

Improve your website in seven steps

Your website is one of the most important parts of your marketing, and is most often where prospective and existing clients will visit to find out more information about your firm. It is effectively an online business card, or shop window, so you need to make sure people want to contact you and find out more. The majority of marketing material directs people to a website, so make sure it is a good one! In this article, we outline 7 steps to help you optimise your website which can lead to an improved experience for your clients and attract new business.

1. Mobile responsive website

The internet is more mobile than ever, with an increasing amount of users opting to use a mobile phone to surf the web instead of a desktop computer. If your website cannot be viewed on all devices and at any time, then you are immediately removing yourself from potential clients' decision making processes. Not just potential clients either; your current client base will also want access to your site and information, so why not make it easy for them?

In addition, websites that are mobile responsive have a better chance of featuring more highly in Google search results, than those sites that are not responsive. So if you're looking to improve your website's visibility in Google search results, then a responsive website will certainly help.

To fix this, you require a mobile responsive website, built to automatically adjust to the device on which it is being viewed. This means your users will always have access to your information in the most user-friendly way. If you already have a separate mobile site, this is a great first step towards embracing the mobile world. However, you may want to consider a fully responsive site so you are not limiting the amount of content and resources available to your website visitors.

Did you know that we specialise in designing and building websites for UK accountancy firms? Plus, all our websites are built to be fully responsive. [Find out more here.](#)

2. Design and branding

It is important that your website reflects who you are as a business while capturing the attention of your users. People will shop around, so you need to make sure your website looks better than the competition, and not tired or dated. To make sure your prospects choose you over your competitors, you should regularly review how

you are portrayed to clients online, and think about how you want to be represented in the future.

Once you have reviewed your position, your branding is a good starting point – are you happy with your logo and company colours? These elements are present on everything your clients and prospects see (such as business cards and emails) so it's a good idea to update or completely rebrand your firm every few years.

You may also want to consider changing the images on your website to make your site stand out, or relate to your target audience. Think outside the box to ensure your website is memorable and modern.



If you're an innovative company, you may want to move away from standard accountancy images and focus on a technological or aspirational style. If your target audience is local businesses, consider photos of your local area.

If you would like help with branding, logo design and creation of marketing material, why not take a look at our [Design Service](#).

3. Show off your services and specialisms

When a prospect lands on your website, they will want to find out as much information about you in a small amount of time. Including pages on the various services you offer allows you to display the breadth of knowledge you have, and the many ways you can support them in these areas. This is especially important if you specialise in particular sectors, as these businesses will have more complex requirements. Consider adding relevant testimonials and case studies to these pages to back up your service promises and show how you have helped similar businesses.

4. Updated content

Always put yourself in the shoes of a potential client and make sure your website displays the information that they will find useful. Having fresh and relevant content, such as factsheets, calculators and regular news are all important in making sure both current and prospective customers are engaged with your website. Websites that contain updated information are likely to be visited more often, as Google prioritises these sites in search rankings.

All our websites include regular content, resources, factsheets and calculators built-in as standard, meaning it's one less thing for you to worry about. [Find out more here.](#)

5. SEO

While having a website is vital, having one that cannot be found in a search engine brings very little benefit to you. You can always tell people about your website, however, you need people to be able to search and easily find your website.

Search Engine Optimisation (SEO) is something that websites require in order for your website to be ranked higher within search engine results. Keywords and tags are placed within your website code to optimise and improve your chances of attracting the audience you want to visit your site. To give your website the best possible chance, you should speak to an SEO expert who will be able to give you tailored advice based on your firm's requirements.

6. Social media

An area that has grown rapidly in popularity is social media, so the use of platforms such as Twitter, LinkedIn, and Facebook can also enhance your company profile and generate leads. You should post regular updates including technical content and news, to ensure your clients always have access to changes that affect them. Customer interaction is key to success on social media, so you should make an effort to communicate with your clients and local businesses to help improve your reputation.

However, social media is something that should be looked at once you are happy with your website, as social media users are likely to look at your website via links you have shared. Avoid using social media and blogging on a sporadic basis; you really have to invest some dedicated time into this area to reap the reward – just like any other part of your business. Unfortunately, it looks far worse to have social media accounts that contain posts that are months apart as it makes you look disinterested.

If you would like to be doing more to promote your business on social media, but not sure where to start, take a look at our [social media service.](#)

7. Blogging

Including and regularly updating a blog on your website allows you to promote your firm's events, news and offers to your visitors. If you have a few hours free during the month, you may also want to consider writing a special opinion piece on recent changes or an update for your specialist sectors. This will become a useful resource for your clients and is something you could share on social media.

We can help you!

With a dedicated team that specialise in creating websites, content and social media specifically for accountants, we can advise you on how to maximise your online marketing. To discuss any of the above or how our range of products can be integrated easily into your marketing plan, please call us on **0330 058 7141** or email sales@mercia-group.com.

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