# First deliverable: Research for secondary keywords

The primary keyword that can be considered is startup-focused services for bookkeeping.

Certain keywords which can be selected as secondary keywords have been provided below with justification:

1. Bookkeeping that is affordable for small companies

Explanation: cost effective business processes generally constitute the backbone of several startups. This keyword can be considered directly relevant on that basis.

1. Software for bookkeeping activity

Explanation: there are often certain differences which can visibly take place between the way humans get things done and the way machines carry out activities. For exploring these advantages this keyword seems a good fit.

1. Major solutions for accounting problems

Explanation: exploration and management of several financial tools is also a concept that is highly relevant for bookkeeping services. Ends this keyword carries importance.

1. Outsourcing the activities

Explanation: Outsourcing activities are directly related to the reduction of cost and increased manpower. This keyword carries utmost importance on that basis.

# Second deliverable: Suggestions for improving website contents

The analysis of all the information and sources provided by the website of Profitjets provides certain suggestions. These suggestions are strictly targeted towards the improvement of content presented by the company website. The suggestions are given below as follows:

* Content modification:
  + Better appeal: provide better terms of appeal including words such as “Get in touch with us today” or “book a free meeting today”.
  + Proposal for focusing on unique qualities of the company: delivery of apt headlines can exert the idea of the uniqueness that the company carries compared to other competitors in the market. An example for such a headline is “World Class accounting and bookkeeping for your business”
* Improvement of assistance pages:
  + Involvement of coding: It can be analysed that navigating between pages for users inside a website is a difficult job especially when several service options become visible all at once. Improving this aspect can be considered by Profitjets. Coding the website pages for simplification can prove useful through the involvement of different experts and engineers.
  + Making mobile-friendly app versions: adults usually spend much more time on mobile phones compared to other systems. Website effectiveness can hence be achieved by the creation of a compact application that can run on these mobile phones for easier access.

# Bookkeeping services for startups: A cost-effective approach to financial stability

**Meta title**: Startup-based bookkeeping services by Profitjets

**Meta Description**: ensure the future of your business and focus on the delivery of perfect services with Profitjets. Contact us for advice and guidance today and kickstart your business.

## Introduction

Commenting a new business in the comparative world requires coordination by several business partners who put their innovative ideas forward. These ideas ultimately manage to bring out paths for easily delivering services to customers. However, considering long term goals in this case without focusing on short term enjoyments has its own difficulties. These difficulties can occur mostly in the area of financial stability and correct investment choices. Sometimes these hurdles also include assuring complaint activity. In the long run, these challenges can bring the ultimate lack of company growth in the future. Lower reputation that is often faced by such companies in the market health decreases the number of customers. As a result such businesses start disappearing over time.

## The gravity of bookkeeping

It is important to note that every action of investment inside a business is often undertaken considering the amount of returns which can be potentially enjoyed by the business stakeholders. Such a situation can even be observed for startups where a newly developing business model often requires a leverage of all the business activities conducted for increasingly higher returns. These profits or returns are often enjoyed on a long-term basis by the stakeholders in the form of investments in new technology. The fulfillment of this very purpose is the reason the concept of bookkeeping exists.There are several elements which are often taken into account when the importance of bookkeeping comes into question. These elements often make a company comparative and noticeable in the market and hence can be described as follows:

* Innovativeness: developing new ideas for product improvement by combining the ideas of several business stakeholders everyday can generate significant business value. The implementation of this idea is often noticed by investors who in the future can get involved in the business process as a result. Such a scenario can even be observed for Profitjets. Bookkeeping activities can easily allow the stakeholders to keep track of the level of innovativeness achieved by identifying and calculating the adjacent investments.

* Keeping track of employee performance and payments: with the improvement of Profitjets symptoms of providing business to the targeted customers, a hurdle that is often faced is the requirement of more employees. For a developing business, greater manpower can lead to faster results. Once such employees are involved in the company environment, keeping track of their performance can be associated with the profits they generate on a daily basis for Profitjets. This task can be easily achieved by considering bookkeeping as a tool that tracks these performances in terms of payments received and company benefits each year.

## Challenges of maintaining efficient bookkeeping in startups

The challenges which are generally faced by startups can mainly occur in the area of bookkeeping that requires significant expertise and experience of stakeholders. These stakeholders are given the responsibility of such tasks. Loss of training and guidance accompanied by a poor performance in the field by these professionals can be considered a challenge in the bookkeeping process. This challenges can further be specifically described as follows:

### Significant decrease in the knowledge of bookkeeping

Lower knowledge of bookkeeping processes can lead to discouragement in keeping correct records in the future. Wrongly please data can create significant confusion for the company officials while calculating the amount of return to be received from the investments at the end of the year. Several SMEs (Small and Medium-sized Organisations) are always vulnerable to such problems which can ultimately consume large amounts of time and incomplete transfer of information.

### Loss of time in hand

Loss of time while maintaining correct records can mainly take place from increased delay in relaying the necessary information by officials, while also taking care of the necessity to maintain deadlines. This disadvantage can change confidence into fear, ultimately creating chaos in the work environment. This chaos is even accompanied at times with unsatisfied employees in the workplace.

### No guidelines for accounting

Outsourcing in bookkeeping is considered a valuable step as it can only increase the manpower required for maintaining correct records. However, heavy dependency of companies in such activities can sometimes be a company with carelessness in providing accounting guidelines. Every employee can have a different set of ideas. Collision of these ideas with each other can generate confusion and as a repercussion bookkeeping can remain unchecked.

## Why consider Profitjets for your services?

We provide bookkeeping services which are accompanied with real time checking and verification of books on a frequent basis. Through such an approach we always identify the path to an unhindered financial shield for our customers. Our determination has made us the number one firm today for accounting and bookkeeping.

* Maintaining the budget: we understand the importance of maintaining a budget so that reliable, safe and quick accounting is always possible. Hence we offer thorough financial analysis tools, methods for preparing financially and a helping hand in forecasting and [budgeting operations](https://profitjets.com/services-catch-up-accounting/).
* Great experience: we have achieved more than [15 years of experience](https://profitjets.com/about-us/) in learning and understanding the minds and hearts of our users. More than 500 successful operations starting from financial statement handling to significant preparation on tax related matters have been given attention by our company.
* Providing scalability: as customer requirements are evolving every now and then, our services have now included [CFO assistance](https://profitjets.com/services-cfo/) as well. This service currently includes management of investment risks, analysis of end-of-year performance and investor connection management.

## Services by Profitjets

We provide many services including:

* CFO assistance: Our [CFO assistance](https://profitjets.com/services-cfo/) area includes strategy management followed by risk management and investor connection development. Flexibility is our top priority and therefore we always take care of the convenience of our customers.
* Tax-based service excellence: We have managed to always provide our customers with expert opinions for the tax services that we provide. [Stress-free Filing](https://profitjets.com/tax-services/) is another part of our service that allows greater handling of deductions and filing.
* Accounting: Expert opinions are included by Profitjets even for [accounting](https://profitjets.com/services-catch-up-accounting/) purposes. Our experts provide round-the-clock management of every financial transaction that can take place in our client companies. We have achieved today more than 100,000 hours of experience and more than 600 satisfied clients with our accounting expertise.
* Bookkeeping: we have managed significant accuracy with the help of our employed experts in achieving satisfactory bookkeeping for our clients. We provide large cost benefits in comparison to other competitors in the market by including [70% discount options](https://profitjets.com/services-bookkeeping/).

## Industries on our radar

Profitjets provides services in a large number of diverse industries which generally include:

* Organisations which are Non-profit in nature.
* Tourism-based industries.
* Agencies focusing on marketing operations.
* Educational institutions.
* Companies in the E-commerce sector.
* Companies in the transportation sector.

With a wide focus on all these industries we have achieved significant customer recognition today. We have more than 500 reviews across all social media platforms and these platforms have recommended our services specifically for maintaining a good financial health.

## Getting started with our services

### Get in touch with us

We have provided all the necessary information within our company website including our location, contact numbers and the company email address. Visit [this link](https://profitjets.com/contact/) and communicate with us for any accounting or bookkeeping assistance.

### Subscribe to our services

Visit [this link](https://profitjets.com/pricing/) to grow your business with us by choosing various monthly subscription plans as per your convenience. We have included a Starter plan, a Plus plan and a Premium plan for bookkeeping followed by CFO and tax assistance plans.

## Conclusion

At Profitjets we understand the value of accurate bookkeeping accounting and taxation services. Considering this importance we have woven our assistance in such a cost-effective manner that can create financial gains in the long run.

## Internal links provided

* [Introducing Profitjets](https://profitjets.com/)
* [Bookkeeping at Profitjets](https://profitjets.com/services-bookkeeping/)
* [Accounting at Profitjets](https://profitjets.com/services-catch-up-accounting/)
* [CFO Services by Profitjets](https://profitjets.com/services-cfo/)
* [Taxation service by Profitjets](https://profitjets.com/tax-services/)
* [Contact information](https://profitjets.com/contact/)
* [Quotation information](https://profitjets.com/pricing/)