

The State of Independent Accountant Websites 2026



87% practices don't show any price, package or fee

ALSO INSIDE: Four practices, read line by line · What agencies should fix first

CLIKITI RESEARCH

Q4 2026

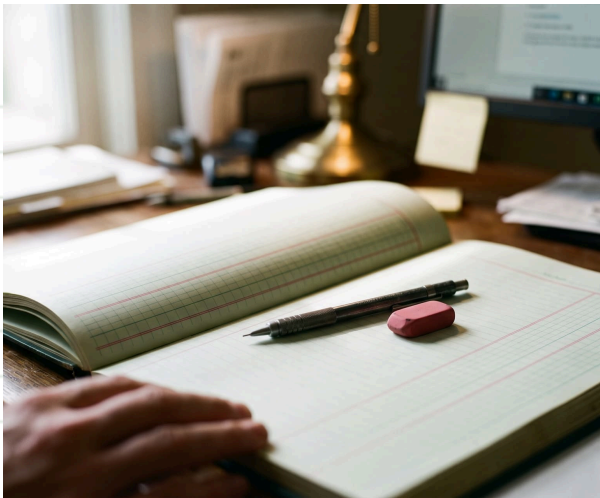
Every new client audits you first

We read the websites of 158 independent accounting practices in the US the way a business owner or a household does when they need an accountant: on a phone, close to a deadline, with the questions a new client asks first.

STUDIED	KINDS	MEASURED
158 websites	Four kinds of practice	Thirteen checks

The State of Independent Accountant Websites
• Q4 2026 • edition 2026-Q4

ACCT 1000 THE HEADLINE



The total line. Single rule above, double rule below: the figure that is final and checked.

ITEM	WEBSITES
Websites scanned	158
A price, package or fee shown	20
Share, total	13 %

of the 158 websites in this study answer the client's question “What will it cost me?”

Only 13% of the 158 independent accounting, bookkeeping and tax practice websites Clikiti scanned in Q4 2026 answer “What will it cost me?” Margin of error ±7.8 points at 95% confidence.

1000	Summary of findings	1100	What clients ask	1200	How the four kinds of practice compare
1300	Four practices, up close	1400	The clients left out	1500	Method in brief
1600	What this means for agencies	A	Methodology	B	Practices in this study

ACCT 1000 SUMMARY OF FINDINGS

Clients ask nine questions. The median site answers three.

Across 158 accounting practice websites, the median site answers three of the nine client questions this edition tests. 13% show any price, package or fee; 35% name a person with a CPA, EA or bookkeeping credential. ¹

READING NOTE

Figures come from automated scans of 158 independent accounting practice websites in the US. Practices are not named. Margin of error: ±7.8 points at 95% confidence for a share of all 158 sites (Small CPA firms ±17.9, Bookkeeping firms ±14.9, Tax preparers and enrolled agents ±15.3, Advisory and fractional CFO ±14.8). Notes are at the end.

77 /100	3 /9	80%	78%
Median website score across all 158 practices.	Client questions answered by the median practice's site.	answer the most-answered question: "What do you do?"	have text that fails the WCAG contrast minimum.

By kind of practice, bookkeeping firms have the highest median score (79) and tax preparers and enrolled agents the lowest (75), against 77 for all 158.

The least-answered question is "What will it cost me?" (13% of practices). The most-answered is "What do you do?" (80%).

No practice in this edition answers all nine questions.

The most common technical failure is loads in under 2.5 s on a phone, failed by 95% of practices (Core Web Vitals · LCP).

What a new client can find out before calling

We turned nine questions a business owner or a household asks before hiring an accountant into nine checks, then read each site for an answer a visitor could find on a phone.



9:40 pm in March. The receipts are on the table. Most practice sites will not say what the work costs.

Share of all 158 websites answering each question · red = fewer than a third · tick = half

NO.	THE CLIENT ASKS	ANSWERED	SITES
01	What do you do? Four or more services named		80%
02	Where are you, and how do I reach you? Tappable phone plus a street address		46%
03	Do you know businesses like mine? Industries or client types named		44%
04	Is someone qualified doing my books? A named CPA, EA or certified bookkeeper		35%
05	Who will I actually work with? People named with a short bio		32%
06	Do other clients vouch for you? Reviews marked up, shown or quoted		31%
07	How do I send my documents safely? A working secure client portal		23%
08	Can I book a first call without phoning? Book a consultation online		15%
09	What will it cost me? A price, package or fee shown		13%

Figure 1. Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from least to most answered.

“What will it cost me?”

The client question practices answer least: 13% of 158 sites



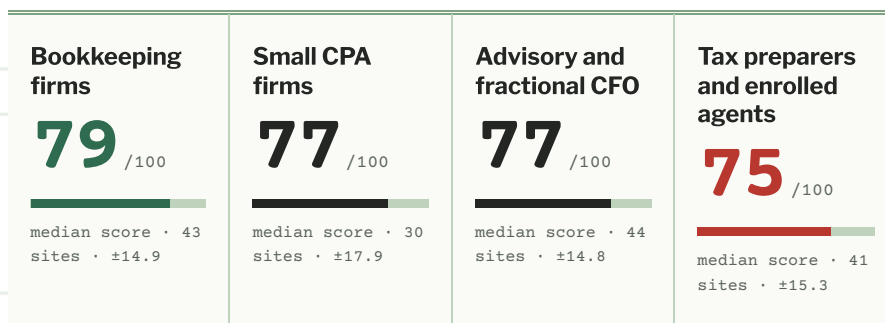
The back office. Where a small business decides who keeps its books.

Four kinds of practice, side by side

Small CPA firms (30): median score 77, a price or fee shown on 3%, a named credential on 80%, online booking on 10%. Bookkeeping firms (43): median score 79, a price or fee shown on 21%, a named credential on 19%, online booking on 9%. Tax preparers and enrolled agents (41): median score 75, a price or fee shown on 5%, a named credential on 29%, online booking on 12%. Advisory and fractional CFO (44): median score 77, a price or fee shown on 18%, a named credential on 27%, online booking on 25%.

ON SCORING

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the practice or its work. The client-question checks are reported separately and do not feed it.²



Where each website scores

Overall website score out of 100, one dot per site; the green rule is each group's median

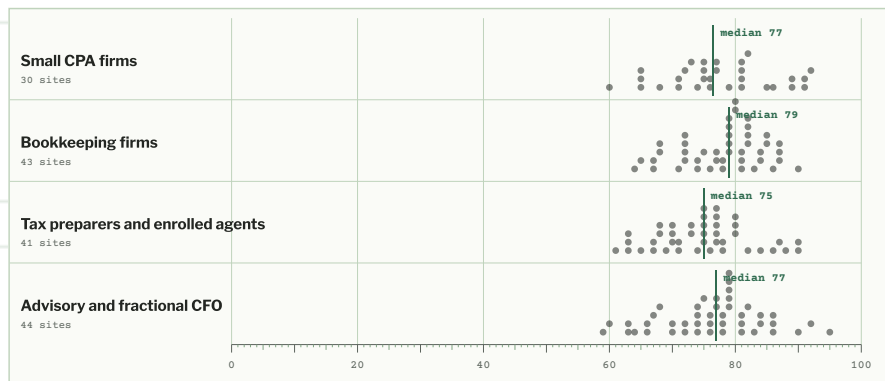


Figure 2. Overall website score out of 100, one dot per site. The green rule marks each group's median.

Four practices, up close

Four real sites from this edition, one strong, two in the middle and one weak. Each photograph shows the kind of moment its findings describe; the practice itself stays anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

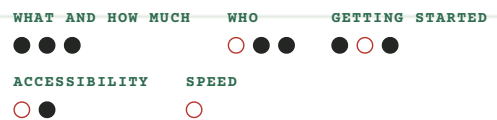
01



FOLIO 1301

An advisory and fractional CFO firm in the Northeast

84 / 100



Answers 7 of 9 client questions. Falls short on a named credential, a secure portal, phone load time and text contrast.

02



FOLIO 1302

A tax preparer or enrolled agent in the West

77 / 100



Answers 3 of 9 client questions. Falls short on any price, a named credential, who it serves and 5 more.

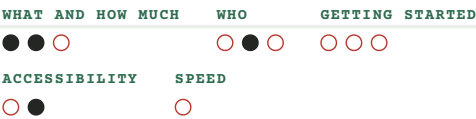
03



FOLIO 1303

A bookkeeping firm in the West

72 / 100



Answers 3 of 9 client questions. Falls short on a named credential, who it serves, a secure portal and 6 more.

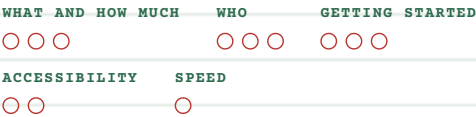
04



FOLIO 1304

A tax preparer or enrolled agent in the South

61 / 100



Answers 0 of 9 client questions. Falls short on the services it offers, any price, a named credential and 10 more.



The loyal client. Many are retired. Small, pale text and slow pages stop them first.

The clients left out

A client using a screen reader, a keyboard, larger text or an old phone is still a client. These checks measure whether the site lets them in.³

CHECK	STANDARD	FAIL
Loads in under 2.5 s on a phone	Core Web Vitals · LCP	95%
AccountingService structured data	Schema.org · AccountingService	82%
Text contrast passes 4.5:1	WCAG 1.4.3	78%
Images have text descriptions	WCAG 1.1.1	23%

Table 1. Technical checks, share of the 158 sites that fail each one.

How the sites were read

STEP 1 · ALL 158 SITES Read The home page and up to nine pages it links to, read as a server delivers them: links, forms, text and markup. Portal and booking links are followed one step to check they lead somewhere real. The client questions are answered here, by fixed published rules (Appendix A4).	STEP 2 · ALL 158 SITES Measure Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.	STEP 3 · ALL 158 SITES, SCORE ONLY Review An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.
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SCOPE This study examines how independent accounting, bookkeeping and tax practices present themselves on the web, not the quality of their work, their fees or their compliance with any professional rule.

FOR AGENCIES AND FREELANCERS

What this means for agencies

what to fix first, and how to pitch it



For small agencies and freelancers who sell websites to small CPA firms, bookkeepers and tax preparers. We scanned 158 of their websites: 1% score under 60 out of 100, and 97% leave at least three of the questions clients ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

Who is realistic to win

Tax preparers and enrolled agents are the most winnable: the lowest median score in this report (75 out of 100), and 0% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
Small CPA firms	30	77	0%
Bookkeeping firms	43	79	0%
Tax preparers and enrolled agents	41	75	0%
Advisory and fractional CFO	44	77	2%

Score out of 100. "Under 60" is the share of sites that miss most of what a client looks for.

5 problems to lead a pitch with

95% Loads in under 2.5 s on a phone BUILD

Resize and compress the hero image, defer scripts, aim for under 2.5 s on a phone.

"Your home page takes several seconds to appear on a client's phone."

87% What will it cost me? CONTENT

Publish starting prices or monthly packages for the common work: a personal return, a business return, monthly bookkeeping.

"The first thing a new client wants to know is what it will cost, and your site makes them call to ask."

85% Can I book a first call without phoning? BUILD

Embed an online scheduler for a first consultation, linked from the home and contact pages.

"A prospect who finds you at 10 pm cannot book a first call without phoning in the morning."

82% AccountingService structured data QUICK FIX

Add AccountingService structured data with the practice's name, address, phone and services.

"Search engines and AI assistants have to guess what your practice does and where it is."

78% Text contrast passes 4.5:1 QUICK FIX

Raise text contrast to at least 4.5:1 in the theme.

"Parts of the site are hard to read, especially for older clients, and it is a WCAG failure."

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

How to show a prospect their problems, and a redesign

1

Lead with their problem, not your services

Open with one question the site fails, for example loads in under 2.5 s on a phone (95% of sites in this report miss it), and show the exact page where the answer should be.

2

Put a number on it

Compare their site with the sector: across 158 small CPA firms, bookkeepers and tax preparers sites, the median scores 77 out of 100 and answers 3 of the 9 questions clients ask. A number travels further inside the client than an opinion.

3

Show the fix without days of spec work

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

FOR AGENCIES **CARRIED FORWARD**

Show every practice what its clients see

Clikiti reads a practice's site the way a new client does, states what it found, and generates the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

Methodology

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a firm owner who wants to check the evidence behind a pitch.

158 websites studied	4 types of organisation	47 states	±7.8 points, margin of error at 95%	2026-10-15 date the sites were read
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A1. The research question

When a business owner or a household looks a small accounting practice up online, can they find out what it does, roughly what it costs, who is qualified to do the work, whether it knows their kind of business, how to send documents safely, how to book a first conversation, who they would work with, whether other clients vouch for it and where it is and how to reach it?

Population. Independently owned US accounting practices with one to three offices and their own website, in four groups: small CPA firms, bookkeeping firms, individual tax preparers and enrolled agents, and small-business advisory and fractional CFO firms. These are the practices a small or mid-size web agency can realistically win as clients.

A2. Who was studied

The sample was built from local search listings, city by city, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
Local search, CPA firms	Small independent CPA firms (about 1 to 20 staff) found in local search results and state CPA society directories, city by city	18
Local search, bookkeeping	Independent bookkeeping firms and bookkeepers found in local search results, city by city	24
Local search, tax preparation	Independent tax preparers and enrolled agents found in local search results and preparer directories, city by city	21
Local search, advisory and fractional CFO	Small local and regional advisory, outsourced controller and fractional CFO firms found in local search results, city by city	33

INCLUDED

- An independently owned accounting, bookkeeping, tax or advisory practice with one to three offices and its own website (not a directory, marketplace or social profile)

EXCLUDED

- The Big Four and every firm on the Accounting Today Top 100 list, and any firm with four or more offices or offices in several states

- Based in the United States
- Home page responds and shows the business it claims to be (each home page title was checked before scanning)
- Firms owned by or merged into a private-equity-backed platform or national roll-up
- Franchises (for example H&R Block, Jackson Hewitt, Liberty Tax, Padgett, Fiducial, Ledgers)
- Online-only national services (for example Bench, Pilot, 1-800Accountant, inDinero)
- Directories, marketplaces and lead-generation pages, financial planners whose main business is investments, payroll companies and software vendors
- Parked, placeholder, password-protected, hijacked or unreachable sites, and duplicates

FROM LIST TO SAMPLE	SITES
Candidates listed	180
Removed at screening: the site's robots.txt refuses research crawlers (19)	-19
Removed at editorial review: a hijacked domain serving unrelated spam links (1)	-1
Cohort	160

REGION (US CENSUS)	SMALL CPA FIRMS	BOOKKEEPING FIRMS	TAX PREPARERS AND ENROLLED AGENTS	ADVISORY AND FRACTIONAL CFO	ALL
Northeast	6	11	10	11	38
Midwest	9	11	9	11	40
South	8	10	12	12	42
West	7	11	10	10	38
All regions	30	43	41	44	158

A3. How the sites were read

Pages. The home page, then for each of eight topics (services, pricing, industries, team, about, reviews, client portal and booking, contact) the best-matching link on the home page.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most ten pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as `Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com)`.

A4. What was measured

9 questions business owners and households ask before they hire an accountant, answered from what each site publishes, and 4 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
What do you do? Four or more services named	Four or more distinct accounting services are named on the home or services page (for example tax preparation, bookkeeping, payroll, audit or review, IRS representation, advisory, entity formation).	Clikiti client question 1 of 9
What will it cost me? A price, package or fee shown	A dollar price is shown for a named service, a return, a monthly package or an hourly rate (revenue thresholds, refunds, tax savings and penalties do not count).	Clikiti client question 2 of 9
Is someone qualified doing my books? A named CPA, EA or certified bookkeeper	A named person is shown with a professional credential: CPA, EA (enrolled agent), CMA, a certified bookkeeper title or a QuickBooks or Xero certification.	Clikiti client question 3 of 9
Do you know businesses like mine? Industries or client types named	The site names the kinds of clients it specialises in: an industries or who-we-serve page, or three or more industries named on the home, services or about page.	Clikiti client question 4 of 9
How do I send my documents safely? A working secure client portal	A link to, or an embed of, a secure client portal or file-upload service for this practice (a portal provider's own home page, or a portal link that leads nowhere, does not count).	Clikiti client question 5 of 9
Can I book a first call without phoning? Book a consultation online	A link to, or an embed of, an online scheduler lets the visitor pick a time for a consultation or appointment (a request form alone does not count).	Clikiti client question 6 of 9
Who will I actually work with? People named with a short bio	At least one person who works at the practice is named with a short biography on the team or about page.	Clikiti client question 7 of 9
Do other clients vouch for you? Reviews marked up, shown or quoted	Client reviews are marked up for search engines (Review or AggregateRating structured data), shown through a review widget, or at least two client testimonials are quoted.	Clikiti client question 8 of 9
Where are you, and how do I reach you? Tappable phone plus a street address	The home page has a tappable phone link, and a street address with a ZIP code (or an embedded map) appears on the home, contact or about page.	Clikiti client question 9 of 9
TECHNICAL CHECKS		
Loads in under 2.5 s on a phone Loads in under 2.5 s on a phone	Real visitors on phones see the main content within 2.5 seconds (Chrome UX Report, 75th percentile). Where Google publishes no visitor data, the phone lab test is used.	Core Web Vitals · LCP
Text contrast passes 4.5:1 Text contrast passes 4.5:1	No text on the home page fails the WCAG 1.4.3 minimum contrast of 4.5:1, in either the phone or desktop test.	WCAG 1.4.3
Images have text descriptions Images have text descriptions	Every meaningful image on the home page has a text description (WCAG 1.1.1).	WCAG 1.1.1
AccountingService structured data AccountingService structured data	The site describes the business to search engines with AccountingService or FinancialService structured data.	Schema.org · AccountingService

A5. The website score

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the practice, and the client questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
Usability	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.
Speed	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
Accessibility	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
Search	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
Trust	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four practice profiles, the number out of 100 is this overall score, and each dot is one check in its group: filled when the site passes it, hollow when it does not.

A6. Precision

With 158 sites, a share reported for the whole sample is precise to within ± 7.8 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: small cpa firms ± 17.9 (n = 30); bookkeeping firms ± 14.9 (n = 43); tax preparers and enrolled agents ± 15.3 (n = 41); advisory and fractional cfo ± 14.8 (n = 44). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. Quality control

- Every home page in the cohort was fetched and its title checked against the listed business before scanning
- Every home page was checked for unrelated spam content (gambling, pharmacy, adult, crypto) that would mark a hijacked domain
- Sites built on accounting-industry website templates were identified, because templated portal links and boilerplate content can make a site look more complete than it is; portal links were followed to check they lead to a real portal
- Detection rules were checked against the evidence they record for a sample of businesses in every group, and revised before the final run
- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build

- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. Limitations

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read.
- Only public pages were read: the home page and pages it links to. Client portals were not logged into, and contact forms were not submitted.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some schedulers and review widgets) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- 19 candidates refused automated visitors in robots.txt and are not in the study. Most use one accounting-industry website template whose stock robots.txt admits only search engines, so practices on that template are under-represented; sites behind such protection may differ from those studied.
- The study reports what a website shows. It does not judge any practice's accounting or tax work, its fees, or its compliance with any state board, IRS Circular 230 or advertising rule.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent practices, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every practice in the country.

A9. Data, licence and corrections

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

Practices in this study

The 158 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

Small CPA firms (30)

Adam M. Beaudry, CPA, LLC Worcester, MA	Greg Johnson, CPA, PC St. George, UT	Moscato CPA Buffalo, NY
Ashman & Trotter, P.C. Grand Junction, CO	Hahn CPAs Boise, ID	Myers CPA Group Fort Wayne, IN
Ben Badgley CPA PC Asheville, NC	Hood, CPA & Associates Chattanooga, TN	Office of Cornelia C. Viek, CPA Brunswick, ME
Brian G. Toennies & Associates St. Louis, MO	Hutchings & Associates CPAs Anchorage, AK	Pasquesi Partners Chicago, IL
Bryan King, CPA Lubbock, TX	J Kramer & Associates, PLLC Wenatchee, WA	Peralto & Co. CPAs Inc. Hilo, HI
Carew & Wells, PLLC Concord, NH	Jeffery D. Small CPA South Burlington, VT	Rocca CPA Minneapolis, MN
EDG CPA Sioux Falls, SD	Katherine M. Johnson CPA Georgetown, KY	Rosenberg Accountancy LLC Pittsburgh, PA
Foster Financial CPA Phoenix, AZ	Kathol P.C. CPAs & Advisors La Vista, NE	SBS CPA Group Fort Wayne, IN
Fred Richards CPA Madison, MS	Kyle J. Towles CPA, LLC Columbia, SC	Singleton CPA, LLC Huntsville, AL
Goodhart & Associates Mandan, ND	Lasko Accounting & Tax Services Ann Arbor, MI	Vishali Kachiraju CPA LLC Glen Allen, VA

Bookkeeping firms (43)

504 Accounting & Bookkeeping, LLC New Orleans, LA	Balanced Bookkeeping & Accounting, LLC Broken Arrow, OK	Bookkeeping and Back Office Solutions (BBOS) Florham Park, NJ
Accountable to You Sioux Falls, SD	Bandicoot Accounting Edina, MN	Bookkeeping Resources, LLC Warwick, RI
Accounting By Rachel Fargo, ND	Better Bookkeeping & Business Solutions Tucson, AZ	Calculated Financial Services Rockford, IL
AccountSolve Doylestown, PA	Blacklight Bookkeeping Hartford, CT	Casper Accounting Solutions Casper, WY
Adams Bookkeeping Services Lorain, OH	Blake's Bookkeeping & Business Branding Knoxville, TN	CB Accounting Ada, MI
Apple Bookkeeping & Tax Services Greenland, NH	Bookkeeping and Accounting Experts, LLC Coral Springs, FL	Cents-able Bookkeeping, LLC Providence, RI
Avenue Bookkeeping Spokane, WA		ClearLedger Bookkeeping Clearwater, FL
Balance Quest Bookkeeping Independence, MO		

Davis Professional Bookkeeping Services LLC
Memphis, TN

DH Bookkeeping
Spokane, WA

Duckett Bookkeeping
Santa Rosa, CA

FastLane Bookkeeping
Green Lane, PA

Frye Advisors
Lexington, KY

HI Accounting Solutions, Inc.
Honolulu, HI

In The Black Accounting
Tucson, AZ

Julie Moreno Bookkeeping & Payroll
Raleigh, NC

KJ Bookkeeping Services
Meridian, ID

LedgerZ Bookkeeping
Las Vegas, NV

Ness Tax & Bookkeeping Service
Sioux Falls, SD

Norman Professional Services
Oak Park, IL

Oak Grove Bookkeeping & Tax
Lexington, SC

On Belay Accounting, LLC
West Kennebunk, ME

SCN Bookkeeping & Accounting
Braintree, MA

Simply Bookkeeping, Inc.
Boise, ID

Sweeney Bookkeeping
Wichita, KS

The Back Office Expert
South Portland, ME

Uptown Bookkeeping & Advisory
Fort Collins, CO

Vilms Consulting LLC
Boston, MA

Wilson Small Business Accounting
Delafield, WI

WM Accounting & Bookkeeping LLC
Manassas, VA

Tax preparers and enrolled agents ⁽⁴¹⁾

Affinity Accounting & Tax
Albuquerque, NM

Ainsworth Accounting & Tax Services
Lenexa, KS

Alicia's Tax Co.
Lubbock, TX

Ameritax Bookkeeping & Payroll
Indianapolis, IN

Azalea City Tax & Accounting
Mobile, AL

Bacon & Gendreau Tax Preparation
West Hartford, CT

Carney Accounting and Tax Service
Columbia, SC

Daphne's Tax Service
Raeford, NC

Delkot Tax & Accounting Services
Hyattsville, MD

Donaghy Tax Consulting
Fresno, CA

Easy Tax Service
Prescott Valley, AZ

Flower City Tax & Accounting Services
Rochester, NY

Hicks Tax & Accounting
Ames, IA

Integrity Taxes & Accounting Services
Knoxville, TN

J Turner Tax Consultants, LLC
Baton Rouge, LA

JK Tax & Accounting Service, Inc.
Ogden, UT

Jumping Jack Taxes
Philadelphia, PA

Kenise's Tax & Business Services, LLC
Augusta, GA

Lassiter Tax Service
Cleveland, OH

Leon Tax Services
Waterbury, CT

Long Forms Short Forms
Syracuse, NY

Lutz Tax Services
Albany, NY

Maine Beancounters
Brunswick, ME

Manuel A. Rodriguez Income Tax Service
Union City, NJ

Moore Tax Solutions
Lake Oswego, OR

Murphy Financial Services
Milwaukee, WI

Northside Tax Service, Inc.
Tallahassee, FL

Olympia Tax Service
Olympia, WA

Pinnacle Tax & Accounting
Wausau, WI

PTS Financial & Tax Services Inc.
Tacoma, WA

Sanchez Ortiz Tax Services
Killeen, TX

Schrotenboer Tax & Accounting
Grand Rapids, MI

Seacoast Tax Services
Portsmouth, NH

Shockley Tax Services & Bookkeeping
Broken Arrow, OK

Sun City Tax Service
Las Cruces, NM

Tax Help O'Malley
Omaha, NE

Tilghman Accounting + Tax Solutions
Allentown, PA

Tosa Accounting & Tax Service
Wauwatosa, WI

Triangle Tax Service
Reno, NV

Western Nevada Tax Service
Reno, NV

Zenger & Zenger Tax Service
Louisville, KY

Advisory and fractional CFO (44)

Accumulus
Honolulu, HI

AMCFO
Rocklin, CA

Ascend (Ascend Fractional Finance)
Burlington, VT

ATG Advisors
Charlotte, NC

Attracct Accounting Advisors
Baton Rouge, LA

Barba CFO
Warwick, RI

Bookkeeping & CFO Solutions 5280
Denver, CO

Capone & Associates
Wilmington, NC

Cathy Kemnitz Consulting
Portland, OR

CFO 1Source
New Orleans, LA

CFO Associates
Stamford, CT

CFO Concepts
Pittsburgh, PA

CFO Logistics
Tulsa, OK

CFO Network
North Little Rock, AR

CFO Simplified
Chicago, IL

CFO Solutions of Wisconsin
Germantown, WI

ClearPath CFO Advisory
Brooklyn, NY

Crown CFO
Kansas City, MO

Cultivate Accounting
Lexington, KY

Cushnoc Group
Cincinnati, OH

CustomOne CFO & Controllers
West Des Moines, IA

DreamPath Financial
Ann Arbor, MI

Execuly
Lancaster, PA

GrowthLab Financial Services
Providence, RI

JTO Advisors
Haddonfield, NJ

Keep Financials
Columbus, OH

Magnolia Associates
Indianapolis, IN

Mandrell's CFO Services, LLC
Gainesville, FL

Mavenly Consultants
Cumberland, RI

Mighty Financial
North Attleborough, MA

Mike Manoloff Business Advisor LLC
Sugar Land, TX

MOD Ventures LLC
Tucson, AZ

OiProfit
Reno, NV

Opus Consulting
Portland, ME

Phoenix CFO Solutions
Scottsdale, AZ

Rock CFO
Kansas City, MO

Seattle CFO
Seattle, WA

Sentinel Finance Group
Kansas City, MO

Sugarcreek Consulting
Centerville, OH

Tee Up Advisors
Sacramento, CA

Time Value Accounting & Advisory
Services, LLC
Durham, NC

Two Roads Bookkeeping & CFO Services
Knoxville, TN

Valley CFO
Portland, OR

Wallace Accounting & Advisory
Denton, TX

DISCLAIMER

About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any practice's accounting, tax work or fees, and automated checks may contain errors. This report is not tax or accounting advice, and it is not a judgement of whether any practice complies with the rules of any state board of accountancy, the IRS or any professional body. Clikiti is not affiliated with, and does not endorse, any practice listed here; trademarks belong to their owners. The report is provided “as is” under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one practice screenshot is the featured practice's own home page, shown unaltered.

We review every request and reply when it's done; removed practices are excluded from future editions.

NOTES

- 1. Every figure is computed from the scan data for this edition: 158 of 160 sites in the cohort, scanned 2026-10-15 to 2026-10-15. Margin of error: ± 7.8 points at 95% confidence for a share of all 158 sites (Small CPA firms ± 17.9 , Bookkeeping firms ± 14.9 , Tax preparers and enrolled agents ± 15.3 , Advisory and fractional CFO ± 14.8). Left out: 2 (no mobile Lighthouse result). Practices are not named; each is shown as its kind of practice and a number.
- 2. Thirteen checks: nine client questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; AccountingService structured data.
- 3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); AccountingService structured data (Schema.org · AccountingService).
- 4. Scanned October 2026.
- 5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the best-in-class practice's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

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Only 13% of the 158 independent accounting, bookkeeping and tax practice websites we scanned show any price, package or fee. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

Cite (APA)

Clikiti. (2026, October 15). The state of independent accountant websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/accountants/2026-q4>

Embed the chart

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/accountants">
</a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/accountants">Clikiti, The State of Independent Accountant Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a></figcaption></figure>
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158 sites · scanned October 2026 · margin of error up to ± 7.8 percentage points at 95% confidence.

