



## **Moonlite Accounts**

Moonlite Accounts approached me requiring a full copy refresh; out with the old, in with the new. To do this, I wanted to keep the homepage copy short so it would waste no time in encouraging the reader to click through to the service tab that best represented their needs.

Below is the finished homepage (service pages were also written), followed by a full testimonial by the owner.

### **Copy**

Established Essex accountants for over thirty years, Moonlite Accounts help small and medium sized businesses save money across Essex and the London area, as well as many other southern and eastern counties.

As Essex (Grays) accountants, we pride ourselves on providing very competitive pricing while maintaining excellent accounting practices you would expect to find at a much larger, more expensive accountancy firm.

Like you, we're a relatively small company, meaning we can appreciate the needs of your business whether you're a sole trader, a medium sized business, or anything in between. We understand the costs that come with running a business of your size, which is especially clear in the quality (and clarity) of our Essex bookkeeping service.

At Moonlite Accounts, we're here to save you money at a competitive price, while giving you a full-service treatment along the way.

To find out more about our specific services, select one of the tabs below.

### **Testimonial**

*We needed help creating good strong content for our website, and Honest Copy were the perfect choice. They were quick, reliable and were able to understand the content requirements without any explanation. Tailoring paragraphs to meet keywords, I am of no doubt we will soon gain better search engine results. We would recommend Honest Copy for all your financial copywriting needs.*

— Paul, Owner

For more information, please contact:

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