professionals. Our goal is to provide accountants in practice and business the news, analysis and insight to help do their jobs better.*

**172,000**  
*registered members*

**590,000**  
*average monthly users*

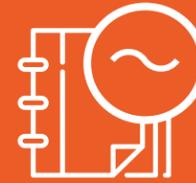
**1,500,000**  
*average monthly page views*

**70%**  
*of all UK accounting practices  
are members of AccountingWEB*

**70%**  
*of our business accounting audience  
are key financial decision-makers*

02

## HOW WE DELIVER OUR CONTENT PLAN



*We have three distinct*  
**CONTENT STREAMS**



*that can be presented in up to*  
**THREE ARTICLE FORMATS**



*then applied over key*  
**INDUSTRY PERSONAS**



*by our four*  
**DESK EDITORS**  
*and other expert contributors*

03

## CONTENT STREAMS

*AccountingWEB aims to help those involved in the accounting world be better at what they do.*

*Our content caters for their information needs in the following ways:*

### TOPICAL NEWS AND ANALYSIS

*Short snippets tell readers what is happening within the profession and highlight community talking points. News content encourages daily site visits and surfaces topics that merit deeper attention.*

### COMPLIANCE CYCLE

*An underlying compliance calendar – complete with the odd surprise from government – shapes the profession’s workload each year. We know what content and advice our audience wants and when.*

### PRACTICAL ADVICE

*User feedback and behaviour helps us identify important trends that we respond to with an agenda of content to help members adapt their activities to handle new challenges. Our community insights allow us to cover topics in ways that no one else can.*

# 04 ARTICLE FORMATS

*AccountingWEB  
editorial content  
typically falls into  
the following types:*

## **NEWS ITEM** *(300-400 words)*

*Short factual articles that tell members what has happened in a straightforward way.*

## **ANALYSIS AND OPINION** *(600-900 words)*

*Slightly longer articles and blogs that analyse and explain how new developments are likely to affect members. Can include graphics, tables and pull quotes.*

## **REFERENCE** *(1000+ words)*

*Longer content typically presenting high-quality technical information, how-to tutorials and practical guidance from expert contributors. These are articles that readers return to again and again. Often include checklists and graphics.*

# 05 ACCOUNTINGWEB PERSONAS

*Producing content for the entire accounting sphere is no small task. At any given time on the site you can find tax mavens, small practice success stories, high-powered finance directors, software supremoes and many more besides.*

*Therefore, to allow us write content that helps our audience do their jobs better we use our site data, connections and good old journalist instinct to segment our readers into personas.*

*While these can be broad brush and there is often blurring between them, they are helpful for researching, writing and delivering tailored content to the right people, and the results we have seen from this approach speak for themselves.*

**WE DIVIDE OUR PERSONAS INTO FOUR SECTIONS:**

*Tax*

*Practice*

*Business*

*Technology*

# 05 TAX PERSONAS

*Our tax audience are passionate, enthusiastic consumers of our tax content, and work across a range of positions in the accounting industry, from tax specialists to general practice.*

## **TAX VETERAN**

Many years' experience in tax across a wide range of areas. May work in a specialist niche area such as tax investigations, VAT or R&D claims. Will answer queries on Any Answers (AA) forum and add comments to articles which stimulate. Will also read specialist journals. Interested in tax developments such as Finance Bills and key tax cases.

## **GP ACCOUNTANT**

In general practice so deals with everything clients need, but has an interest in tax. Doesn't have time to read specialist journals so picks up tax knowledge from AccountingWEB and asks in AA if a tricky issue emerges. May also reply to AA queries. Bitches about HMRC systems not working. Frightened or fascinated by Making Tax Digital - depending on technological ability of practice and clients.

## **IN-HOUSE TAX ACCOUNTANT**

Works in tax department of commercial company or public sector body. Has specialist knowledge of particular area of tax relevant to their job, such as PAYE or corporation tax. Will ask on AA when has tax problem in area they are not familiar with. Tends not to comment on articles or answer queries. Likes in-depth practical articles on core issues like payroll and VAT.

## **TAX NOVICE**

Tax trainee in practice or industry. Also applies to accountant who has left in-house position (see above) to move into general practice and realises there are many tax areas of which they have no in-depth knowledge. Asks questions on AA and appreciates step-by-step guidance articles.

# 05 PRACTICE PERSONAS

*Our practice audience is made up of accountants working at accounting firms, and range from one-person firms working in their back bedroom to Big Four partners.*

## **PRACTICE EXCELLENCE PATHFINDER**

An innovative practitioner who uses their tech passion to enhance the client's experience. Constantly reviewing their processes, this practitioner breaks the traditional accountant mould. Interests include latest software trends, practice development and marketing.

## **MID-TIER REFORMIST**

An established, semi-progressive accountant who saw MTD as the vehicle that would help their practice to cope with MTD. Within a larger partnership, the reformist may have struggled to convince older partners to invest until MTD made the case for them. Interests include cloud software options, practice and people strategies, and regulation.

## **EXIT PLANNER**

An experienced practitioner unable to keep up with the impending changes now looking for their way out. Interests include Excel tutorials, succession planning and compliance news.

# 05 BUSINESS PERSONAS

*Our business audience is made up of finance professionals working in the finance department of medium to large organisations, or responsible for finance functions at smaller businesses.*

## **SCALE-UP FINANCE DIRECTOR**

An ambitious FD leading the finance function for a high growth business. Interests include business banking, alternative finance opportunities, the economy, tech and employment law issues.

## **THE TRADITIONAL FD**

An experienced, CIMA-qualified accountant heading up the finance team at a medium-sized company. Interests include financial reporting standards, Excel tutorials and R&D grant and relief news.

## **SWITCHED-ON CFO**

A Big Four-trained, career-focussed accountant now managing a large team at a listed organisation. Interests include compliance news, software developments and team management strategies.

# 05 TECHNOLOGY PERSONAS

*Our technology audience are knowledgeable early-adopters of technology who look to use the latest tools to gain an advantage in an increasingly competitive profession.*

## **MILLENNIAL STARTUP**

Look out for a new wave of practitioners entering the market in 2018. This new waver is digitally aware and under 30, and gained enough experience since qualifying to see that they don't have to hang around at an outmoded practice to carve out an accountancy career. And they've got a lot of young, entrepreneurial friends who are interested in their services.

## **PRACTICE EXCELLENCE PATHFINDER**

Our cutting-edge thought leader has a few more miles under her belt. She's built up a good track record and client base by understand there's more to successful practice than just new technology; the art is in applying those tools to enhance the client experience.

## **SECOND WAVE CLOUD ADOPTER**

This small practitioner is one of the many firms that turned to cloud accounting as an MTD solution, but is still working out how to accommodate quarterly reporting into their work processes. And convince clients to use the new systems. They are interested in step-by-step guidance around implementation, change management and strategies to communicate the benefits to clients.

*"This quarter starts with a bang as businesses close off one tax year end and start a new one."*

***For tax professionals, this quarter starts with a bang as businesses close off one tax year end and start a new one, with all the intricacies this entails.***

As one might expect, Making Tax Digital for VAT remains a crucial issue. Many accountants are still struggling to move clients on to MTD-enabled software, or find a bridging solution in time for the first MTD for VAT filing. This will be for periods that start on and after 1 April.

The government's hugely contentious Loan Charge also hits 5 April 2019, with an estimated 40,000 people being served huge, in some cases life-changing, bills. While the issue is not a new one, it has recently been picked up by a group of MPs and the national press, and the government has come under pressure to delay or amend it. We'll be examining the latest news on the Loan Charge, and will also look at how to deal with client tax debt.

Staying with controversial proposals, the government's consultation on off-payroll working for the private sector closes at the end of May, but not before much discussion is likely to be had. Will it add more strain to the UK's already spluttering economy? And will it spell the end of the contractor-based practice?

Finally, in conjunction with our technology desk we'll be looking at the automation of the tax practice. A stark consequence of government interventions like MTD and the pace of technological progression is that many practitioners are having to automate or retire, and we'll be examining this in more detail.



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# PRACTICE

*"This quarter we'll be cranking up our Accounting Excellence content."*

*This quarter we'll be cranking up our Accounting Excellence content, starting with how innovative firms have rebranded to make themselves a bit more relevant or move into a different market.*

We'll also be examining client onboarding and training, and a look at how some of the UK's most tech-savvy firms are using practice management and CRM systems to keep ahead of the competition.

There has been plenty of talk on the site about practice owners looking to sell up in the wake of MTD, so we'll be examining how best to achieve a smooth succession or sale.

With plenty of legislative plates spinning, accountants in practice will be keeping an eye on the Brexit maze ahead.

Depending on what happens, accountants may be called in to help protect or downsize clients' businesses. As large businesses pull out of UK, leaving complex and substantial supply chains in their wake, accountants may be asked to assist with redundancies, budget for losses or help business owners sell their assets or their companies.

How I got to... As part of our ongoing series, we'll continue to explore the key methods used by practitioners to scale up their firms. This quarter we'll look at how practices moved on from their first £100,000 and got to £500,000.



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*"We'll look at the real-life impacts of Brexit, and assess its potential impact for finance directors and CFOs."*

*While much of the focus around the government's VAT digitisation plans has been on the lower end of the market, Making Tax Digital has also presented finance directors of larger businesses with challenges (and potentially opportunities for wholesale IT change). We'll be looking into the detail from an FD perspective and ask: MTD – to bridge or not to bridge.*

We'll also take a look at how finance teams speak to senior leaders and investors. Traditionally, communication and presentational skills have featured fairly low down on the priority list for senior accountants in business, but all this is changing thanks to a potent mix of new technology and generational change. In a series of pieces, AccountingWEB will look at the soft skills needed by FDs and CFO in 2019.

Here at AccountingWEB we're seeing the early signals of a massive Power BI wave. This is seen by commentators as a huge shift, with Microsoft finally moving its pivot table generation into Power BI. We'll be covering the basics, as well as delving into more advanced topics including budgeting and sales analysis with Power BI.

Which leads us to Brexit. As a profession, accountants are generally fans of specific details and hard facts – two things that have been noticeably lacking from the government's Brexit preparations.

What will happen to VAT? What will a falling exchange rate do to your business's profitability? What are the scenarios, and what are the business impacts of those scenarios?

We'll look at the real-life impacts of Brexit, and assess its potential impact for finance directors and CFOs.



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# TECHNOLOGY

*"As with most of the other desks, AccountingWEB's tech coverage will be dominated by MTD for VAT."*

*As with most of the other desks, AccountingWEB's tech coverage will be dominated by MTD for VAT. Expect to hear more on ASA functionality, agent client lists and plenty of new products coming to market. With more than 230 tools on HMRC's list of MTD-approved software expect some high-profile issues and a few failures along the way.*

We'll keep on top of developments via write-ups on the site and our dedicated Making Tax Digital Software Reviews page.

And while we're on the subject of our Software Reviews page, we'll also be rolling out new categories in payroll, tax, mid-market, and cash and payments software.

With self assessment season and Making Tax Digital planning exposing practice management system weaknesses, this spring is prime practice management software shopping season. AccountingWEB will on hand to assess the runners and riders in a crowded field.

We'll also roll out our new 'Realities of the Automated Practice' series. Making Tax Digital has forced practices to the cloud, but many are unsure where to go next. This guide will examine how practices are automating everything from information gathering to reports without compromising on client service quality.

Finally we'll ask: Google Sheets – can it ever be a rival to Excel and Power BI?



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