Clearfold

Turn scattered records into a clear starting point.

A graphic journey from tangled to ordered makes bookkeeping approachable, with clear service scope and an inquiry that asks for context rather than financial records.

THE VISITOR

A business owner needs to understand the support available, the monthly deliverables and whether changing support means changing every tool.

THE BUSINESS OBJECTIVE

Receive relevant bookkeeping inquiries with business context and support needs before agreeing secure access and an engagement scope.

THE CREATIVE DECISION

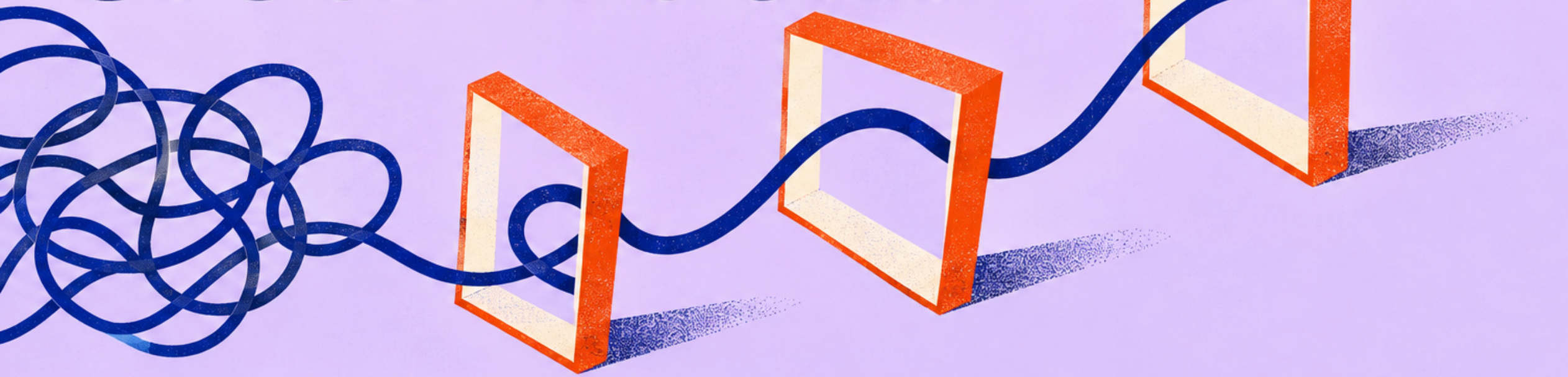
Lilac, navy and orange make the category distinctive. A continuous line moves through frames to express organization; readable service and scope modules translate that idea into a useful offer.

THE JOURNEY

01	02	03	04	05	06
Recognize the problem	Find relevant support	Understand the monthly picture	Compare starting scopes	Review the handover	Describe the business

ACCOUNTING FOR THE WAY YOU WORK

Big plans. Clear books.



Keep the business moving. We'll help make sense of the numbers.

Monthly bookkeeping, payroll support and reporting.

Find your starting point ↗

See how we help

FROM ALL OVER THE PLACE → ALL IN ORDER

Bookkeeping shouldn't be your second job.

Bring the records, the routine and the next step into focus.

01 Records in different places

02 Month-end keeps slipping

03 Questions behind the numbers

OUR SERVICES

The right support, in one place.

Discuss your needs ↗

Monthly bookkeeping

Organized records, reconciled accounts and an agreed monthly overview.

Explore monthly support ↗

Catch-up bookkeeping

Work through earlier periods, missing records and unresolved items.

Explore catch-up support ↗

Payroll support

Agree the inputs, timing and coordination around your existing setup.

Explore payroll support ↗

Management reporting

Put income, costs and open questions into a useful management view.

Explore reporting ↗

A clearer start. A monthly rhythm.

01

Understand

Review your tools, records and priorities.

02

Set up

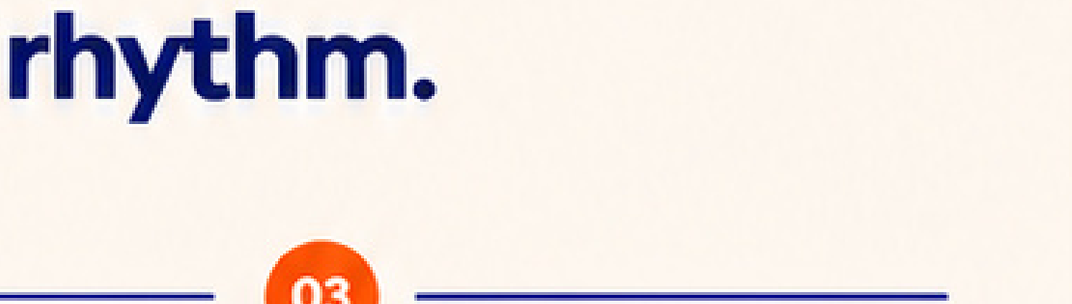
Agree scope, access and responsibilities.

03

Keep a rhythm

Clear updates and a regular monthly process.

Talk through your starting point ↗



THE MONTHLY PICTURE

Make the month make sense.

See the records, the context and the questions to resolve.

Records · Reporting · Next steps

Your monthly picture

- ☐ Records & reconciliation
- ☐ Income & expenses
- ☐ Open questions
- ☐ Agreed next steps

Reports and responsibilities follow your agreed scope.

For the business you're building.

Creative studios

Project work and changing costs.

Service businesses

Busy teams and everyday transactions.

Independent retailers

Sales, purchases and the monthly picture.

Start where you are.

Catch-up

Bring earlier periods up to date.

- ☐ Open items
- ☐ Organized records
- ☐ Handover plan

Discuss my scope ↗

Monthly

An ongoing bookkeeping routine.

- ☐ Reconciliation
- ☐ Monthly overview
- ☐ Updates

Discuss my scope ↗

Monthly + reporting

A deeper management view.

- ☐ Monthly books
- ☐ Agreed reports
- ☐ Review

Discuss my scope ↗

Scope and pricing follow a review of your records and requirements.



New support. A clear start.

Keep the tools that fit. Agree changes before they happen.

- ✓ Review the current setup
- ✓ Agree secure access
- ✓ Map unfinished work
- ✓ Coordinate the handover

Talk through your handover ↗

Let's clear a few things up.

Practical questions.
Clear answers.

Can you use my current software? −

We review your setup before agreeing the workflow.

I'm behind. Where do we start? +

Do I need to change accountants? +

How is pricing agreed? +

Good books. Real conversations.

Understand what is handled, where your input is needed and what happens next.

Plain-English updates

Useful information without the jargon.

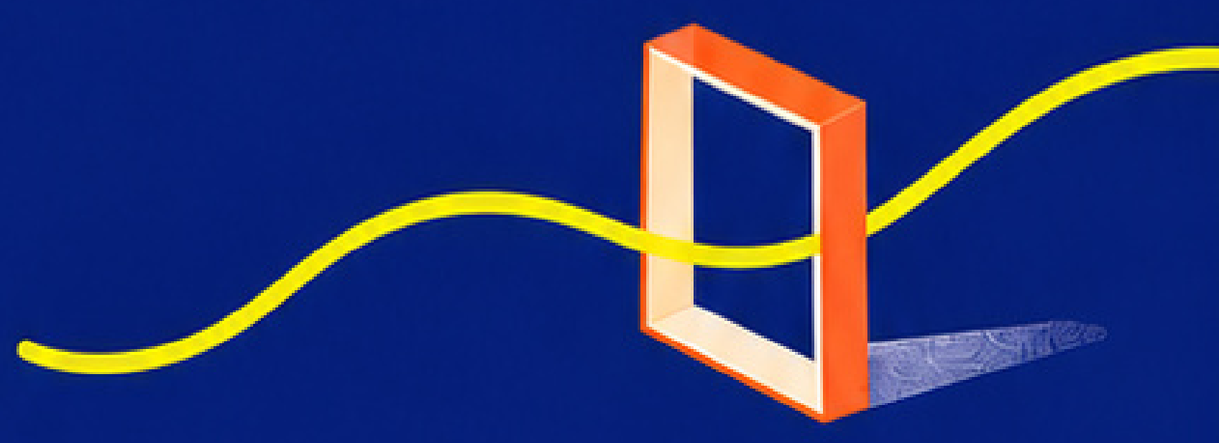
Clear responsibilities

An agreed scope and visible handoffs.

A monthly rhythm

A regular process around your setup.

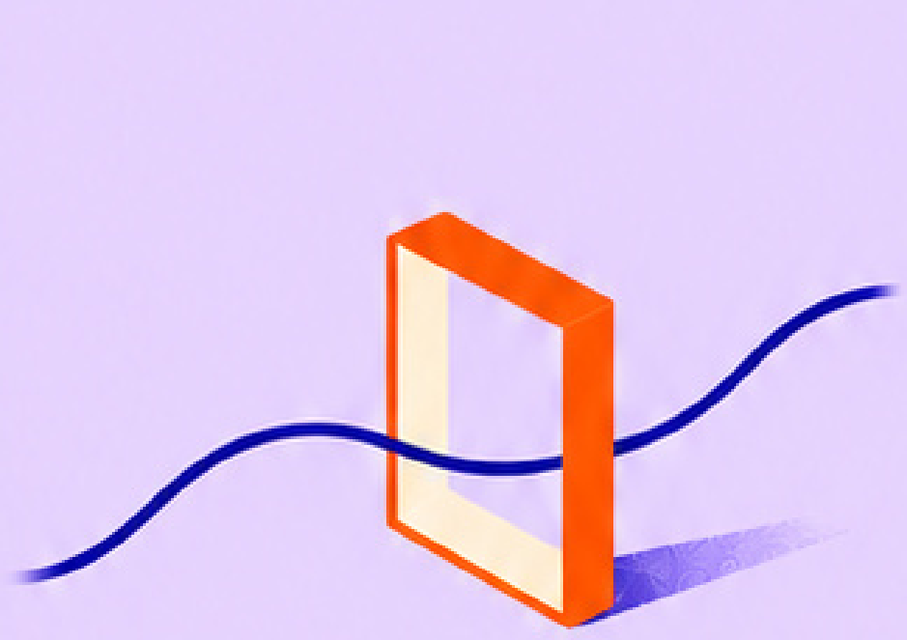
Start a conversation ↗



YOUR STARTING POINT

Let's talk about your business.

A little context makes the first conversation more useful.



Your name

Business name

Work email

Website (optional)

Support needed

Catch-up | Monthly books | Reporting | Not sure yet

What would you like to sort first?

Discuss my bookkeeping ↗

No bank details needed at this stage.

Less guesswork. More next moves.

Monthly bookkeeping, payroll support and reporting. Built around your business.

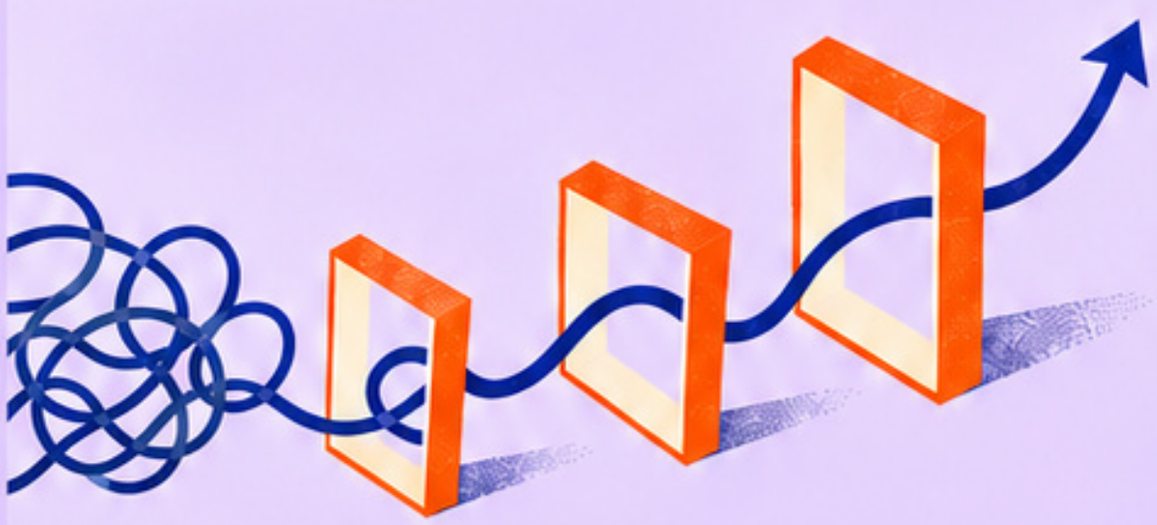
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Explore support ↗

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Earlier periods and open items.

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Find your starting point ↗

Every section has a job.

Visitor needs and business purpose, considered together.

01 / A graphic idea with a business meaning

Visitor: See scattered information move toward order alongside a clear service category.

Business: The visual metaphor differentiates the brand while keeping the starting-point action readable.

02 / Name the operational problem

Visitor: Recognize fragmented records, slipping month-end and unanswered questions.

Business: The problem statement connects the graphic idea to recognizable work.

03 / Services with distinct responsibilities

Visitor: Compare monthly books, catch-up, payroll support and reporting.

Business: Clear descriptions separate types of work before a visitor discusses scope.

04 / A monthly process

Visitor: Understand review, setup and an ongoing rhythm.

Business: The process frames both onboarding responsibilities and recurring support.

05 / Make the deliverable tangible

Visitor: See records, income, open questions and next steps in a monthly picture.

Business: The module explains what useful support should help the owner understand.

06 / Business context without a narrow niche

Visitor: Recognize project work, service transactions or retail activity.

Business: Different contexts show range while retaining one clear bookkeeping proposition.

Every section has a job.

Visitor needs and business purpose, considered together.

07 / Starting scopes, not unexplained tiers

Visitor: Compare catch-up, monthly and monthly-plus-reporting support.

Business: Scope descriptions allow a relevant discussion before pricing is agreed.

08 / A considered handover

Visitor: Understand current-tool review, secure access and unfinished work.

Business: The handover section addresses switching concerns without promising every tool can remain unchanged.

09 / Resolve onboarding questions

Visitor: Check software fit, earlier periods, accountant relationships and pricing.

Business: The FAQ supports a more informed first conversation.

10 / Explain the working relationship

Visitor: See updates, responsibilities and a monthly rhythm as specific behaviors.

Business: The relationship section explains how clear updates, responsibilities and a monthly rhythm support ongoing work.

11 / Context without sensitive records

Visitor: Share basic business details, support needs and what should be sorted first.

Business: The inquiry collects a useful outline while keeping bank details out of first contact.

12 / Return to the business purpose

Visitor: End with a clearer next move rather than an abstract accounting slogan.

Business: A consistent starting-point action closes the page and carries into mobile.

From interest to context.

A useful inquiry handoff

Collect basic business and contact information, support choice and an open context field. Discuss records and requirements privately before pricing, secure access or financial documents are requested.

Search content architecture

Distinct monthly, catch-up, payroll-support and management-reporting pages answer service questions and explain onboarding.

What to measure next

Review service-route interest, complete inquiries and relevance of later engagement conversations. Keep business details, financial information and free text outside analytics.