

# Improve your website and get more leads

*Having a website for your firm is a great way to improve your online presence and ensure that prospects and clients can find you online. However, once visitors are on your website, how do you differentiate from other accountancy competitors and persuade the user to get in touch with you? The key is to tailor your website around who you are as a firm, and what your prospects would like to know. Review your website from the perspective of your clients and prospects, and invest a little time improving their experience online to attract more leads and engage your visitors.*

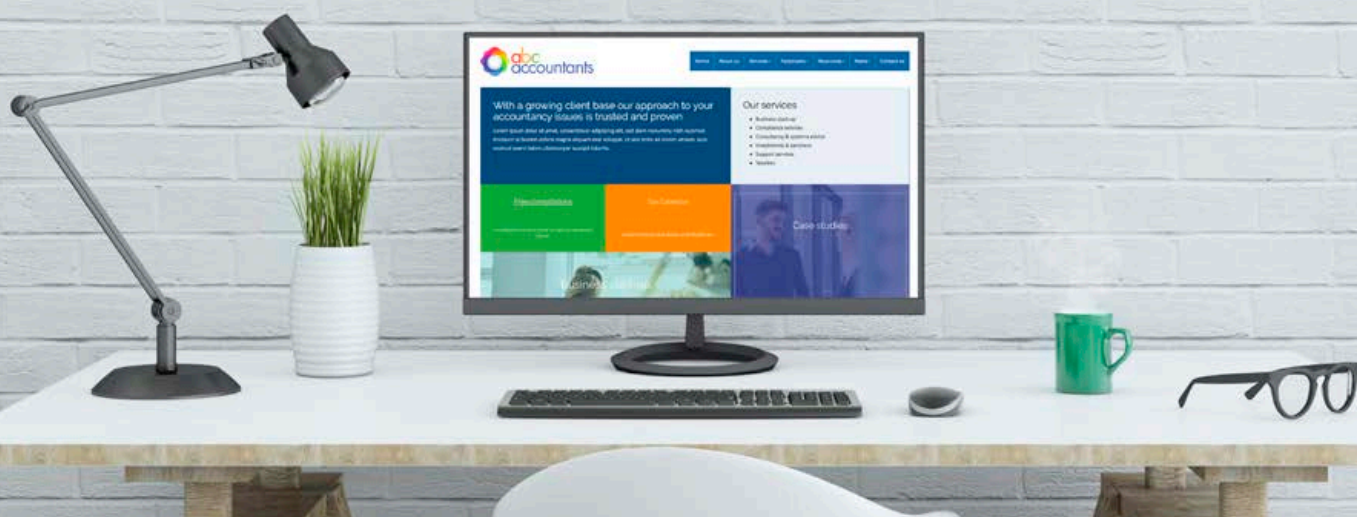
## Specialisms

If you have experience in a specific sector, industry or field, consider adding a page about this on your website. Showing you have experience in a number of areas other than general accountancy services shows off the breadth of knowledge your firm has, and is key to reaching clients with specialist requirements. Adding information about your specialisms and the services you offer will help target audiences find you on search engines such as Google and Bing. Your specialisms could include:

- **Contractors**
- **Business start-ups**
- **Charities**
- **Agriculture**
- **Property and landlords**
- **Forensic accounting**

## Testimonials

With the internet at our fingertips, it has become the norm to check reviews of products and services before committing to a purchase. This provides final reassurance that you're making the right decision and makes the purchase a little easier. Collect client testimonials and include them on your website to give your prospects peace of mind before contacting you. These quotes could include a short 'thank you' message from a client after completing a piece of work, or a more detailed description of how you solved a problem. Create a dedicated page to showcase this feedback or place them around your website on pages that are specific to the client comments.



## Staff profiles

Your team are an integral part of your firm and including them on your website will strengthen the tone that you are looking to achieve. The starting point is adding the names, job titles and, where applicable, education and certification credentials. You can then choose to add a short biography about the individual's experience, length of time at the firm, link to their LinkedIn profile and perhaps a note about what they get up to in their spare time. This will enable your new clients to feel more prepared and at ease when they arrive for their first appointment as they will know more about who they will be discussing their finances with.

## Live chat

Implementing live chat into your website will enable you to instantly communicate with prospects and clients in real time. As a more efficient way to communicate with you, website visitors may feel live chat is an easier way to get answers to simple questions that may not warrant a formal email, or are concerned that an email or call is a chargeable service. There are a lot of live chat providers available (with some free to use options), and once it is integrated into your website, you just have to make sure you or a member of your team has the software open on a computer awaiting a new chat conversation.



## Latest news

To display that you are a proactive and knowledgeable firm, adding regular updates to your website will keep your clients and contacts engaged and will ensure your website is never inactive or static. Content could include the latest business and finance news, information on your latest event, or simply an update on the new developments in your firm. If you produce quarterly or monthly newsletters, add these to your site in PDF format so they are also available to users not subscribed to regularly receive it.

## Contact forms

Having a 'contact us' page is standard practice for all websites, but it can often be a barrier to potential prospects who feel an email or phone call is too formal. Include clear contact forms throughout your website to attract leads, and make it easier for

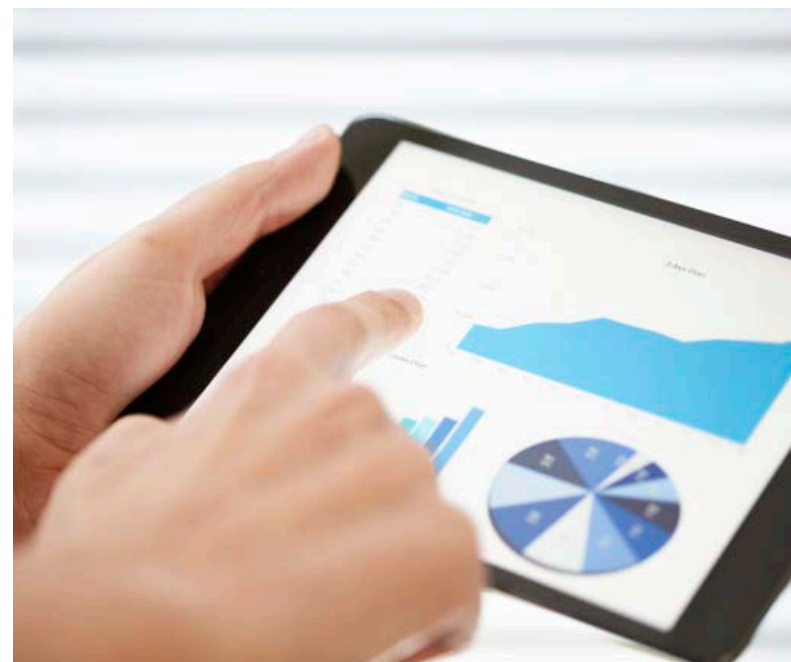
them to get in touch with you. Consider adding direction about why they should contact you or an indication of what they will receive if they fill in their personal details. This could include:

- Request a call back
- Ask us a question
- Book a free consultation
- Receive a freebie, such as a PDF guide
- Request a tailored quote

Although it's important to gain vital information from your leads, keep the form as short as possible, as adding too many fields can often be off putting for those that are short on time. Information not used to contact the lead, such as company size or sector can be established at a later date.

## Track your website visitors

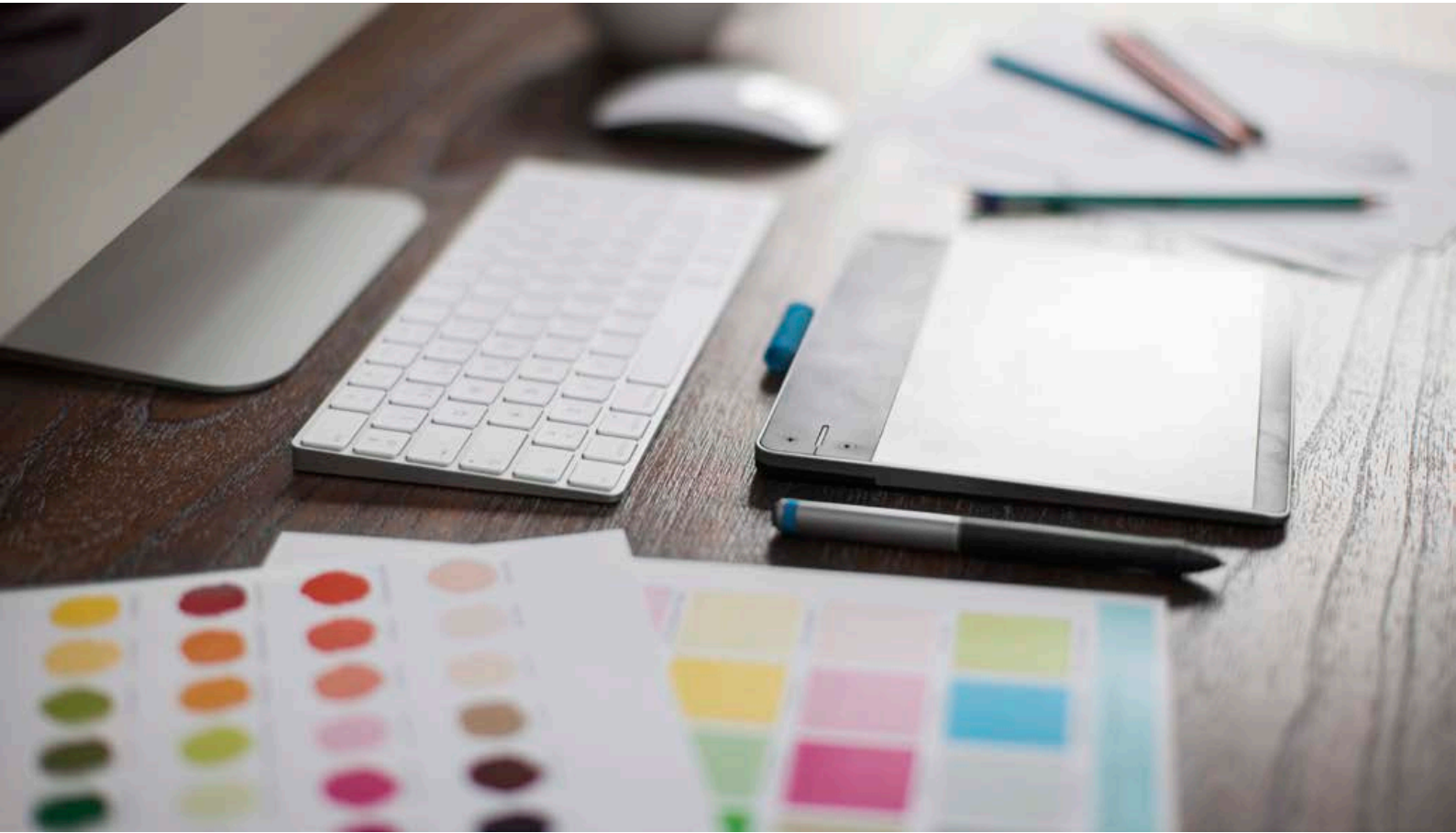
Do you know the amount of time your website visitors stay on your site, and what the most popular pages are? Gaining this information is important as it enables you to identify any weaknesses on your site and understand whether your users are visiting the pages you expect them to. Google Analytics is a free tool that allows you to thoroughly analyse your website traffic. Simply sign up, add a piece of tracking code to your website and wait for the results. If you find that you are getting a lot of website visits, but only a small amount of leads, review your website to see where you make your content more engaging and useful for prospects. You can also use Google Analytics to see how people found your website, including search results and other campaigns via email, social media and more. This will help you identify the marketing communications that are working for your firm and where you can improve in the future.



## Review your website

The design of your website is a significant indicator of the style and personality of your firm, so it is important that it represents you correctly. If the design or content is outdated, this may be reflected on your firm's reputation. Your competitors' websites also play a large part in the effectiveness of your website, so ensure you regularly review these to make sure you can stay

ahead and remain competitive. Due to the large amount of mobile devices used to search the internet, it's vital that your website is fully mobile responsive so that it is optimised for a great viewing experience for all visitors, no matter what device they are using.



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