

Bookkeeping & Payroll Services in Canada

Bookkeeping Services for Businesses and Non-Profits

GET A QUOTE



ENKEL Marketing Strategy Proposal

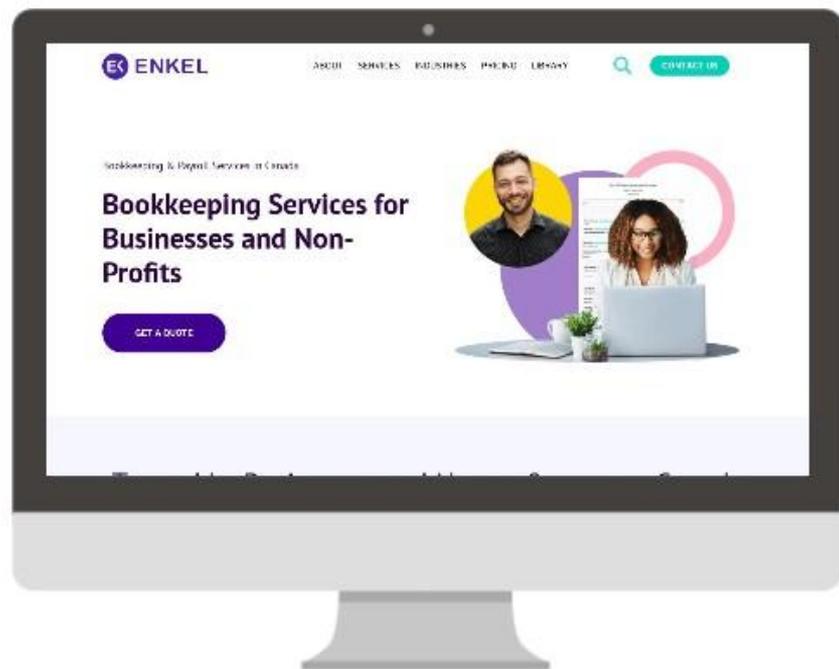
Search Engine Marketing





Your page is good

Recommendations: 10



On-Page SEO



Links



Usability



Performance



Social



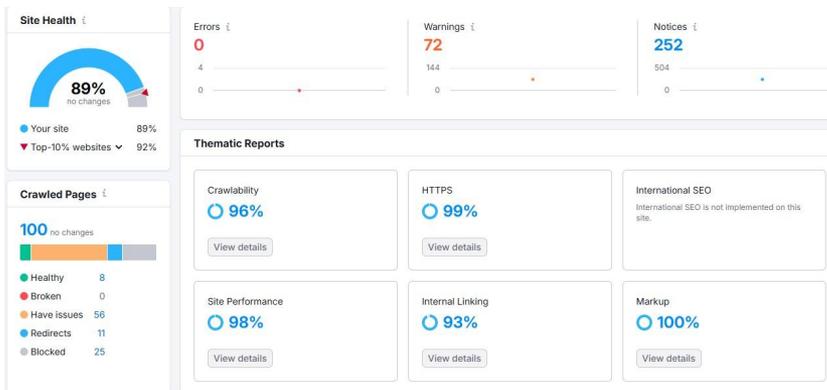
On-page SEO

Preliminary Audit

- Wordpress with Yoast Plugin
- Generally in good healthy state

Suggestions

- Voice Search
- AI overview & AI Search
- EEAT focus



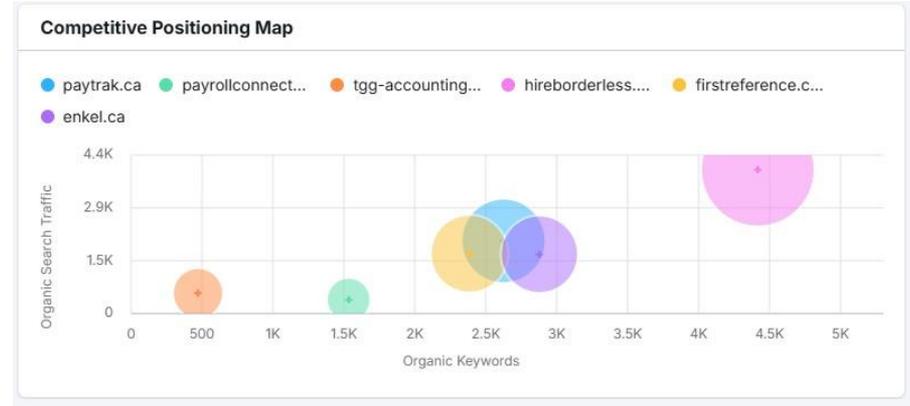
Top Issues	
Type of issues	Number of issues
Low text to HTML ratio warnings	43
Long title element warnings	6
Missing h1 warnings	6
Low word count warnings	6
Duplicate content in h1 and title warnings	7

[View details](#)

Off-Site SEO

Suggestions

- Low spam score
- Competition
- Social Signal



Showing results for
enkel.ca

Domain Authority

30

Linking Root Domains

1k

Ranking Keywords

990

Spam Score

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Content Strategy



Gated Content



Content Pruning



**Content
Atomization**



Interactive Content

PPC Basics

PPC Formula

$$\text{CPL} = (\text{LTV} \times \text{CR}) / (\text{AO} \times \text{PF} \times \text{CLS})$$

CPL = Cost per lead

LTV = Lifetime value

CR = Lead-to-customer conversion rate

AO = Average order size

PF = Annual purchase frequency

CL = Customer lifespan

PPC - High Intent

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keyword ideas					
<input type="checkbox"/> bookkeeper near me	1,900	Low	—	CA\$3.08	CA\$12.68
<input type="checkbox"/> book keeping services near me	1,000	Low	—	CA\$3.61	CA\$18.17
<input type="checkbox"/> accountant for small business near ...	590	Medium	—	CA\$3.62	CA\$13.97
<input type="checkbox"/> small business bookkeeping service...	20	Medium	—	CA\$2.48	CA\$18.89
<input type="checkbox"/> local bookkeeping services	20	Medium	—	CA\$4.16	CA\$30.60
<input type="checkbox"/> find a bookkeeper near me	10	High	—	CA\$3.65	CA\$16.65
<input type="checkbox"/> bookkeepers in my area	20	Medium	—	CA\$2.84	CA\$24.60
<input type="checkbox"/> bookkeeping companies near me	110	Low	—	CA\$2.79	CA\$15.58

High-intent customers are potential buyers who are actively looking to make a purchase or take a key action

Eg.

- Bookkeeping services in vancouver
- payroll services in canada
- bookkeepers in my area

From Enkel Backoffice Solutions Inc.

"Enkel is on a mission to disrupt the delivery of accounting services with transformational cloud-based accounting technology. Headquartered in Vancouver, Enkel provides bookkeeping, payroll, accounts payable, accounts receivable and controllership... [More](#)

Updates from Enkel Backoffice Solutions Inc.

[View previous updates on Google](#)

Profiles



X (Twitter)



Facebook



Instagram



X (Twitter)

People also search for

[View 15+ mo](#)



Vancouver Bookkeeping service



Eccelerant Accounting Ltd Accountant



Valley Business Centre... Bookkeeping service



LC Bookkeeping Inc. Bookkeeping service



WiseBookkeeping service

PPC - Conquest Campaigns

Target competitor brand names, keywords, and audiences to capture their potential & existing customers

Keyword (by relevance)	Avg. monthly searches
words you provided	
eccelerant accounting	10
icc accounting services	40
aura finance	70

Conquest Landing Page



Familiar with the value of services and shows strong intent



Showcase Enkel-specific value propositions

$$\text{Discount} = [(LTV \times GM) - CAC] / AOV$$

LTV = Lifetime value

GM = Gross margin

AO = Average order size

CAC = Customer acquisition cost



Braniacs vs. Other Tutor Programs

At Braniacs our memberships has access to handpicked professional tutors and the ability to book on-the-go and around your busy schedule.

OVERVIEW	BRANIACS	AFTER SCHOOL TUTOR PROGRAMS	PRIVATE TUTORING WEBSITES
Risk-free trial	 7-DAY TRIAL		
Learn Anywhere			
Pre-vetted Teachers	 LIVE 1-1 INTERVIEW		
Time Required	 30 MINUTES	 3 HOURS MINIMUM	 1 HOUR MINIMUM
Payment Model	Monthly (Flat)	Pay 100% Upfront Plus Registration Fee	Pay Per Lesson
Cost / Lesson			

Google Ads

\$3.5K

spend this month



302

Conversions

\$11.44

Cost per conversion

4,502 sessions

\$0.77 Cost per click

Facebook

\$4.5K

spend this month



89

Conversions

\$50.66

Cost per conversion

751 Sessions

\$6.00 Cost per click

Instagram

\$1.3K

spend this month



152

Conversions

\$8.35

Cost per conversion

1,025 Sessions

\$1.24 Cost per click

Conversions (all campaigns)



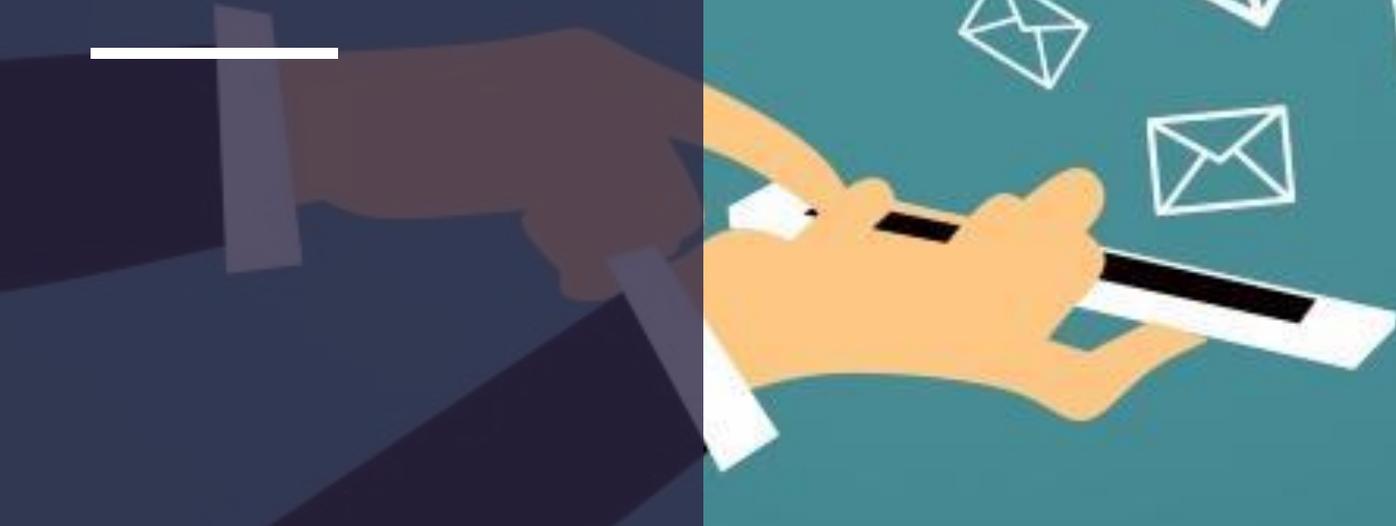
Conversions by campaign



Performance Marketing

- Data collections tools
- Conversion optimization tools
- Data visualization tool

Email Marketing



Email Marketing



Nurture & Education

Monthly newsletters, tips and tricks, relevant industry trends



Onboarding Automation

Welcome series, guides and how-tos.



Re-engagement Campaign

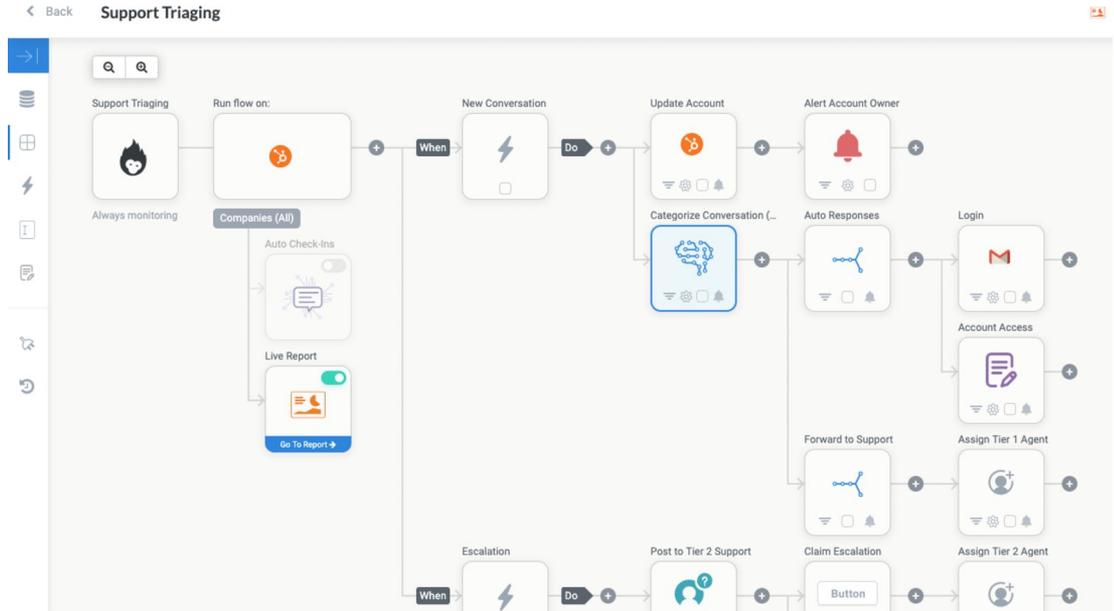
Win-back offers, customer check-ins



Promotions & Retention

Campaigns

Webinars, events, discounts, survey, NPS



Canadian Anti-Spam Legislation (CASL)

- Expressed consent v.s implied consent
- Consent cannot be assumed or obtained through pre-checked boxes
- Expressed consent is needed on other forms such as quotes, contact us, packages...etc

Phone number*

Company name*

Industry *

Please Select

Please share any additional company details that may help us prepare a quote. (Optional)
Ex: The services you're interested in, your monthly revenue and expenses, current accounting software, etc.

protected by reCAPTCHA
Privacy - Terms

Submit

Email*

Company name*

Industry

Please Select

I agree to receive communications from Enkel

protected by reCAPTCHA
Privacy - Terms

Subscri

Outbound Initiatives



Referral Program



Education Program



Meetup Sponsorship



**Business Organizations and
Chambers of Commerce**



Online Communities

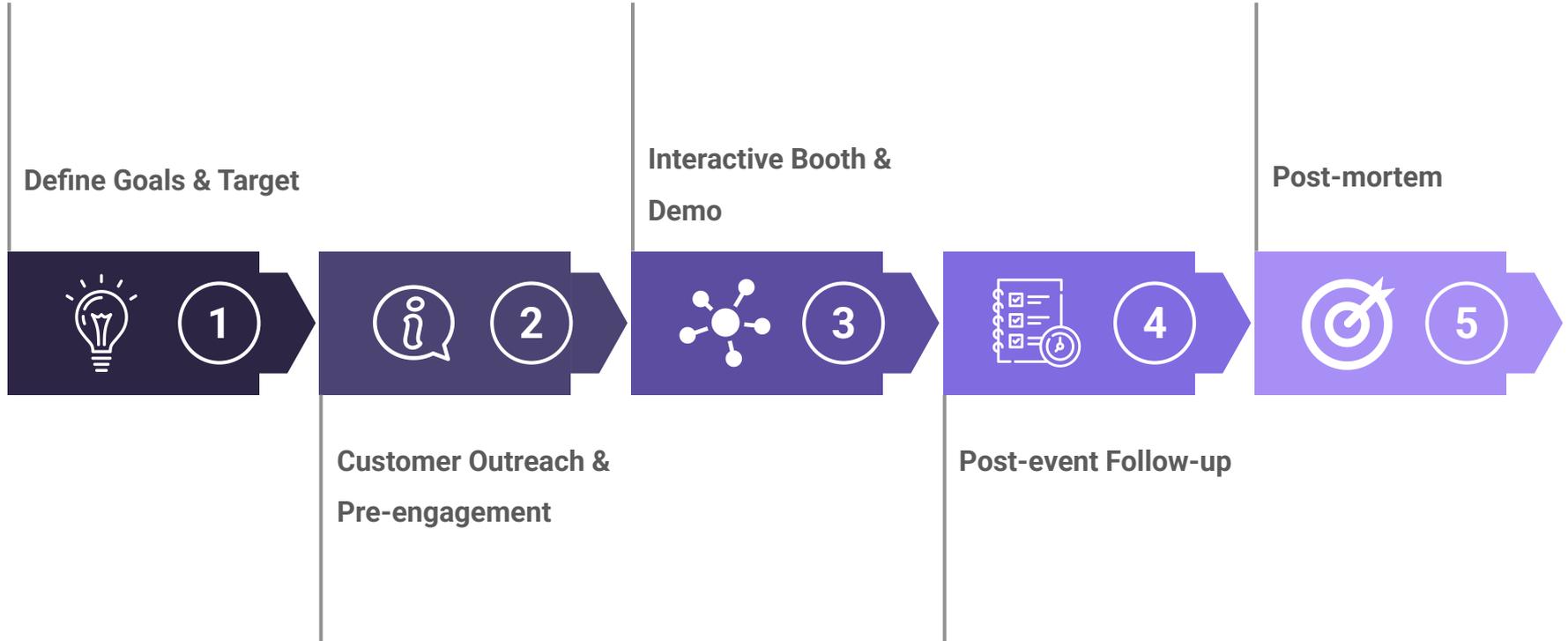


Cold Outreach

Sample Events Calendar

Date	Event Name	Target Audience
March 4-5, 2025	DX3 Canada 2025	Retailers, eCommerce, Digital Marketers
May 5, 2025	Small Business Show 2025	Small Business Owners, Entrepreneurs
June 3-4, 2025	RCC STORE Conference 2025	Retail Decision-Makers, Business Leaders
July 14-18, 2025	International Entrepreneurship-Small Business Innovators Conference	Small Business Innovators, Entrepreneurs

Event Planning Strategy



Miscellaneous



Marketing Mix - Price



Anchor Price



Artificial discount



Special Discount to induce status quo bias

STARTER

\$49

1 WEBSITE / YEAR

- ✓ Plugin Updates
- ✓ 100+ Templates
- ✓ 55+ Field Types
- ✓ PRO Actions
- ✓ Conditional Logic
- ✓ Calculated Fields
- ✓ Extend with Add-Ons
- ✓ Professional Support

Buy now

FREELANCE Best Value

\$99

10 WEBSITES / YEAR

- ✓ Plugin Updates
- ✓ 100+ Templates
- ✓ 55+ Field Types
- ✓ PRO Actions
- ✓ Conditional Logic
- ✓ Calculated Fields
- ✓ Extend with Add-Ons
- ✓ Professional Support

Buy now

PROFESSIONAL

\$299

1000 WEBSITES / YEAR

- ✓ Plugin Updates
- ✓ 100+ Templates
- ✓ 55+ Field Types
- ✓ PRO Actions
- ✓ Conditional Logic
- ✓ Calculated Fields
- ✓ Extend with Add-Ons
- ✓ Professional Support

Buy now

UX/CX Improvement



Reduce friction



CTA Improvement



Explainer



Lead with Results



Infographics

Social Media



Thought leadership/Establish industry authority



Functional Brand v.s Lifestyle Brand



80/20 Rule

Imagine this...

NKEL

outsourcing accounting
es is the way of the future for
profits. The philanthropic world
stant to fund costly operations
ministration because it takes
away from the core mission.
ly am I getting great, multi-
inary accounting services
nkel, but my costs to get that
f service are way lower than
ould be if I had to hire all of the
to do the work, and then
re them day-to-day."

sa Pauls, Executive Director, PLAN

the hidden value of
outsourcing

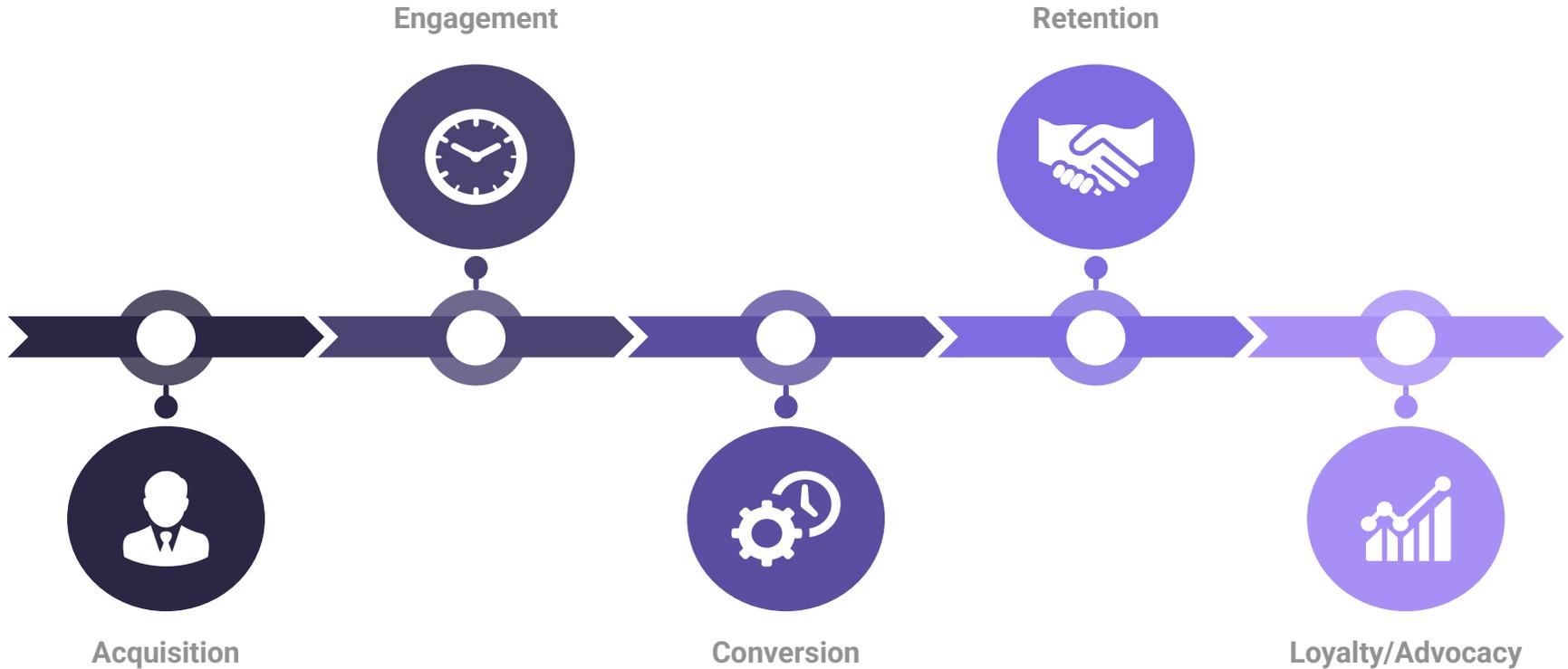
going Monthly
orting



minate hiring, firing
surprise departures

NKEL

Lifecycle Marketing



Could your pharmacy use better bookkeeping and back office functions?

As the seasons change, customer needs change with them. Consistent, streamlined bookkeeping helps you understand how the business is performing throughout the year, giving you insight into profit margins and staffing costs. Enkel can help.



Accurate Financial Statements

From seasonal sales to supply chain challenges to staffing ups and downs, pharmacies can be unpredictable businesses to run. Monthly updates on your balance sheet, income statement, and statement of cash flow can provide you visibility into your business performance, sales tax obligations, and more.



Inventory Planning and Management

Understanding and accurately accounting for inventory is the backbone to running a successful Pharmacy. Making seasonal or holiday inventory purchases requires careful planning and when there isn't enough cash on hand, up-to-date books get you bank-ready for loan applications.



One stop shop accounting team

From bookkeepers to payroll administrators to fractional controllers, we provide you with the right accounting expertise at the right time, for your growing business.

The following terminology applies to these Terms and Conditions, Privacy Statement and Disclaimer Notice and all Agreements: “Client”, “You” and “Your” refers to you, the person log on this website and compliant to the Company's terms and conditions. “The Company”, “Ourselves”, “We”, “Our” and “Us”, refers to our Company. “Party”, “Parties”, or “Us”, refers to both the Client and ourselves. All terms refer to the offer, acceptance and consideration of payment necessary to undertake the process of our assistance to the Client in the most appropriate manner for the express purpose of meeting the Client's needs in respect of provision of the Company's stated services, in accordance with and subject to, prevailing law of Netherlands. Any use of the above terminology or other words in the singular, plural, capitalization and/or he/she or they, are taken as interchangeable and therefore as referring to same.



“

I used to spend hours on bookkeeping every month and still worry about it's quality for year-end reporting. For the past 10 months, the bookkeepers at Enkel have provided accurate and timely reports, and have helped with variance analysis. Since Enkel has taken over the bookkeeping, I can focus my full attention on growing our business!”

- Sandra Phillips, Founder & CEO, movmi Shared Transportation Services

Disabling Cookies

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How to Hire a Good Bookkeeper for Your Business

Hiring and retaining a bookkeeper can be tough. Here's 5 pointers to hire a good bookkeeper for your business.

6 Bookkeeping Tips For Gym & Fitness Studio Owners

Keeping your books organized can be challenging and time-consuming. Having accurate and up-to-date financial information can help you make better business decisions. Here are some bookkeeping tips to help your business organization.



Payroll Management

It is rare for a fitness business to have simple, straightforward payroll management. Most organizations have a mix of full-time, contract, and seasonal staff, and a combination of salaried, hourly, and even commissioned employees. Hours spent dealing with timesheets, ensuring compliance, and running payroll is time you can never get back.

In-person charitable events will not become a thing of the past, but these events may become much smaller. Even with all restrictions on social gatherings being lifted, event organizers might still experience a perceived risk to in-person events for some time, forcing a more long-term rethink of future fundraising strategies, with a more significant focus on digital donor engagement. In short, it is strategic to diversify funding sources as in-person fundraising may face episodic limitations in the future.

Fortunately, we have come up with four improvements that you can implement to ensure that you are optimizing your engineering firm's bookkeeping processes. These will make you more efficient, ensure your books are accurate and up-to-date at all times and will save you a considerable amount of money as well. Here are 4 ways to optimize your engineering Firm's Bookkeeping.

This post is the second in our two-part series on bookkeeping for SaaS businesses. The first provides a [comprehensive bookkeeping guide for SaaS businesses](#) to gain better financial health.

Odds are you got into the fitness business to help people live healthier lives, and not to master the art of bookkeeping and cash flow management. But without back office best practices, you could find yourself between a rock and a hard place when **its** time to purchase and maintain equipment, or weather the storm of the low season. From deferred revenue tracking and complex payroll, to inventory management and equipment depreciation, Enkel is your go-to partner for bookkeeping and back office functions.

**Thank
You**

