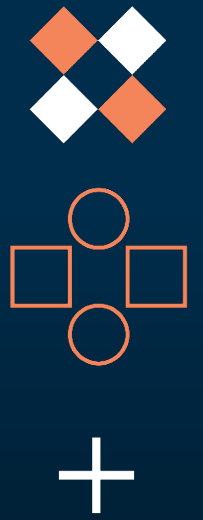
Practice + Pixels

Improving the performance of your accounting firms' website

Easy to implement tips and tricks that will instantly make your website perform better



Hi! I'm Tyson Cobb.

- 14 years marketing + brand strategy
- 6 years marketing in Accounting industry
- Inbound Marketing Certified
- Content creator, Trainer + Speaker

We are Practice + Pixels.

We are the digital agency accounting firms rely on to create **brands, websites + digital marketing** that is unique, original, and helps them stand out in the market.

Branding

Website design + development

Strategic digital marketing

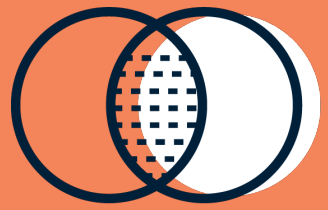
Graphic design

Video production

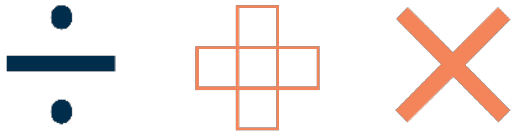
Pay attention
we’re going to get very…
practical

Simple.
Strategic.
Applied.
About you.

How important is a good website for your firm?



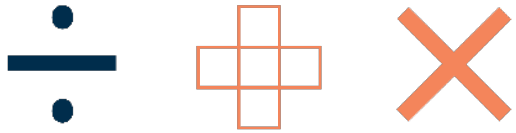
All roads lead back to your website



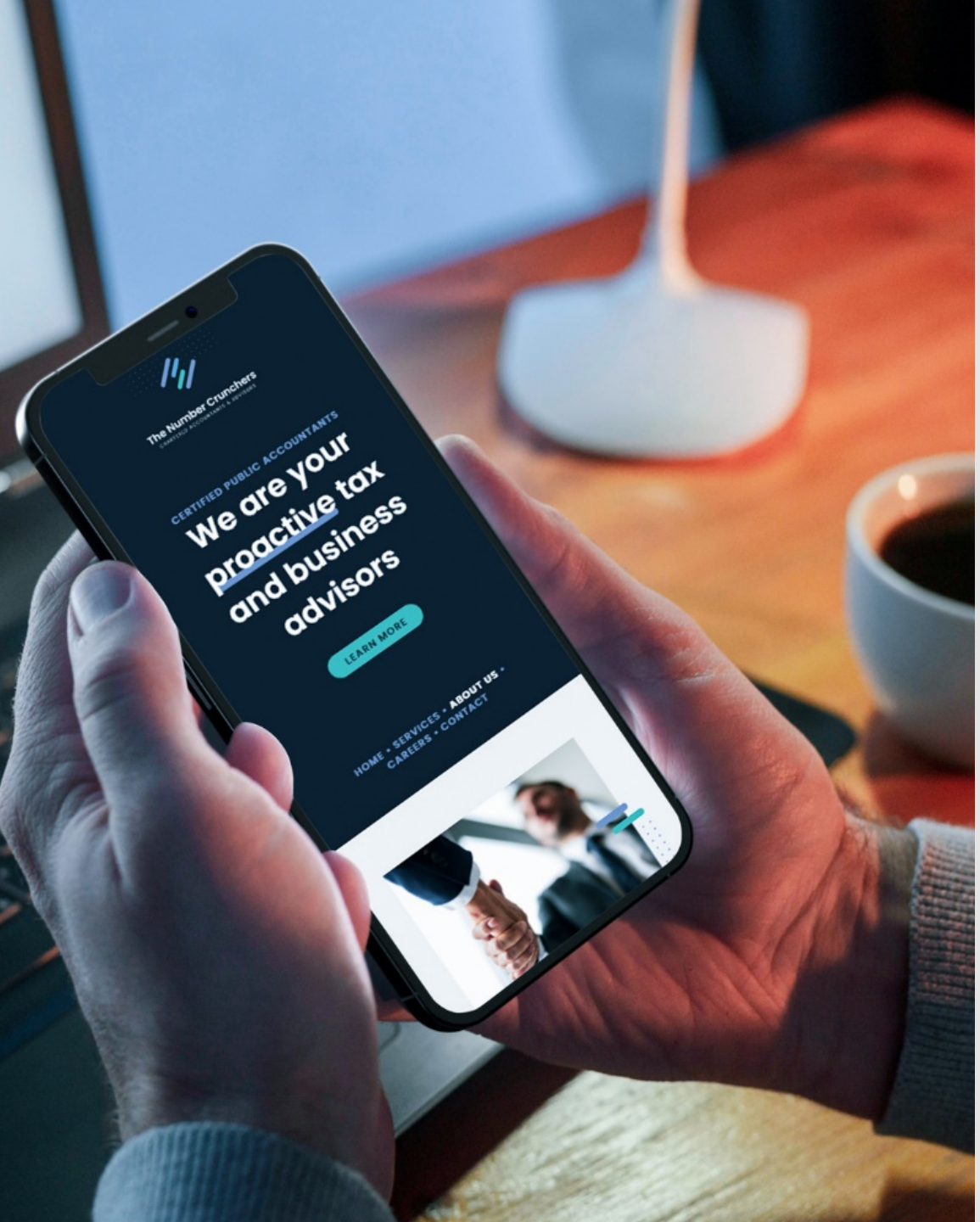
Your potential clients will perform in-depth online research about your firm

You are being judged

You want to stand out for the right reasons.



A good website adds to your credibility as a professional accountant



- You can control the experience and content
- It enables you to compete with the industry goliaths
- It can motivate people to take an action
- It attracts talent!
- It highlights what makes you unique

So, it's
pretty obvious
why you need a
good website.

Always be walking in your clients' shoes.

There are 3 different areas for improvement for your accounting website.

- Ranking in search
- User experience
- Conversions

And the good news is... you can implement most of these improvements yourself!

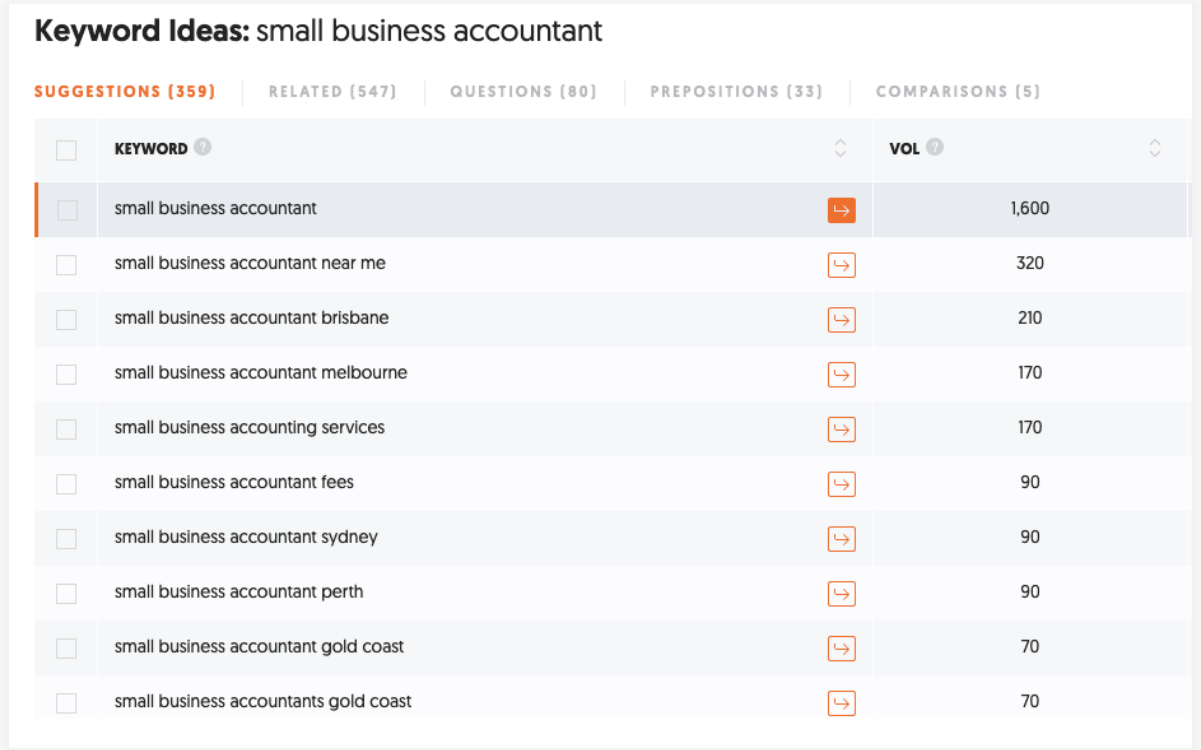
01.

Improve ranking performance in search

IMPROVE RANKINGS

Use relevant keywords.

Make sure you have keywords throughout your website (including your page titles) that will help you rank.

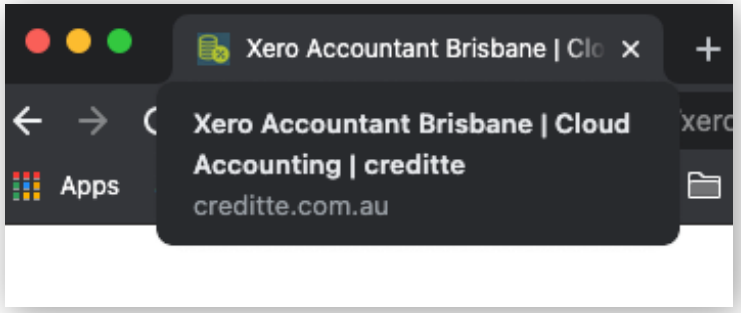


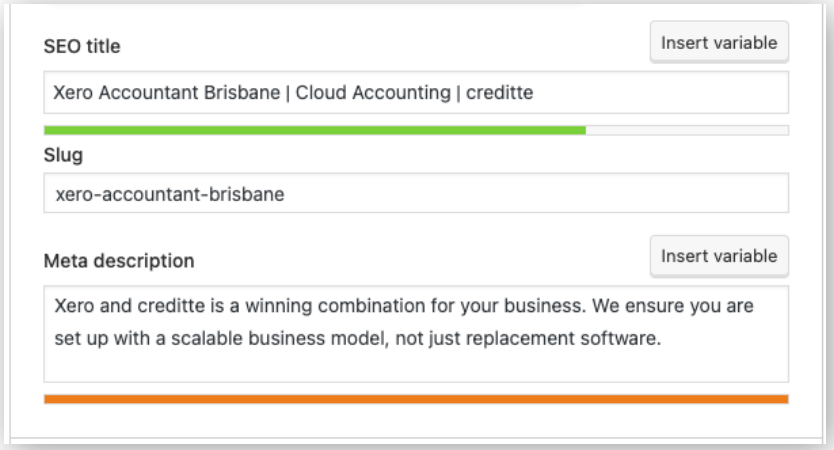
Use online tools to find out what keywords have high search volumes in your industry + location.

IMPROVE RANKINGS

Correct page title structure

Google reads your page titles from left to right, so ensure your page titles are structured accordingly.

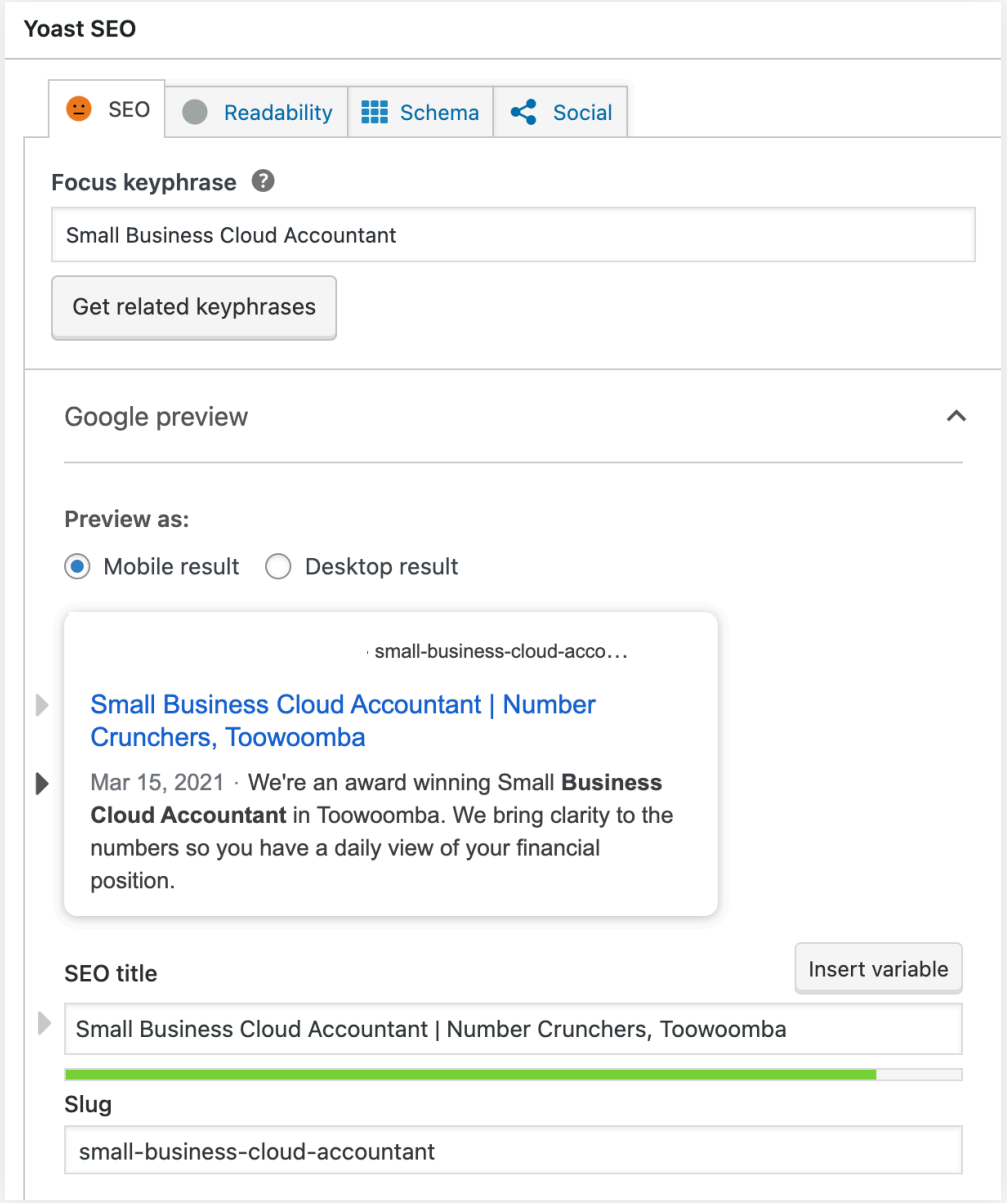




IMPROVE RANKINGS

Have basic SEO enabled.

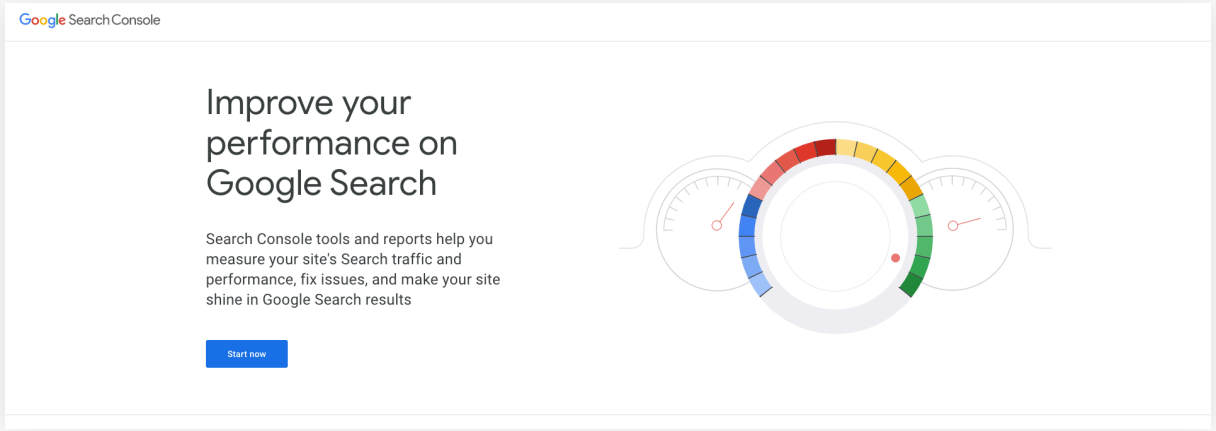
If you have a Wordpress site, you can easily implement basic SEO with a simple plugin to ensure each page has basic SEO implemented.

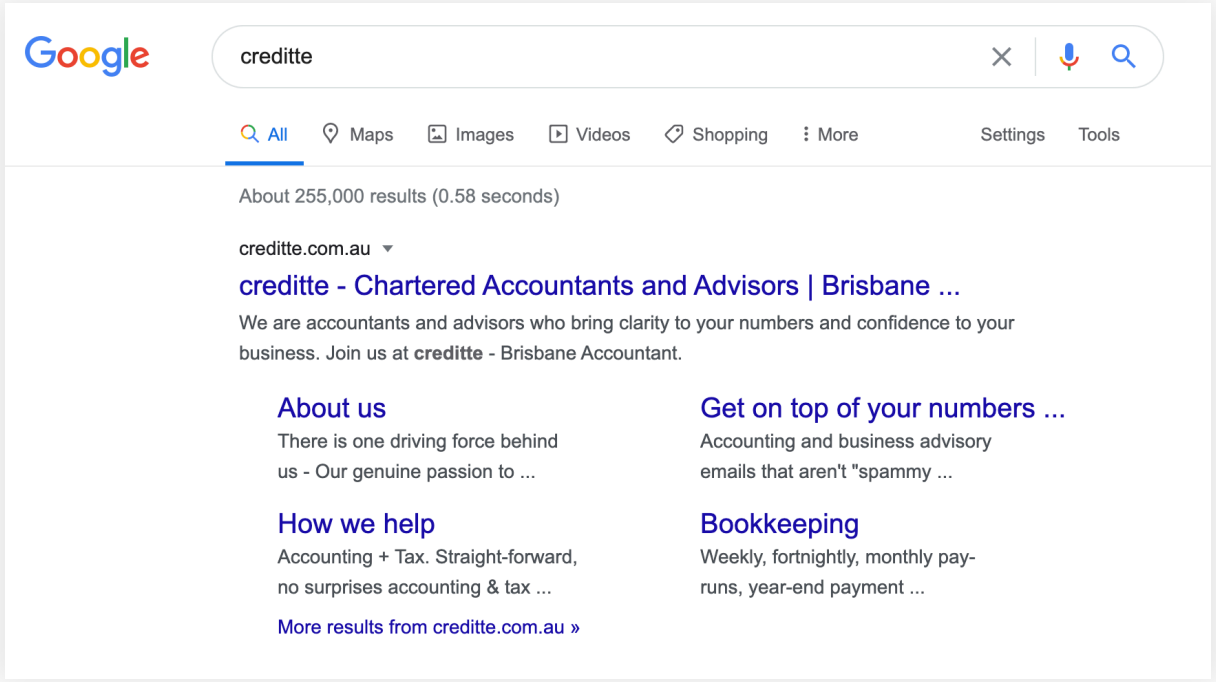


IMPROVE RANKINGS

Submit a sitemap to Google Search Console.

This involves submitting your website to Google so it can “read” each page correctly, and then RANK each page in search results.

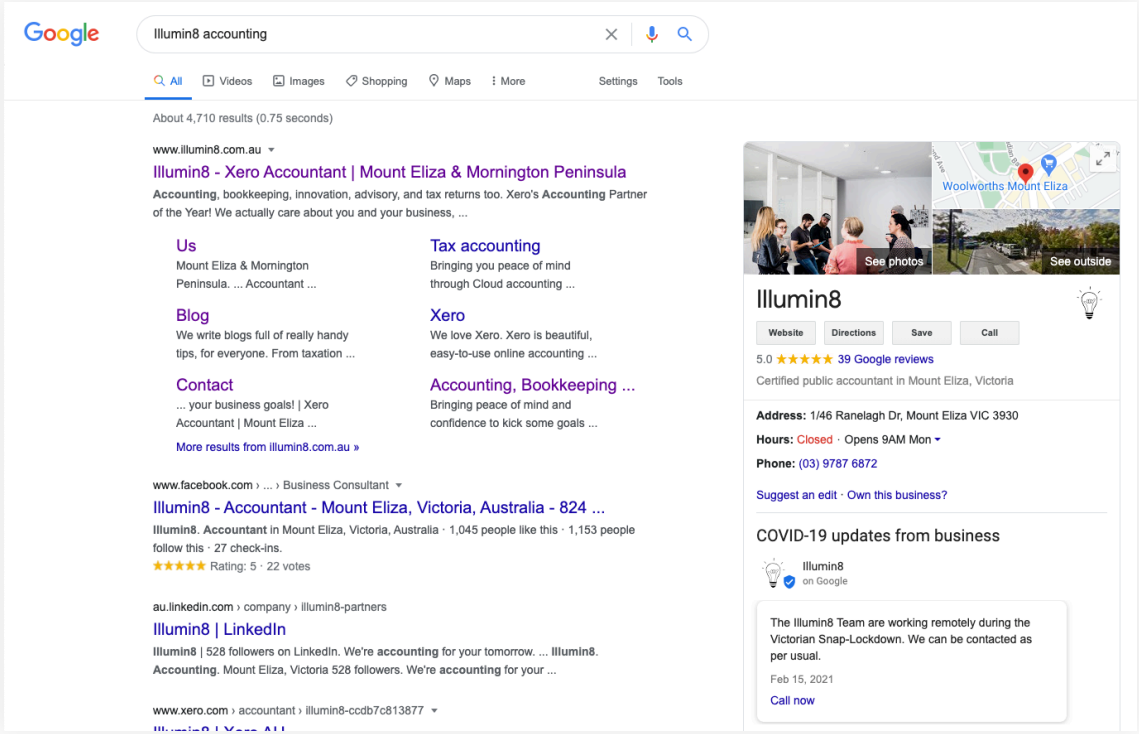




IMPROVE RANKINGS

Setup/update your Google My Business.

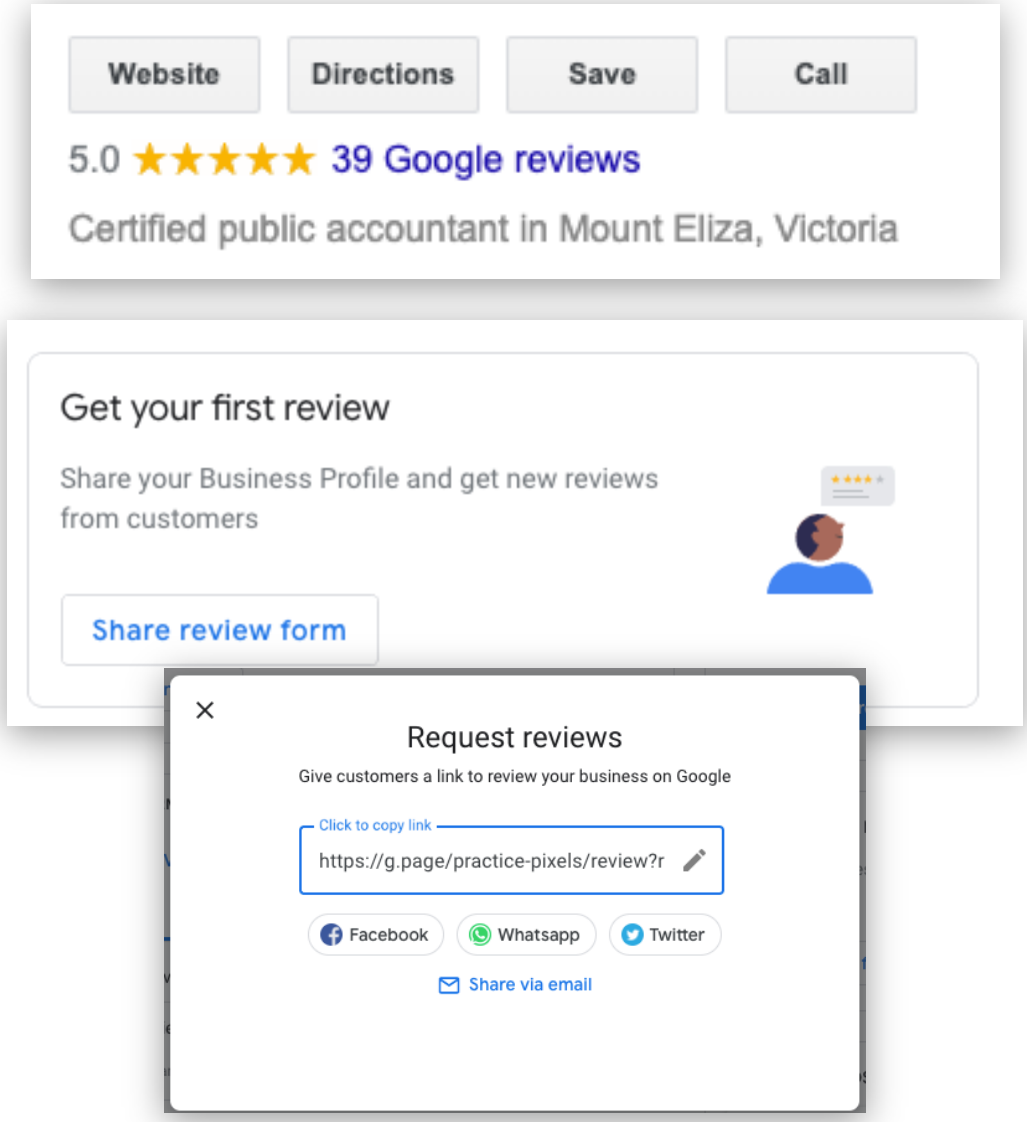
Make sure you have relevant information on your GMB listing and always be monitoring.



IMPROVE RANKINGS

Ask for more Google Reviews.

People are turning to online reviews now, more than any other time in history.

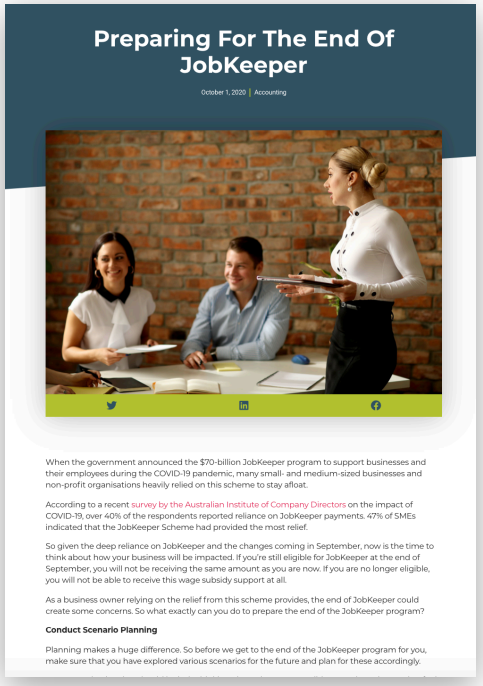


IMPROVE RANKINGS

Have relevant + engaging content.

Google looooooooves content. A website with engaging and relevant content you publish consistently will boost your ranking performance.

Rockstar accountants delivering epic value.



02.

Improve your user experience

You have a good user experience when your website is...

- Usable
- Useful
- Desirable
- Findable
- Credible

IMPROVE USER EXPERIENCE

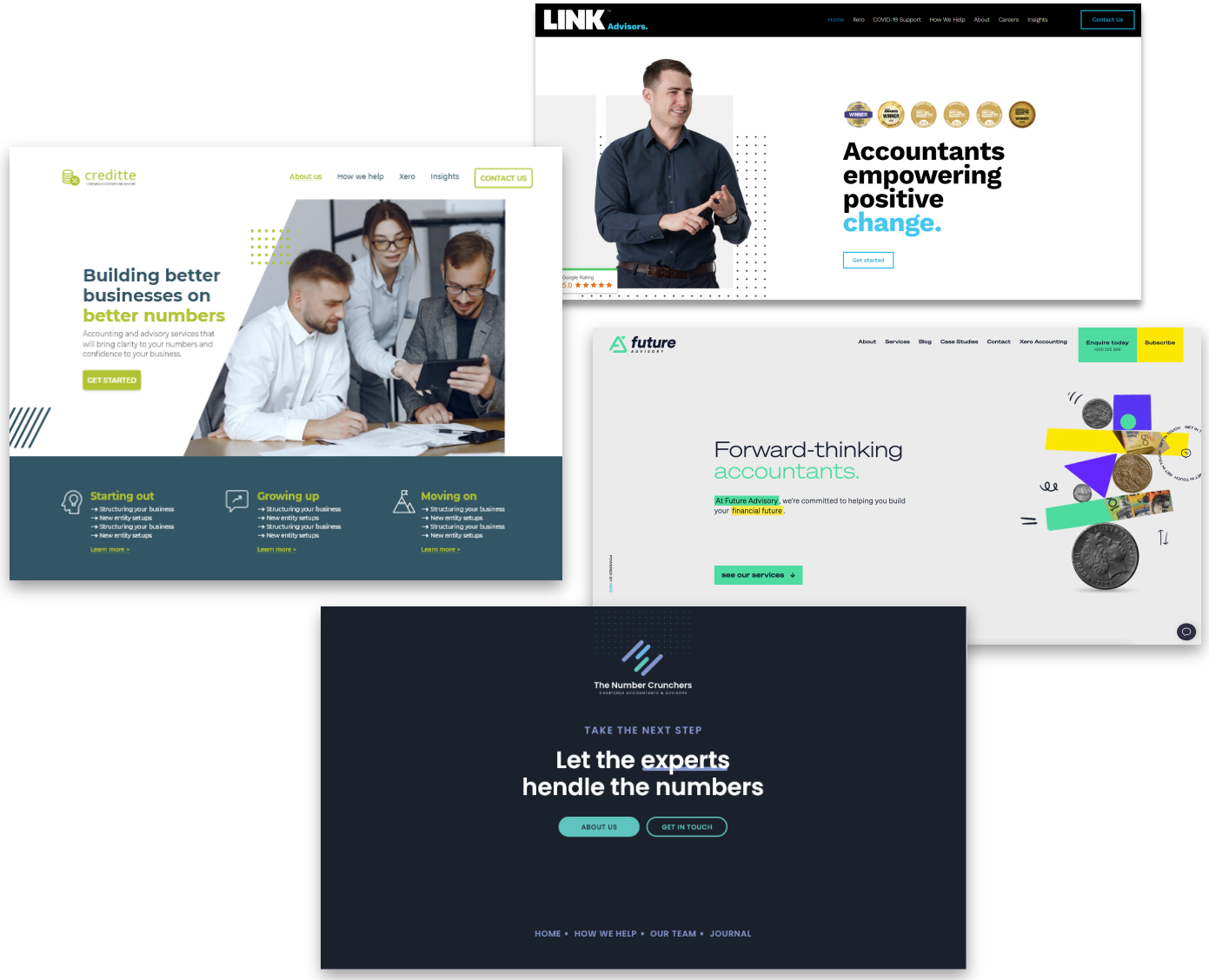
Answer your users questions

Show your users, your potential clients, that you clearly understand them and their needs through your language and content.

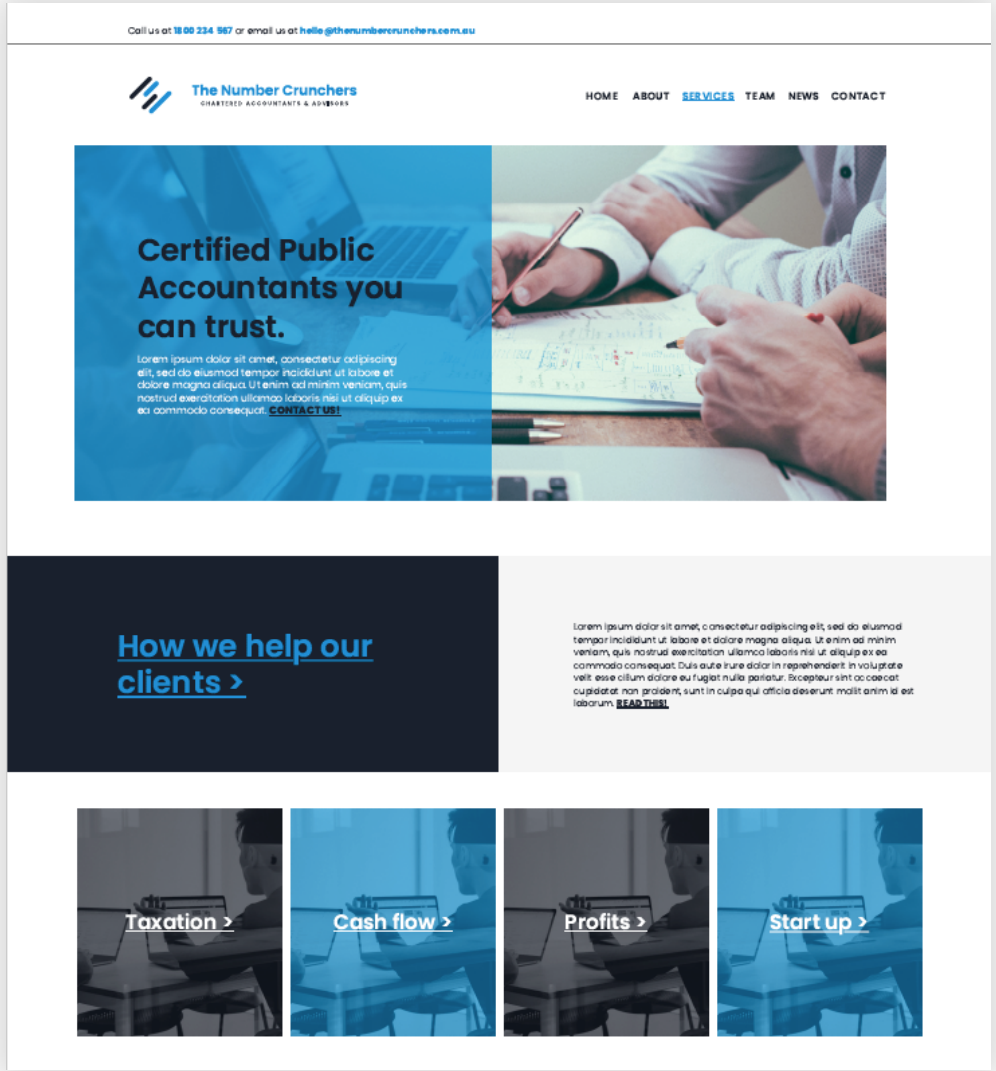
IMPROVE USER EXPERIENCE

A modern design

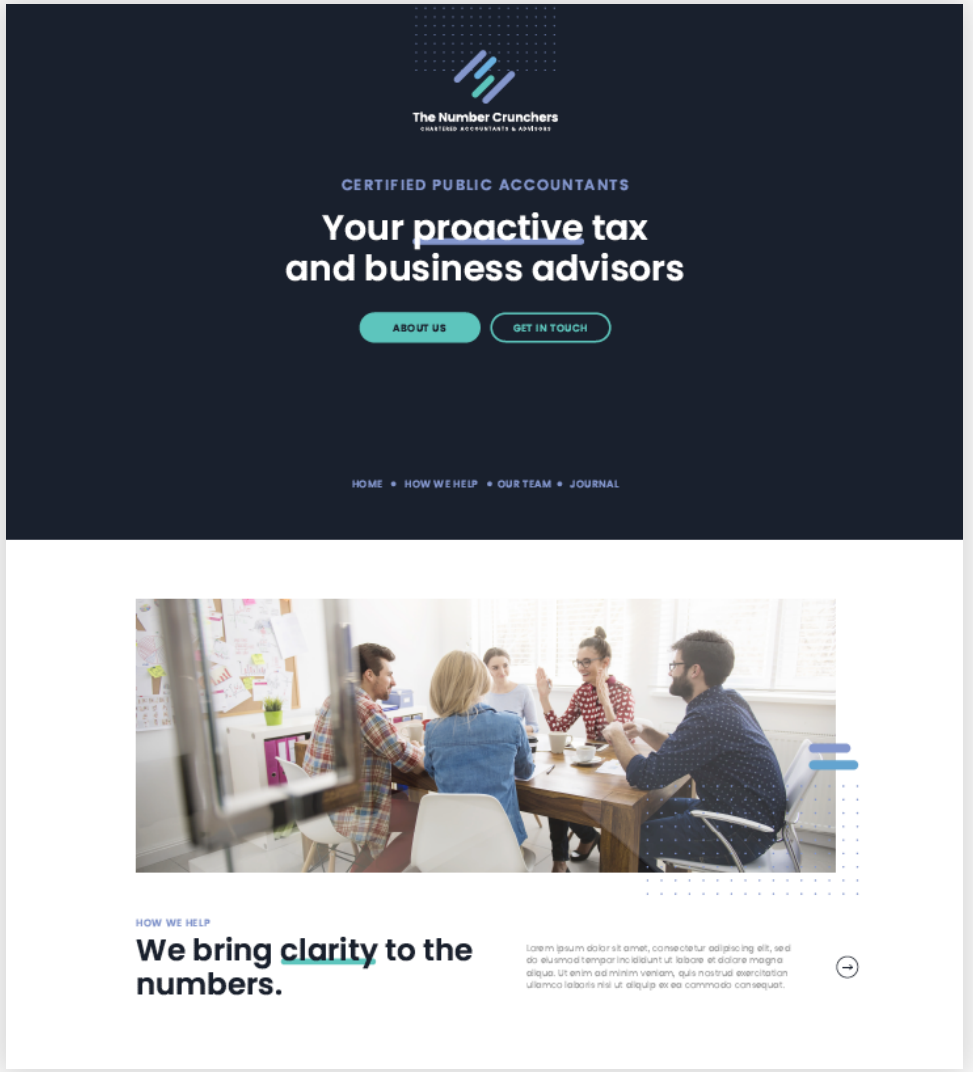
The old school and the outdated are consistently beaten online by the new age, the modern and future focused.



A BIT OLD SCHOOL



NOW WE'RE TALKIN'



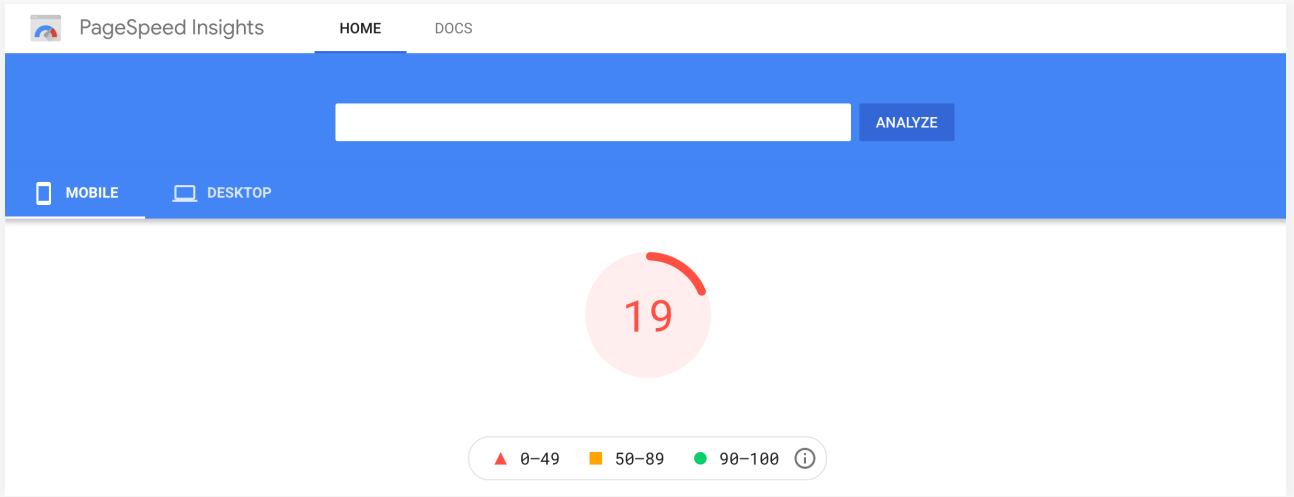
IMPROVE USER EXPERIENCE

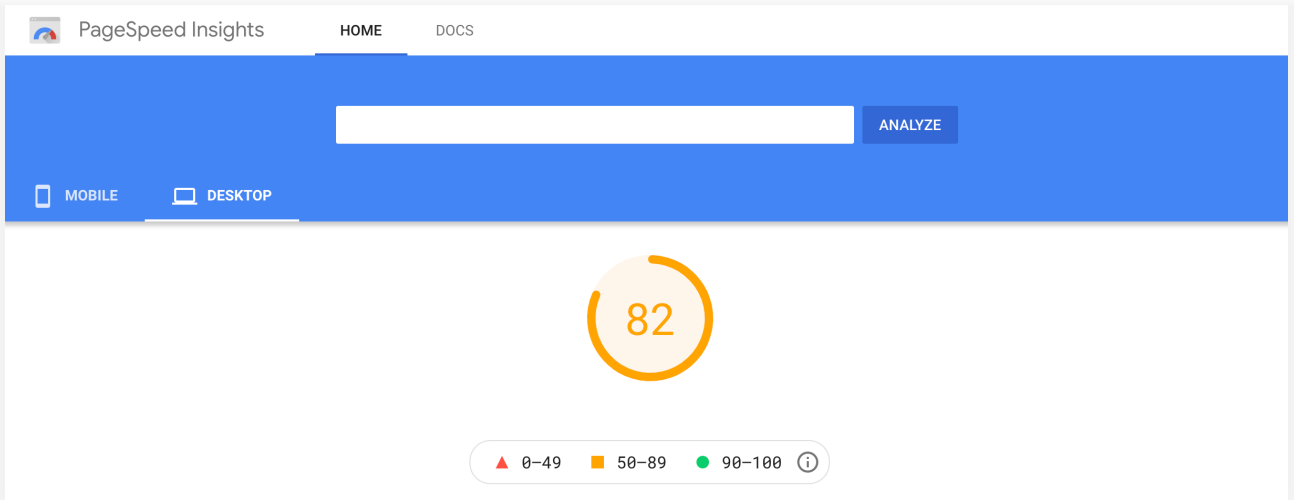
Faster page loading

A study by Google revealed that the longer it takes for a website to load, the lower your conversion rate will be.

A slow site can also have a negative ranking factor.

Google "Page Speed Insights"





Here is what they found...

Put simply, if your website takes over 5 seconds to load, you are only converting 0.6% of your total number of website visitors.

Load Time	Conversion Rate (CR)
2.4 seconds	1.9% of all site visitors
3.3 seconds	1.5% of all site visitors
4.2 seconds	1% of all site visitors
5.7 seconds	0.6% of all site visitors

You should aim for a load time of under 3 seconds

IMPROVE USER EXPERIENCE

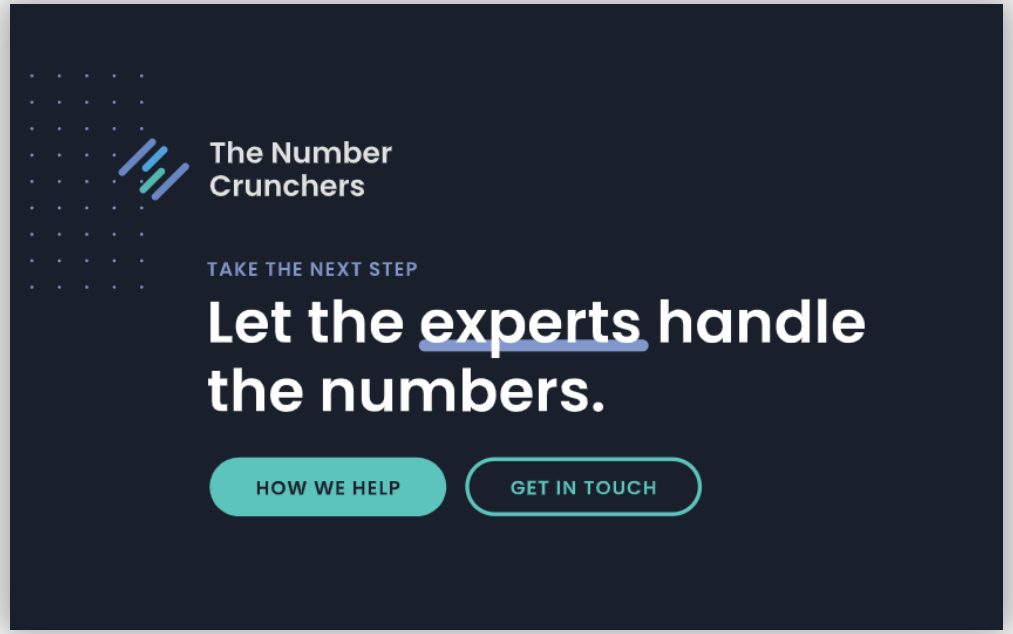
Ensure your site is secure

Ask your hosting provider to implement an SSL certificate on your website.

IMPROVE USER EXPERIENCE

Clear calls to action

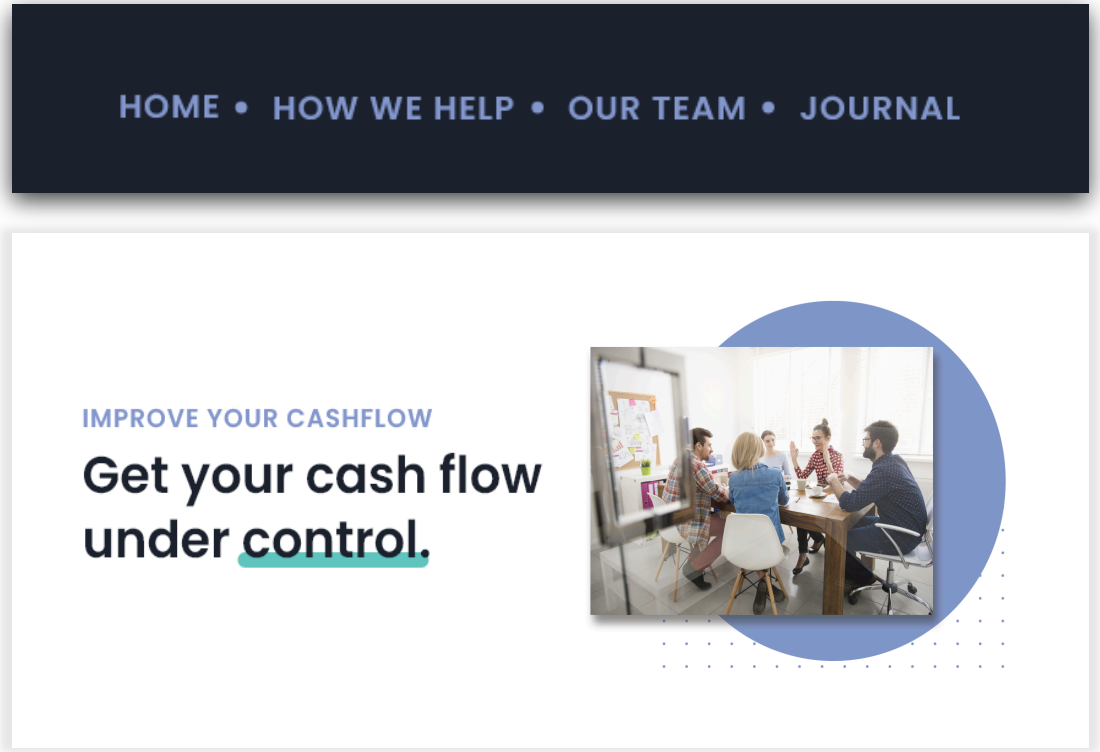
Direct your users where you want them to go, and where they would like to go. This will also improve your conversion rate.



IMPROVE USER EXPERIENCE

Absolute clarity in your message + navigation.

If you confuse them, you lose them. Be clear in your message, but also make it clear in how users can navigate your site.

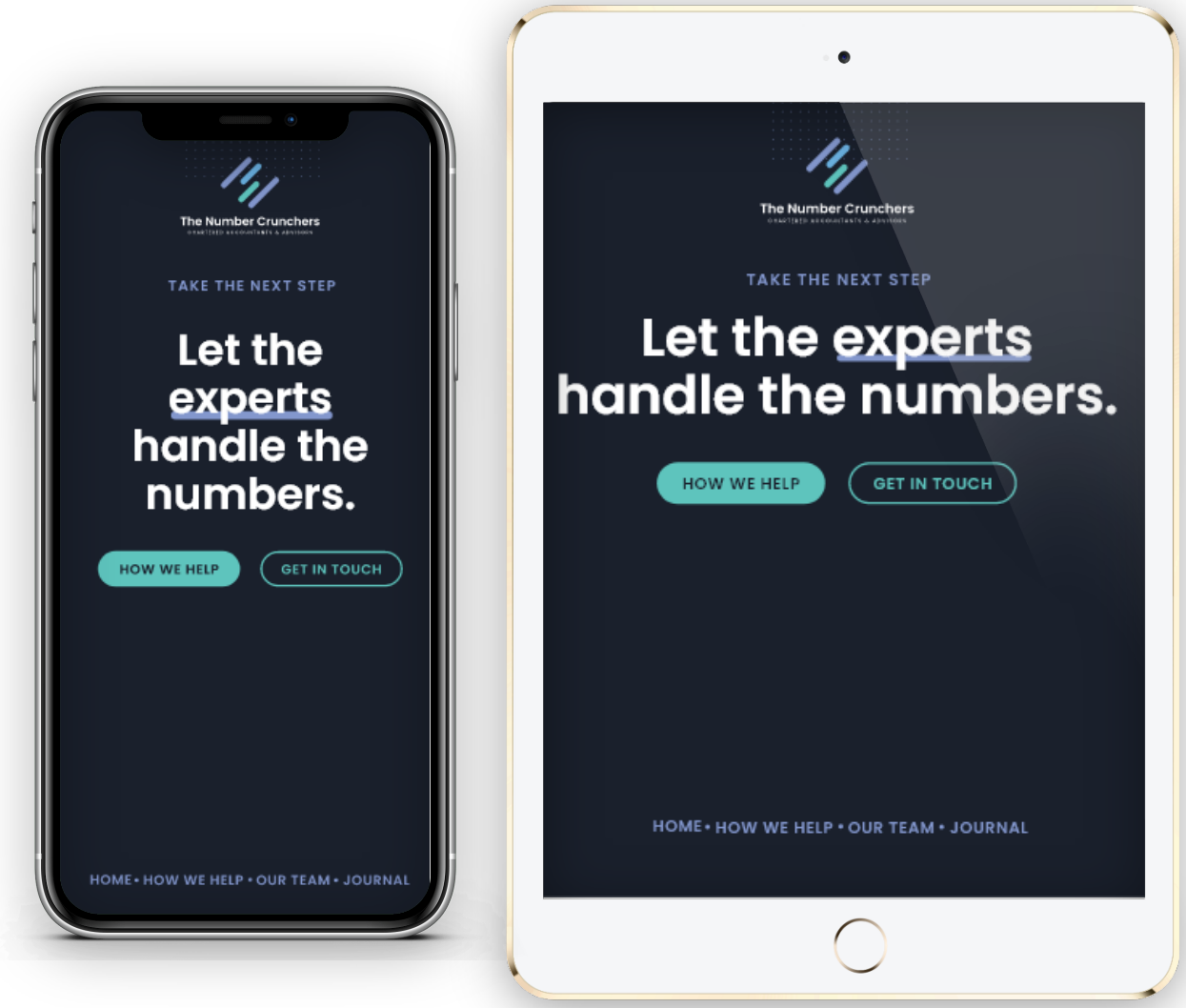


IMPROVE USER EXPERIENCE

Responsive across devices

Many of your clients will visit your website from a mobile device, this experience needs to be seamless.

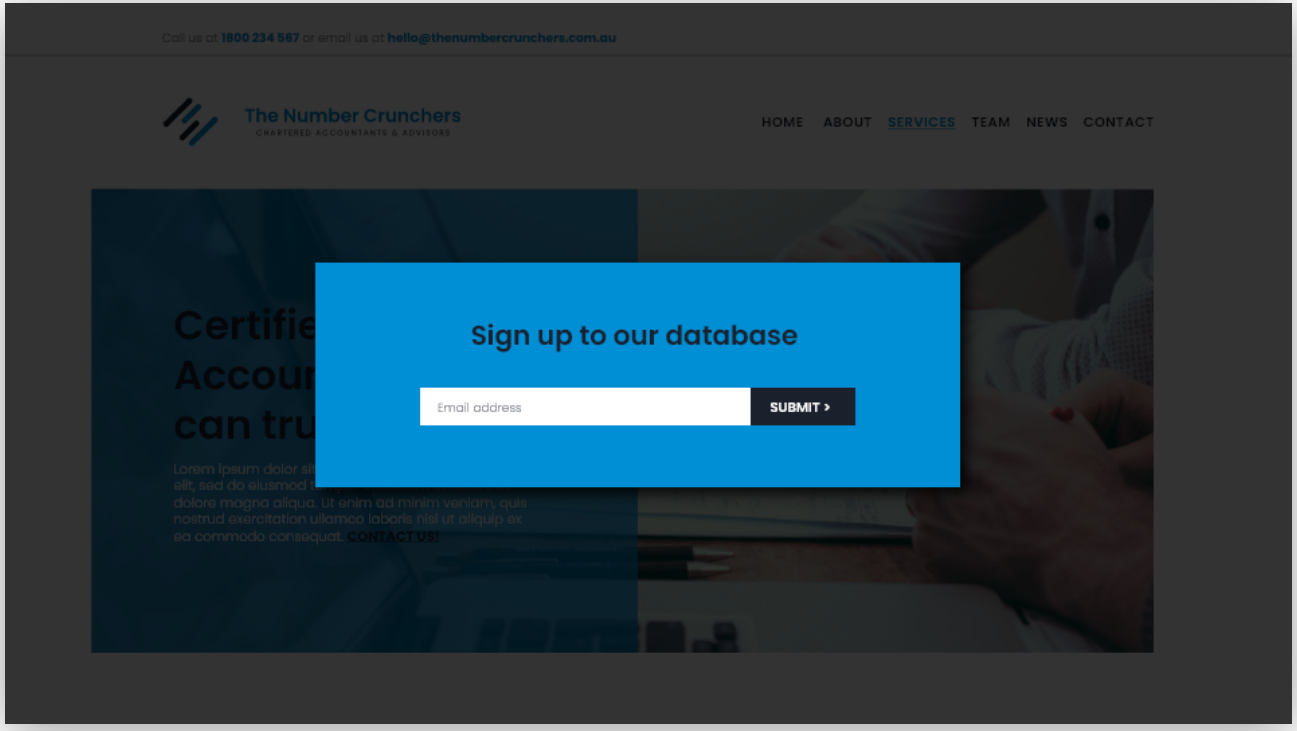
Ps... Google will rank sites poorly who have bad responsive website responsiveness.



IMPROVE USER EXPERIENCE

Annoying pop-ups

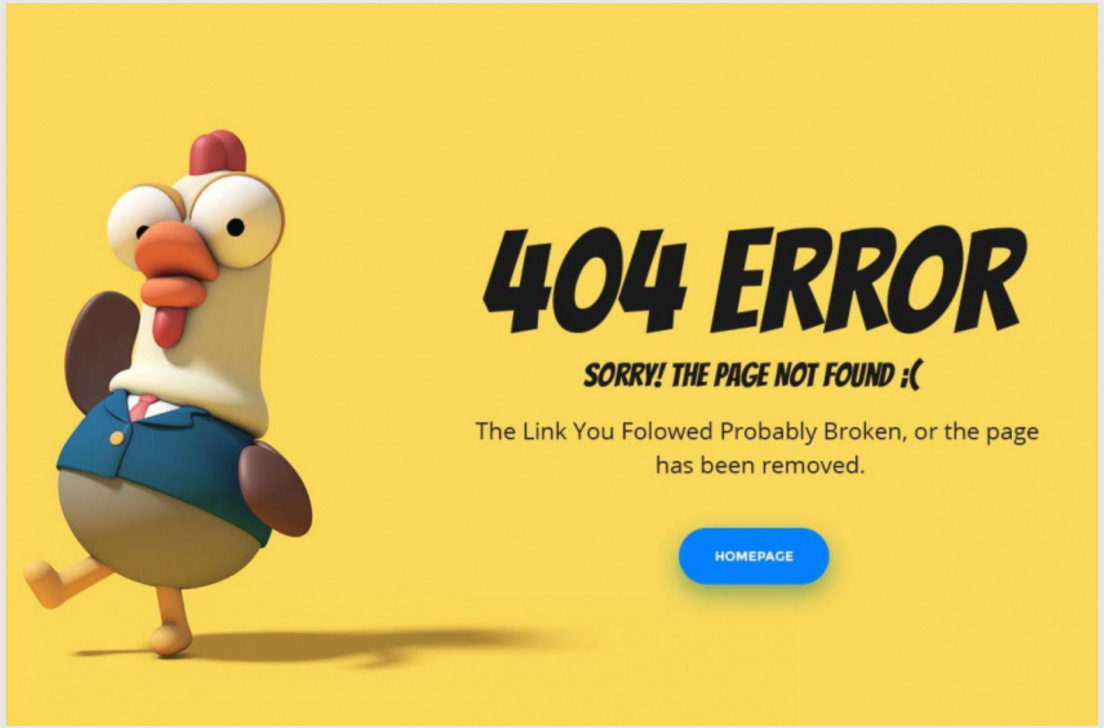
If you have pop-ups, make sure they're relevant, and are of the highest value to the user... not like this one →



IMPROVE USER EXPERIENCE

Fix broken links

Broken links and links to pages that don’t exist can confuse and frustrate your users. Plus, broken links can diminish the value of your site from an SEO perspective.



IMPROVE USER EXPERIENCE

Provide a frictionless experience

Your website should provide a seamless experience. One that is easy and pleasing to the user with no complications.

An experience with friction, is a bad experience.

03.

Improve your conversions

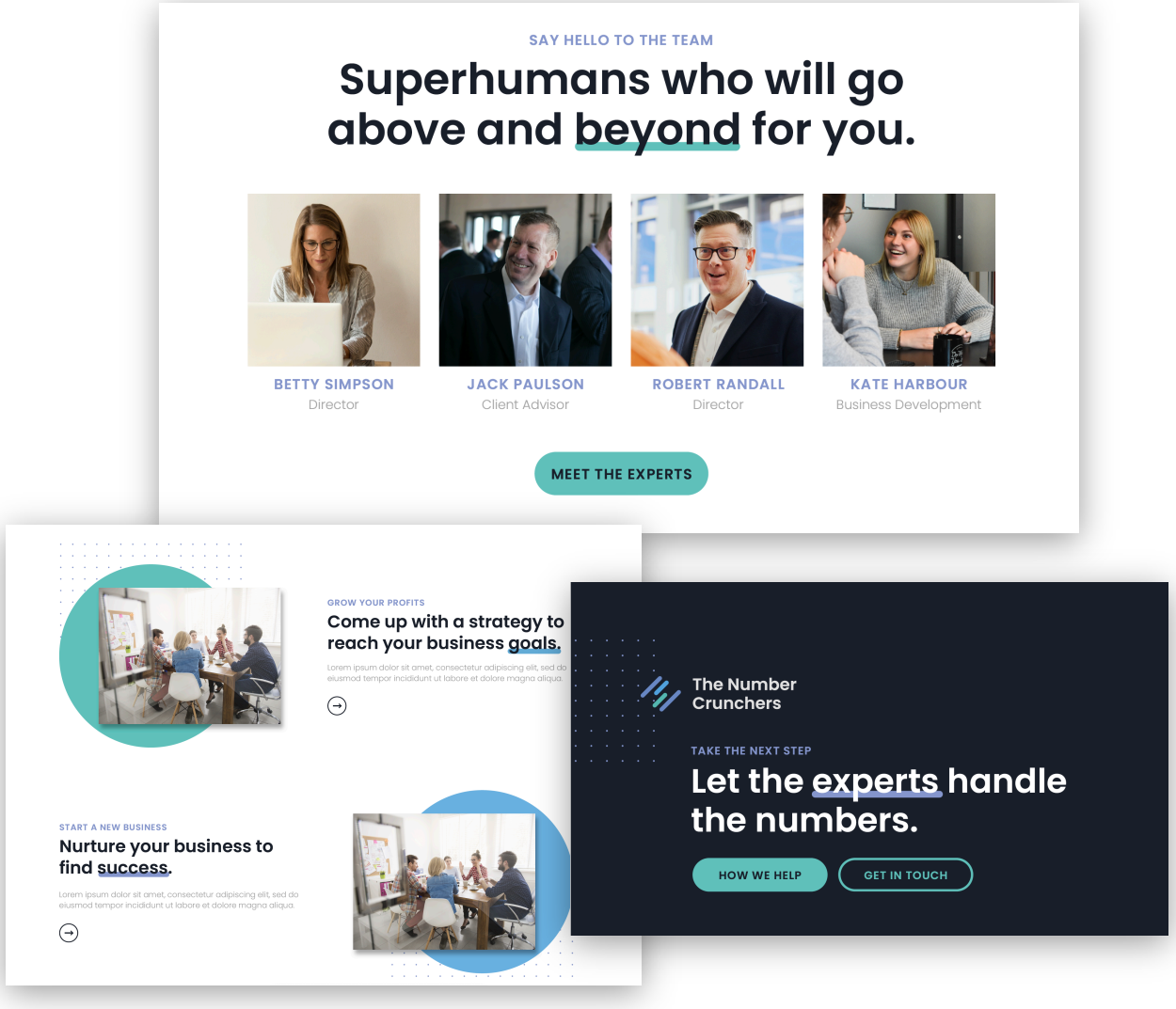
A conversion on your website could be

Subscribe Download Enquiry

IMPROVE CONVERSIONS

Give users the info they need

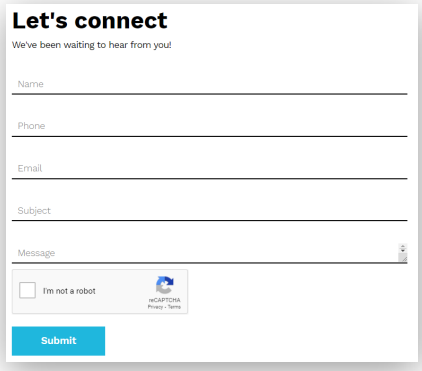
You need to give users a reason to *want* to get in touch with you. Your messaging needs to talk to the pain points of the client, and how you help solve those pain points, so the client is convinced you are the only accountant for them.

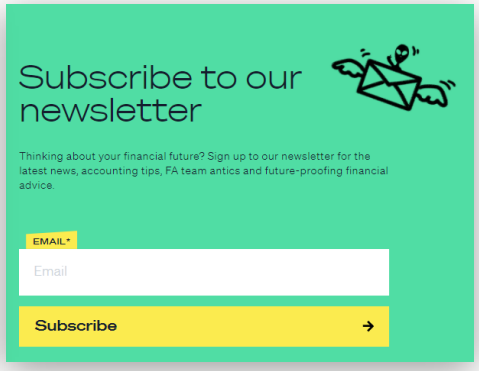


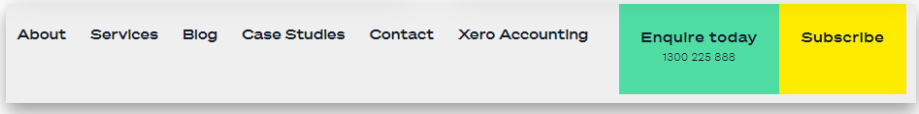
IMPROVE CONVERSIONS

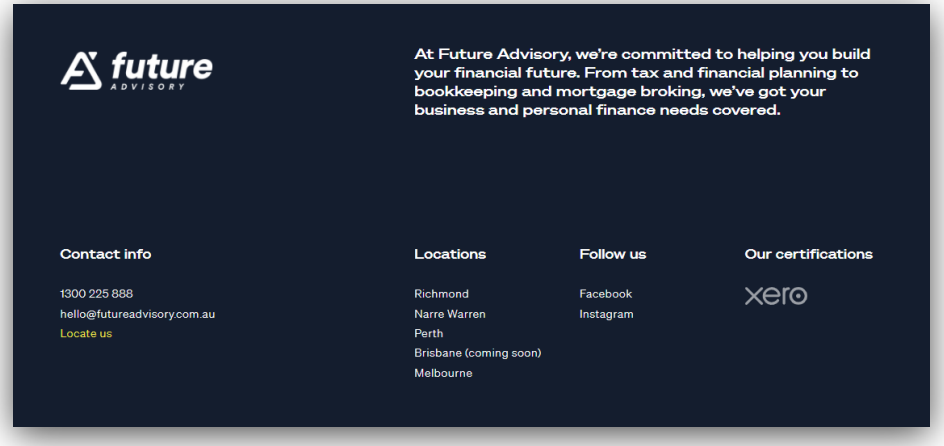
Make it easy for them to contact you!

Your contact details should be visible at multiple points of the website user journey. Ensure it's a seamless process for users to get in touch with you if they wish.





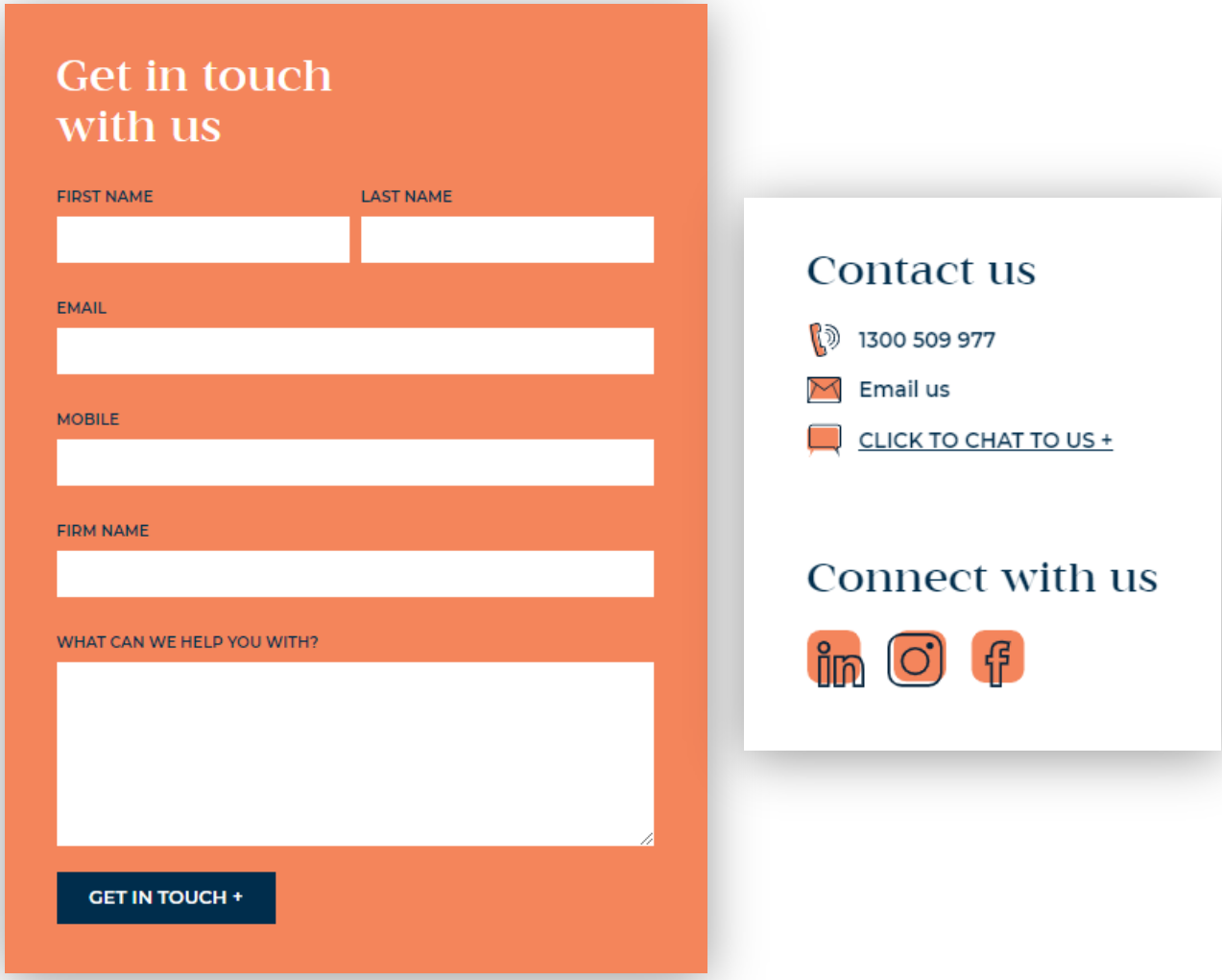




IMPROVE CONVERSIONS

Give them options to contact you

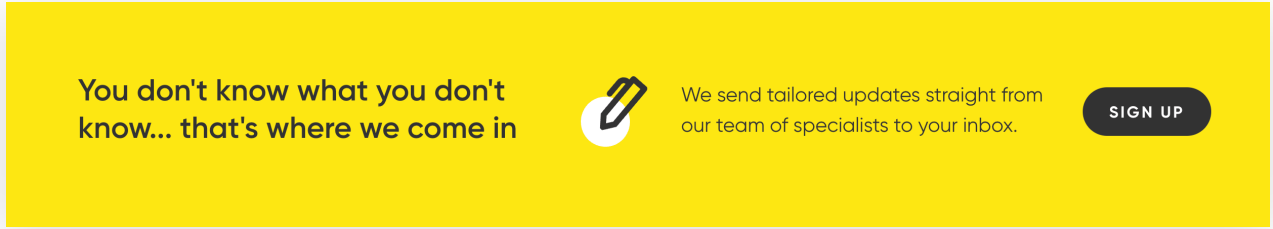
Provide multiple ways to for users to reach out and enquire about your accounting services.



IMPROVE CONVERSIONS

Encourage newsletter signups

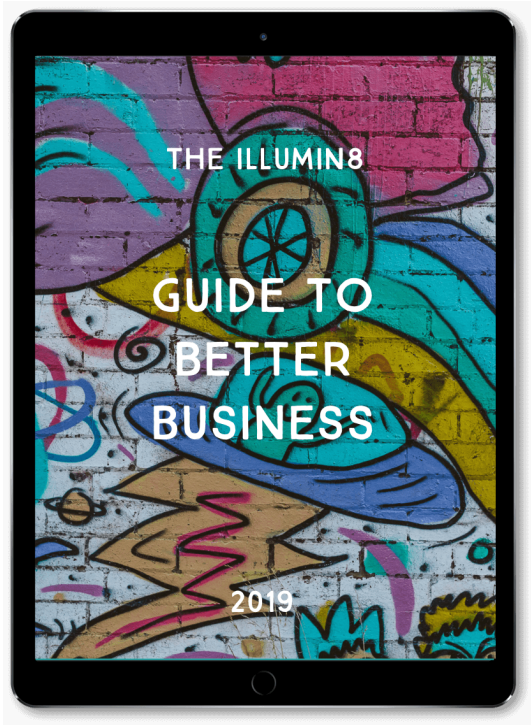
If users aren’t ready to talk “sales” with your firm just yet, give them a reason to stay in touch by signing up to your newsletter.

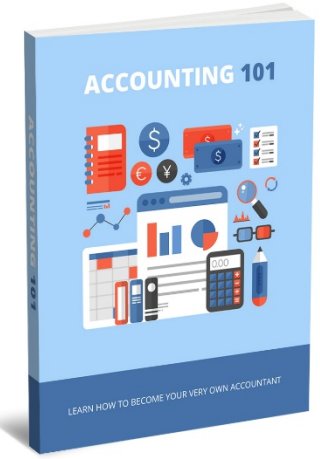


IMPROVE CONVERSIONS

Provide a lead magnet

A high value content asset offered to your users in exchange for their contact information.

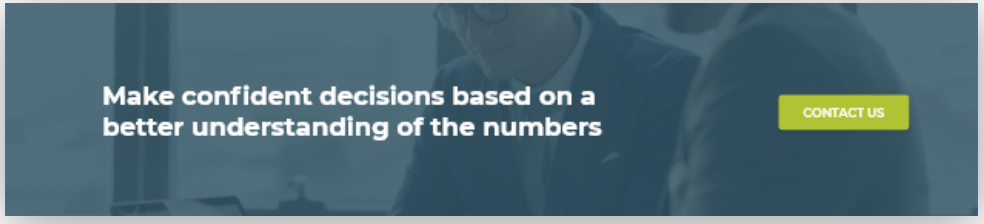


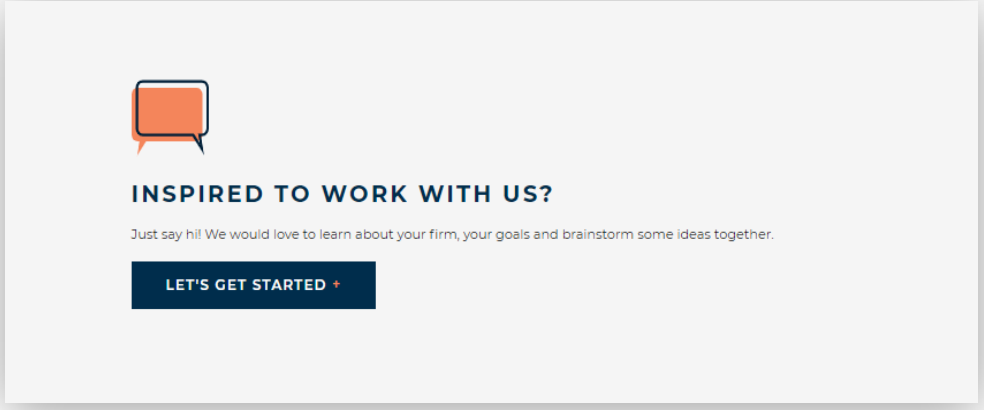


IMPROVE CONVERSIONS

Strengthen your call to action copy

A call to action should tell the user what they should be doing once they click on a button or a link on your website.

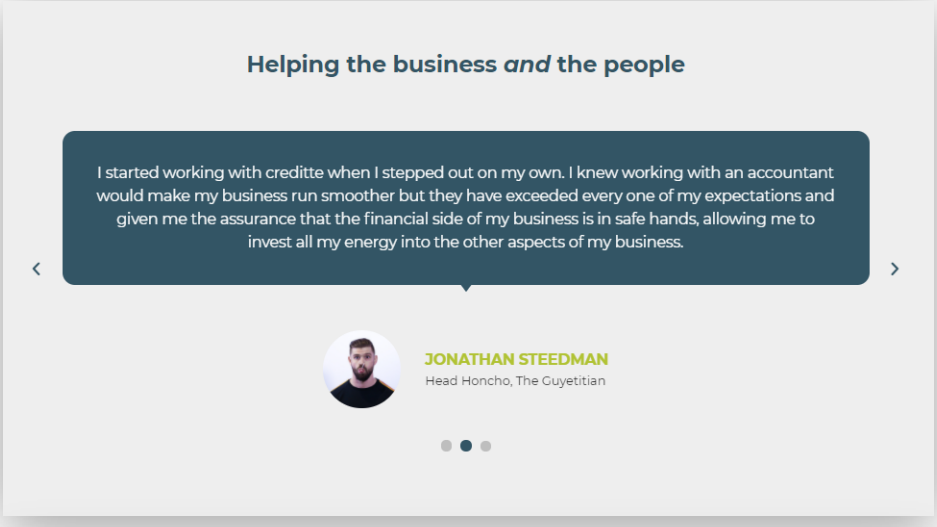


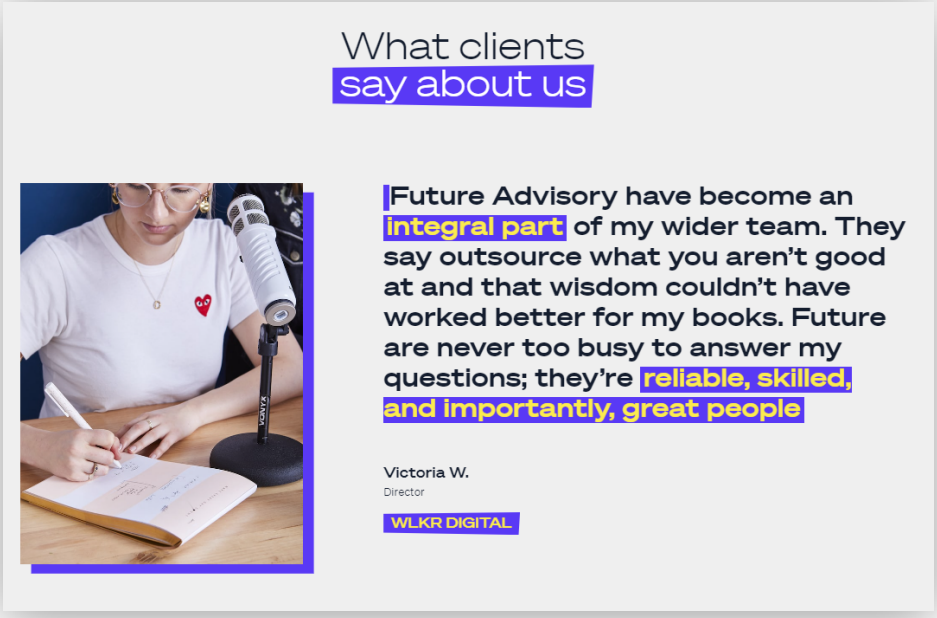


IMPROVE CONVERSIONS

Add testimonials, reviews + case studies

Provide evidence of how good you actually are with client generated testimonials and case studies throughout your entire site.

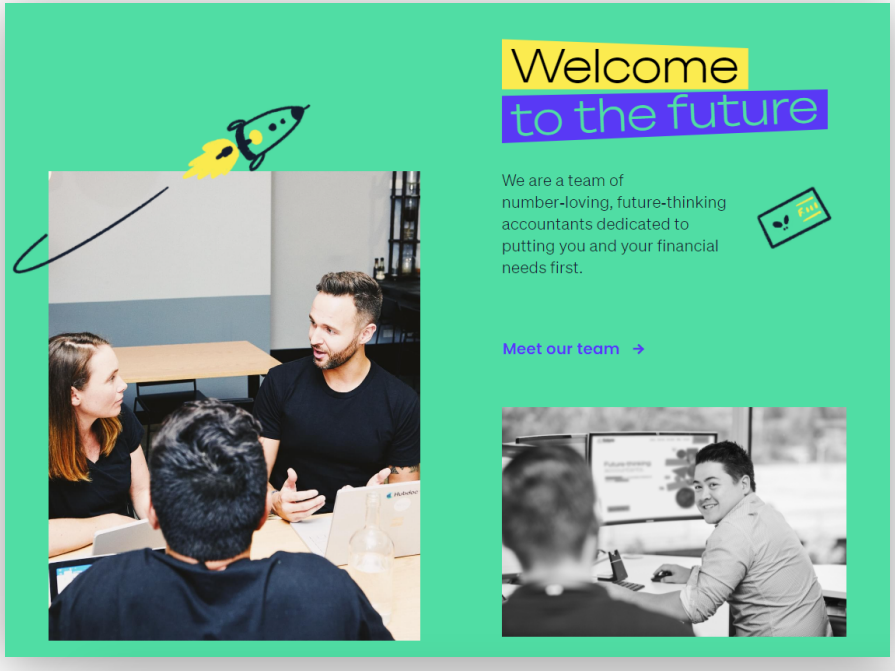




IMPROVE CONVERSIONS

Show the team, not just stock images

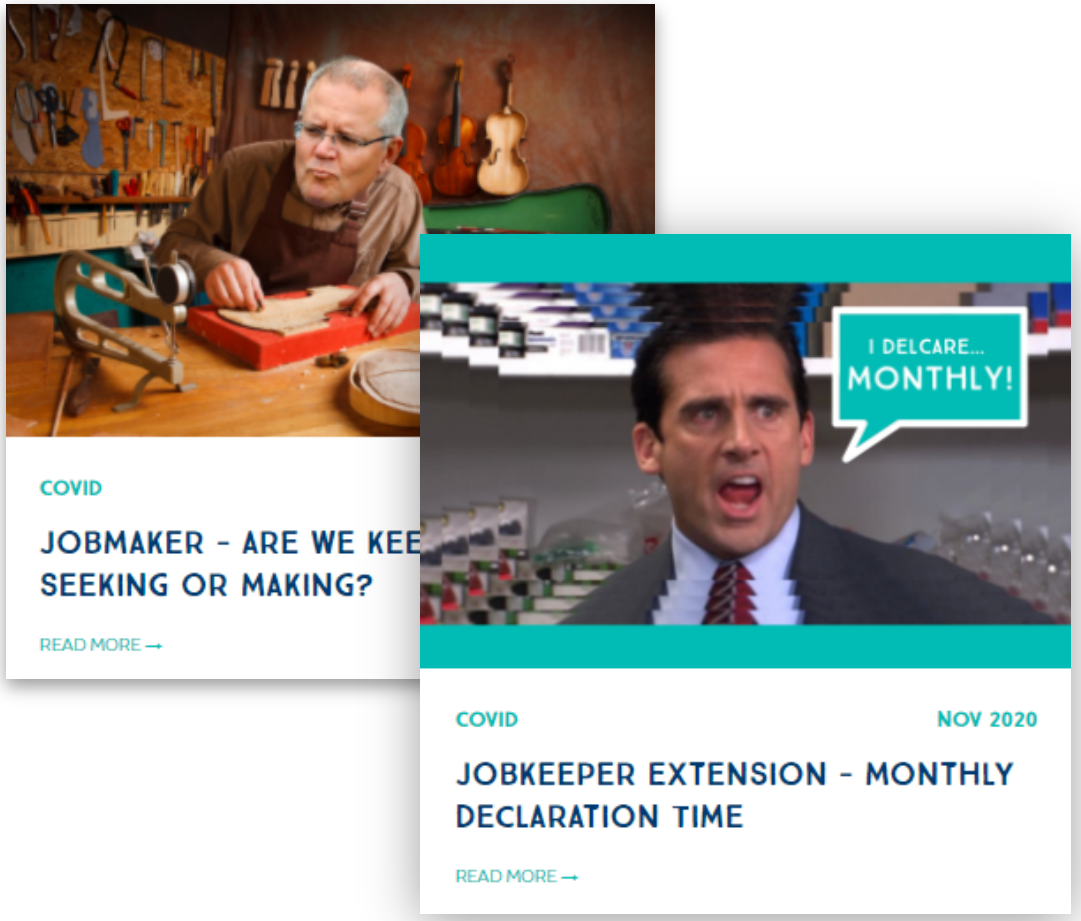
Differentiate your firm online by using images of the people behind the firm and steer clear of stock imagery where you can.



IMPROVE CONVERSIONS

Provide educational, entertaining, valuable content

Your website needs to be a valuable source of information to help and educate your clients on a consistent basis.



IMPROVE CONVERSIONS

Provide frictionless experience

Your website should provide a seamless experience. One that is easy and pleasing to the user with no complications.

My site is awesome

Let's do this!!

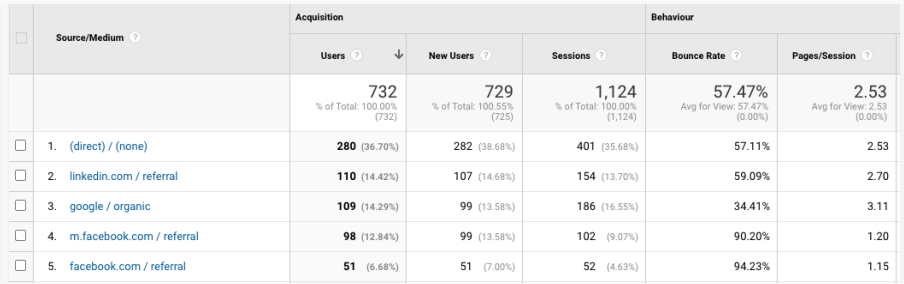
What's next?!

MEASURE IT!

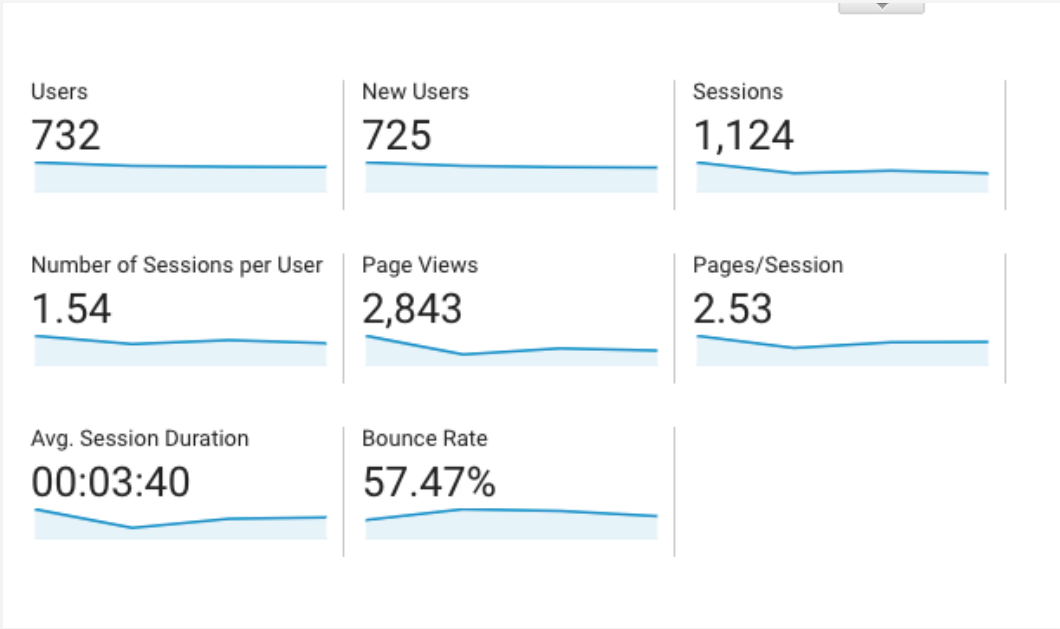
Setup + monitor Google Analytics

Make sure you have Google Analytics setup for your website so you can track the increase in users visiting your site, new vs returning users, time spent on page and other valuable metrics to help you understand how your website is performing.

Google Analytics



	Source/Medium	Acquisition			Behaviour	
		Users ↓	New Users	Sessions	Bounce Rate	Pages/Session
		732 % of Total: 100.00% (732)	729 % of Total: 100.55% (725)	1,124 % of Total: 100.00% (1,124)	57.47% Avg for View: 57.47% (0.00%)	2.53 Avg for View: 2.53 (0.00%)
☐	1. (direct) / (none)	280 (36.70%)	282 (38.68%)	401 (35.68%)	57.11%	2.53
☐	2. linkedin.com / referral	110 (14.42%)	107 (14.68%)	154 (13.70%)	59.09%	2.70
☐	3. google / organic	109 (14.29%)	99 (13.58%)	186 (16.55%)	34.41%	3.11
☐	4. m.facebook.com / referral	98 (12.84%)	99 (13.58%)	102 (9.07%)	90.20%	1.20
☐	5. facebook.com / referral	51 (6.68%)	51 (7.00%)	52 (4.63%)	94.23%	1.15



You can implement most of these yourself or....

ask someone to help you.

Always consider the user.

Always be walking in your clients' shoes.

We design + build modern, high-performing websites for accountants

Get a website that will help your firm stand out + generate leads

practiceandpixels.com.au

Ask me something...

0402 574 286
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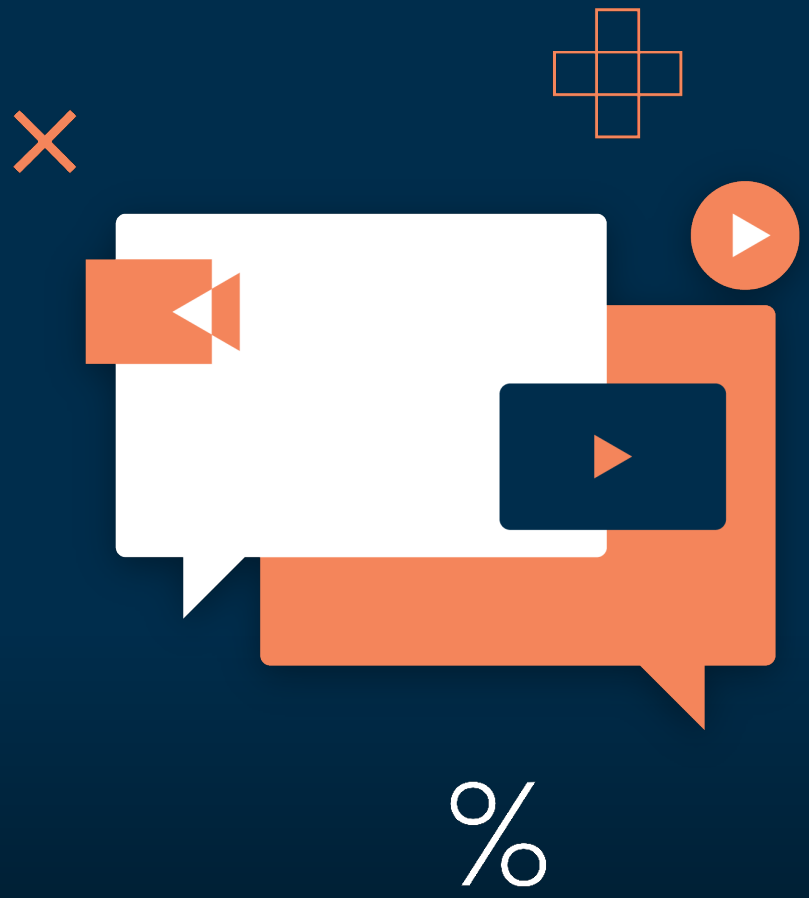


WEBINAR

The secret sauce to simple video marketing for accountants

WED 28th APRIL 2021
12.30PM – 1.30PM AEST

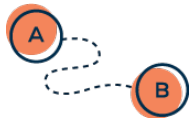
We are Practice + Pixels.

We are the digital agency accounting firms rely on to create **brands, websites + digital marketing** that is unique, original, and helps them stand out in the market.

practiceandpixels.com.au

Brand strategy + design

Website design + development



Strategic digital marketing

Graphic design

Video production

“

A great website is unique and meets the needs of the client and the business it represents.

Thanks for coming along!

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