CASE STUDY: SOFTWARECLARITY

How RightFit Turned Boomer's Vision Into a Working Website

THE CHALLENGE

Boomer Consulting envisioned SoftwareClarity, a central resource to help accounting firms research software and service providers in a crowded technology marketplace.

The challenge was making a complicated accounting technology marketplace understandable. Visitors needed to find relevant options, compare provider information, and continue their research without getting lost.

WHAT BOOMER NEEDED

Boomer brought accounting industry strategy and expertise. RightFit handled implementation, turning that vision into the website's content structure, user experience, search functionality, and development through launch.

HOW RIGHTFIT BROUGHT IT TO LIFE

Implementation Area	What RightFit Did
Strategy	Organized categories around firm functions and shaped navigation around how accounting leaders search for technology.
User Experience (UX)	Standardized provider profiles with use cases, features, and integrations so firms could discover options and compare information.
Website Development	Built the WordPress platform and coordinated content, design, and technical details through launch.
SEO	Structured content, metadata, and internal links to support organic discovery and help visitors reach relevant information.
Search & Discovery	Connected keyword search, category browsing, and filters for Premium Profiles and Used by a Boomer Circle Member to narrow options.

THE OUTCOME

SoftwareClarity Launched

SoftwareClarity is now a live accounting industry digital resource. Consistent profiles, category browsing, keyword search, and targeted filters give firms a structured way to research software and service providers.

400+ Products & Services Listed

16+ Accounting Technology Categories

Marketplace size reported by SoftwareClarity.com.

Boomer now has a functioning resource it can expand with more provider profiles and content. Traffic and lead performance data were not provided.

WHAT THIS MEANS FOR YOUR FIRM

The implementation points to three lessons for a firm's website:

Lesson	What It Means for Your Firm
Client Questions Guide the Structure	SoftwareClarity organized research around firm needs. For your website, make it easy for clients to understand who you help, which services fit, and what to do next.
Discovery Needs Planning	The build included search tools and SEO foundations. For your firm, plan the service pages, content, and links that help people reach the right information.
Implementation Needs an Owner	Boomer supplied industry expertise while RightFit managed the build. Define who will carry content, design, development, and launch through completion so your team knows how the work will get done.

RightFit can help turn your firm's expertise into a website that explains your services and guides prospective clients toward the next step.