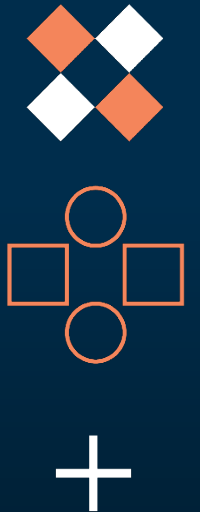




# Improving the performance of your accounting firms' website

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.

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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.



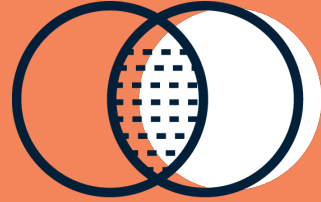
+



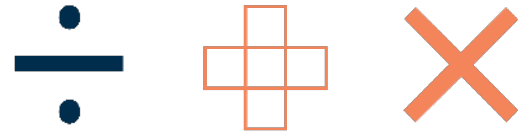
%



How  
important  
is a good  
website for  
your firm?

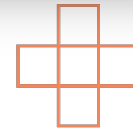


**All roads lead  
back to your website**



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

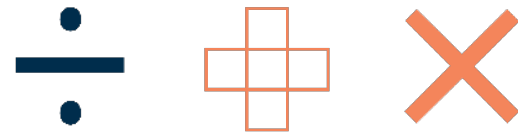
You are  
being judged





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!

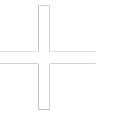


It highlights what makes you unique

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.

### Keyword Ideas: small business accountant

SUGGESTIONS (359)

RELATED (547)

QUESTIONS (80)

PREPOSITIONS (33)

COMPARISONS (5)

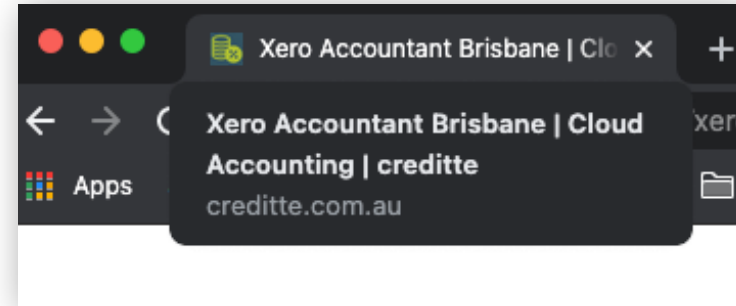
<input type="checkbox"/>	KEYWORD <sup>?</sup>		VOL <sup>?</sup>
<input type="checkbox"/>	small business accountant	→	1,600
<input type="checkbox"/>	small business accountant near me	→	320
<input type="checkbox"/>	small business accountant brisbane	→	210
<input type="checkbox"/>	small business accountant melbourne	→	170
<input type="checkbox"/>	small business accounting services	→	170
<input type="checkbox"/>	small business accountant fees	→	90
<input type="checkbox"/>	small business accountant sydney	→	90
<input type="checkbox"/>	small business accountant perth	→	90
<input type="checkbox"/>	small business accountant gold coast	→	70
<input type="checkbox"/>	small business accountants gold coast	→	70

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.



SEO title Insert variable

Xero Accountant Brisbane | Cloud Accounting | creditte

Slug

xero-accountant-brisbane

Meta description Insert variable

Xero and creditte is a winning combination for your business. We ensure you are set up with a scalable business model, not just replacement software.

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.

### Yoast SEO

SEO

Readability

Schema

Social

Focus keyphrase ?

Small Business Cloud Accountant

Get related keyphrases

Google preview

Preview as:

Mobile result

Desktop result

small-business-cloud-acco...

Small Business Cloud Accountant | Number Crunchers, Toowoomba

Mar 15, 2021 · We're an award winning Small **Business Cloud Accountant** in Toowoomba. We bring clarity to the numbers so you have a daily view of your financial position.

SEO title

Insert variable

Small Business Cloud Accountant | Number Crunchers, Toowoomba

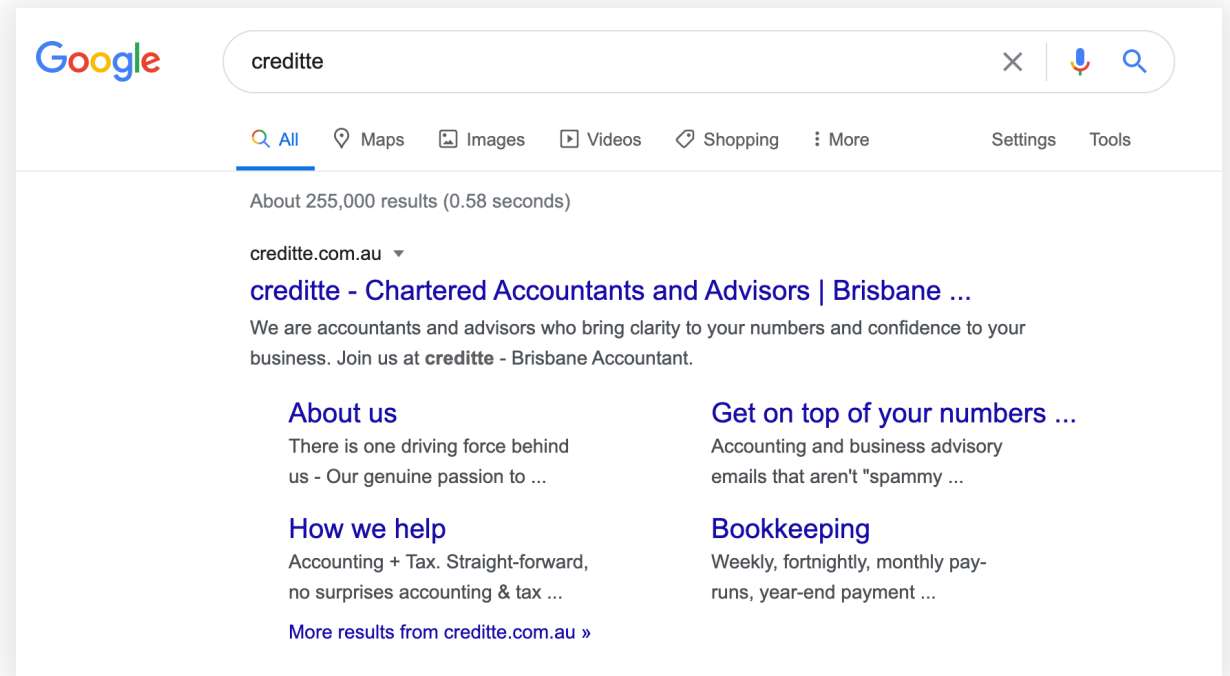
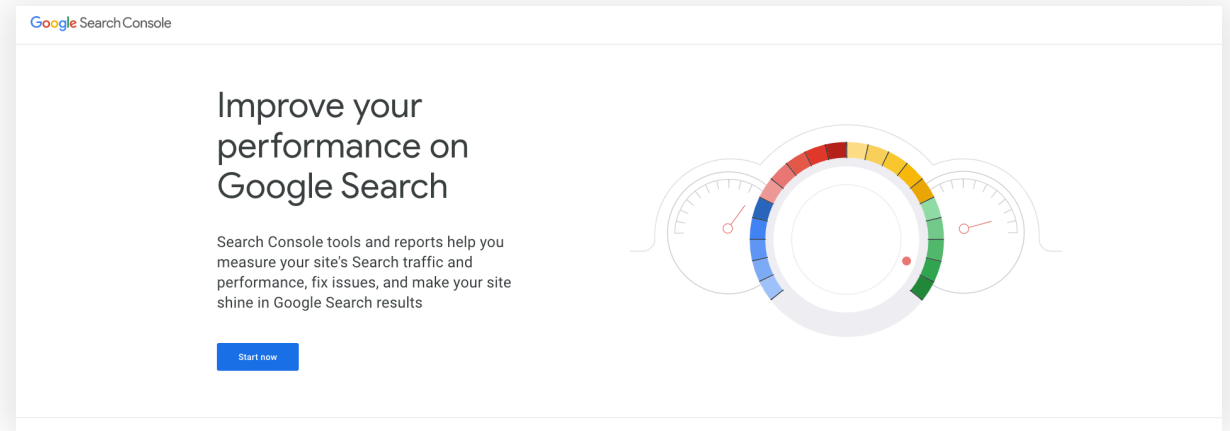
Slug

small-business-cloud-accountant

IMPROVE RANKINGS

# Submit a sitemap to Google Search Console.

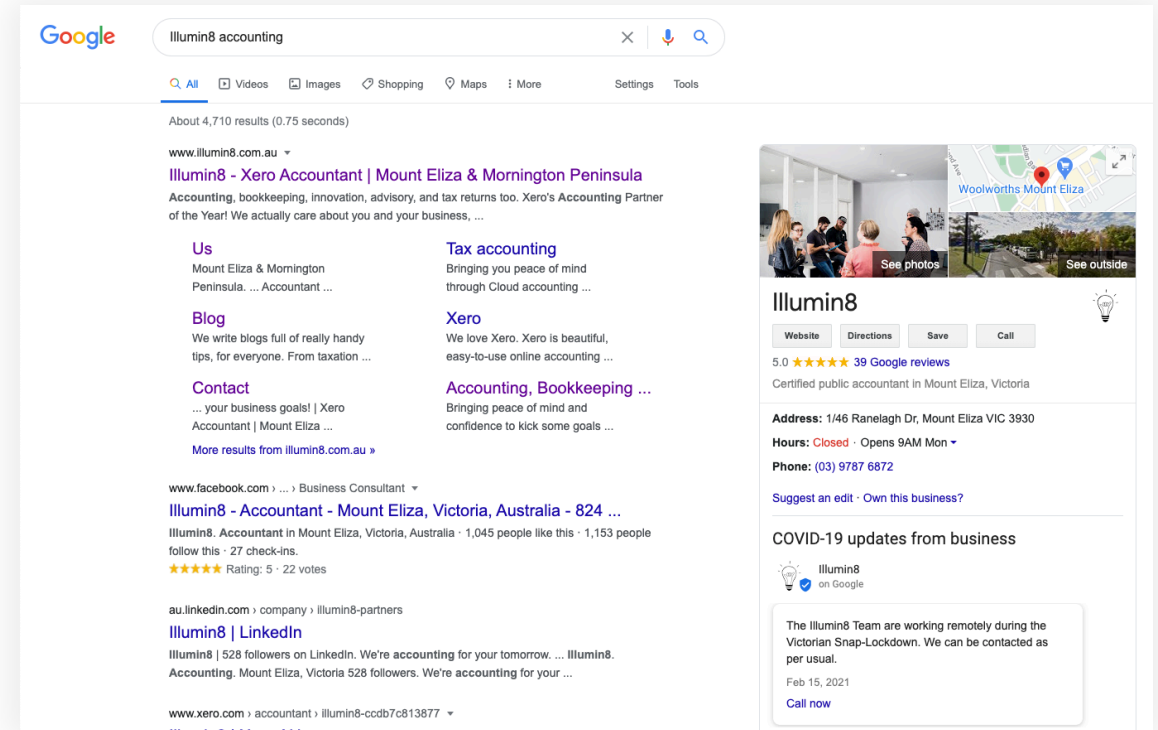
This involves submitting your website to Google so it can “read” each page correctly, and then RANK each page in search results.



IMPROVE RANKINGS

# Setup/update your Google My Business.

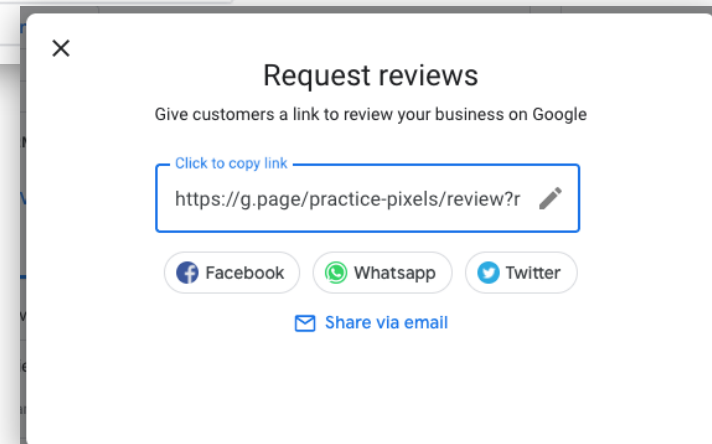
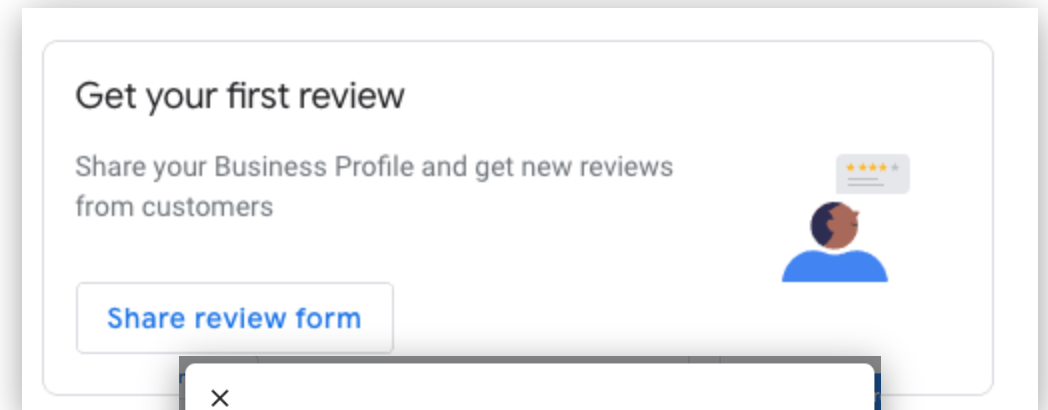
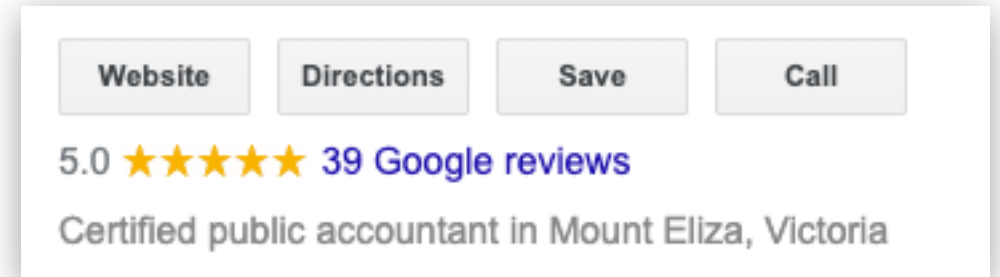
Make sure you have relevant information on  
your GMB listing and always be monitoring.



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

Rockstar accountants  
delivering epic value.

## Preparing For The End Of JobKeeper

October 1, 2020 | Accounting



When the government announced the \$70-billion JobKeeper program to support businesses and their employees during the COVID-19 pandemic, many small- and medium-sized businesses and non-profit organisations heavily relied on this scheme to stay afloat.

According to a recent survey by the Australian Institute of Company Directors on the impact of COVID-19, over 40% of the respondents reported reliance on JobKeeper payments, 47% of SMEs indicated that the JobKeeper Scheme had provided the most relief.

So given the deep reliance on JobKeeper and the changes coming in September, now is the time to think about how your business will be impacted. If you're still eligible for JobKeeper at the end of September, you will not be receiving the same amount as you are now. If you are no longer eligible, you will not be able to receive this wage subsidy support at all.

As a business owner relying on the relief from this scheme provides, the end of JobKeeper could create some concerns. So what exactly can you do to prepare the end of the JobKeeper program?

### Conduct Scenario Planning

Planning makes a huge difference. So before we get to the end of the JobKeeper program for you, make sure that you have explored various scenarios for the future and plan for these accordingly.



## IMPROVE YOUR CASHFLOW

**5 ways to stay on top of  
software subscription  
expenses**



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.

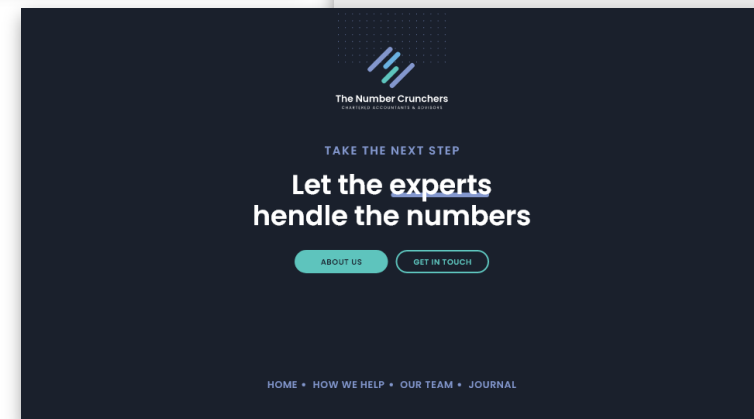
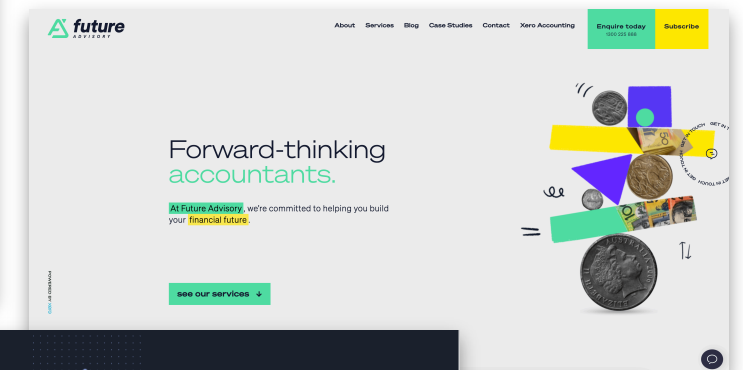
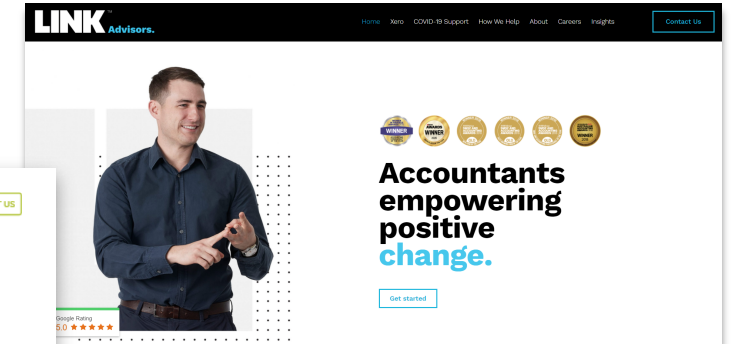


These guys  
get me.

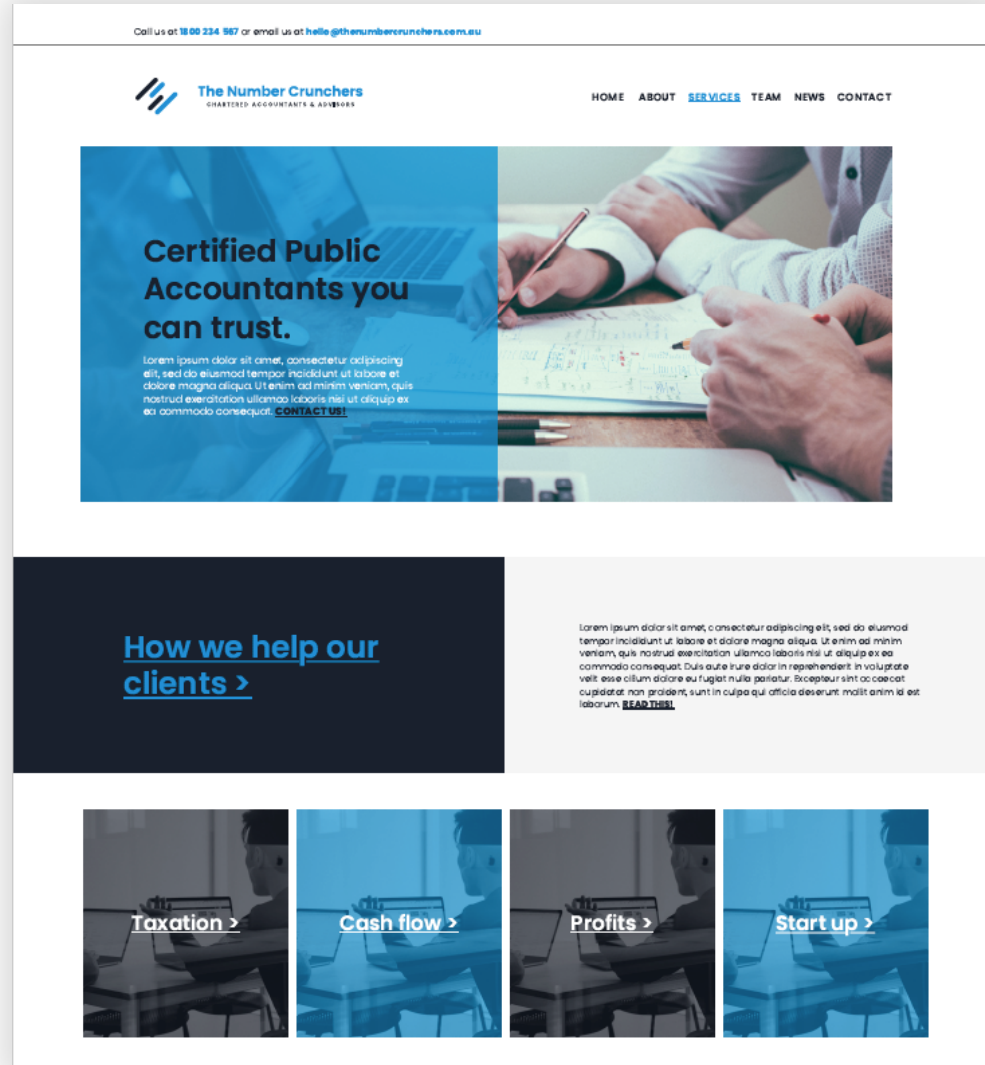
IMPROVE USER EXPERIENCE

# A modern design

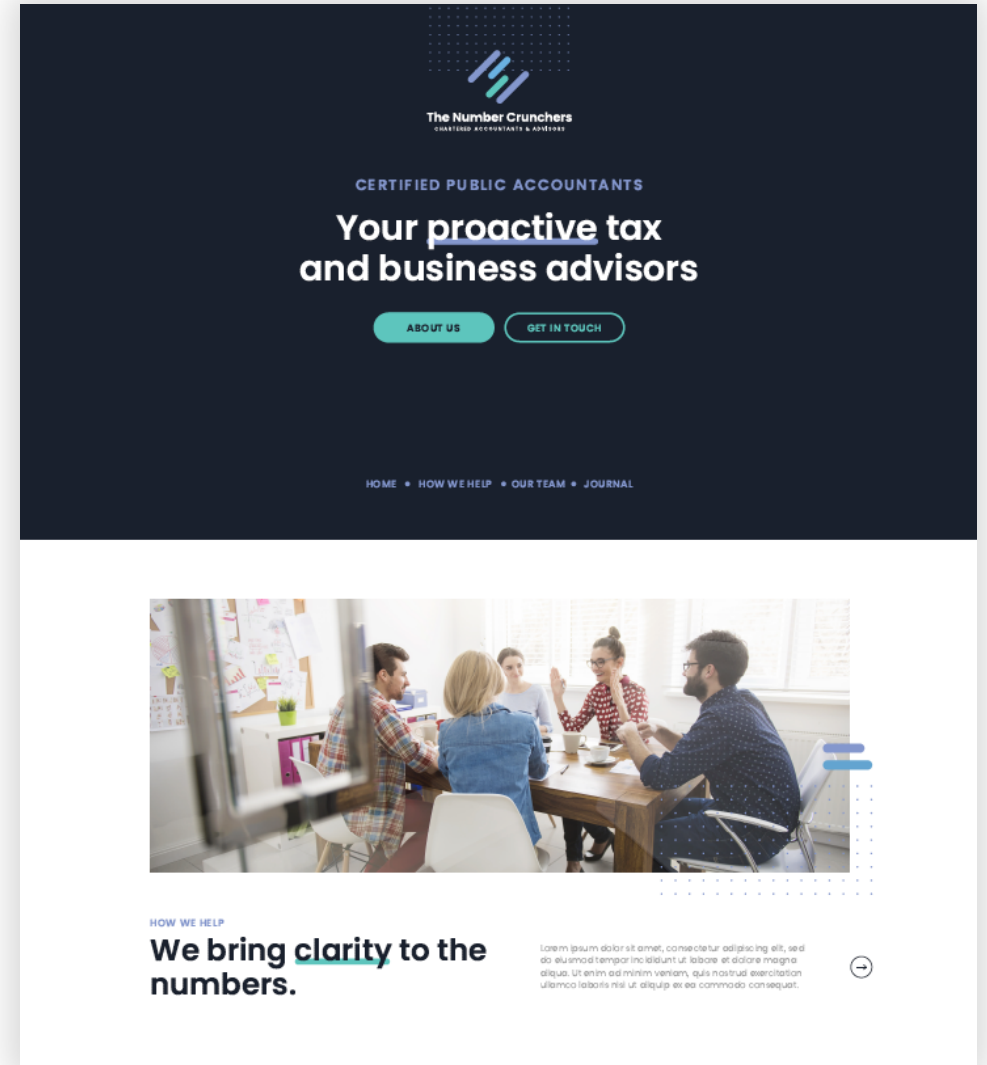
The old school and the outdated are consistently beaten online by the new age, the modern and future focused.



A BIT OLD SCHOOL



NOW WE'RE TALKIN'



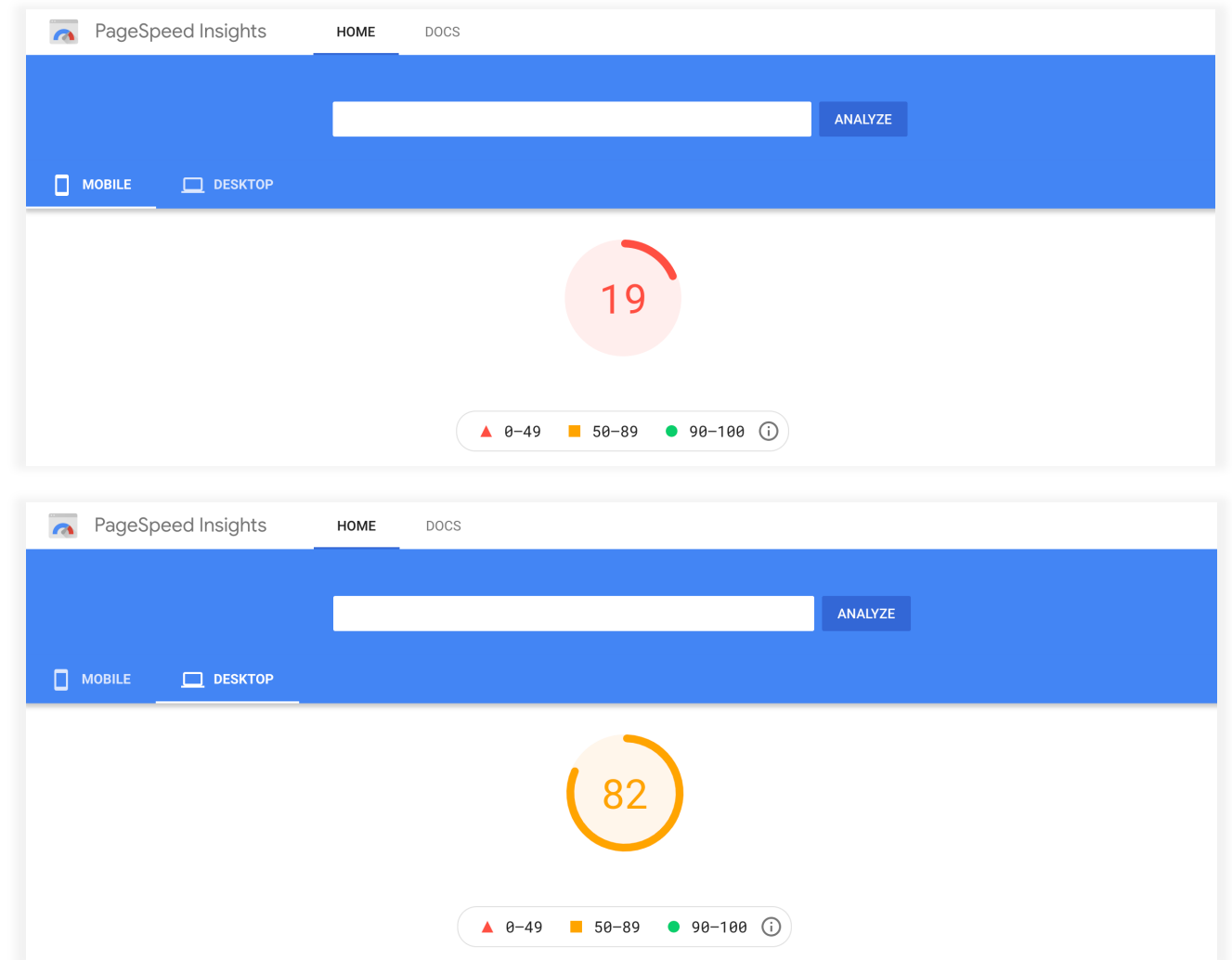
IMPROVE USER EXPERIENCE

# 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



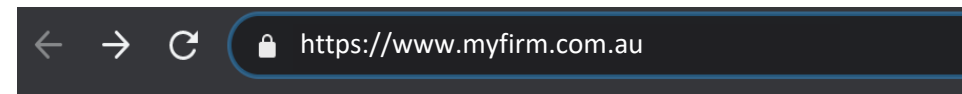
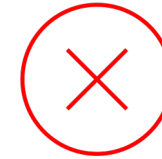
You should aim  
for a load time of  
under 3 seconds



IMPROVE USER EXPERIENCE

# Ensure your site is secure

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

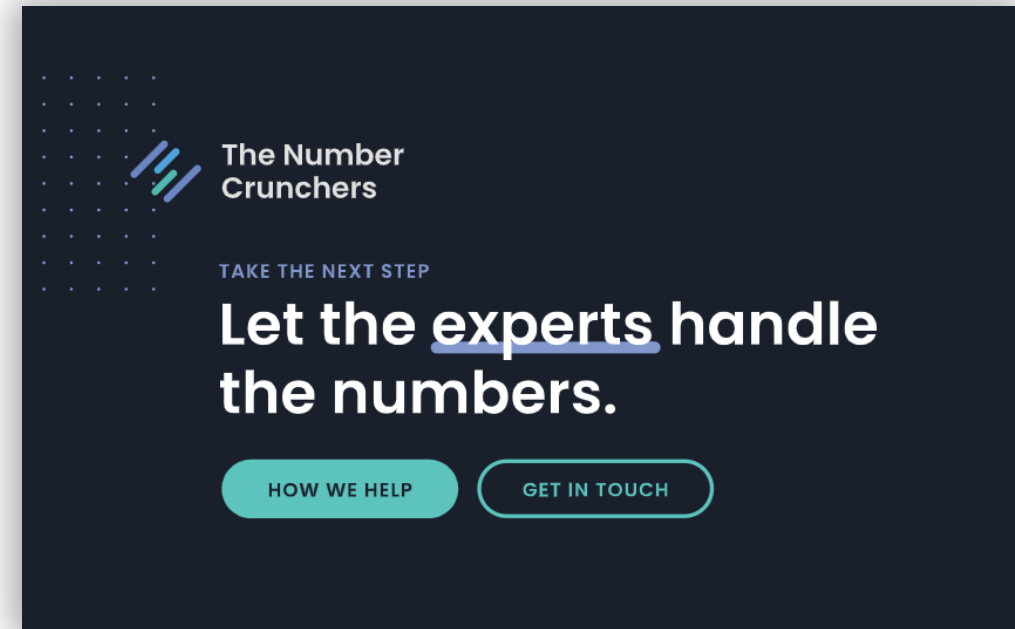


IMPROVE USER EXPERIENCE

# 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.

[HOME](#) • [HOW WE HELP](#) • [OUR TEAM](#) • [JOURNAL](#)

IMPROVE YOUR CASHFLOW

Get your cash flow  
under control.

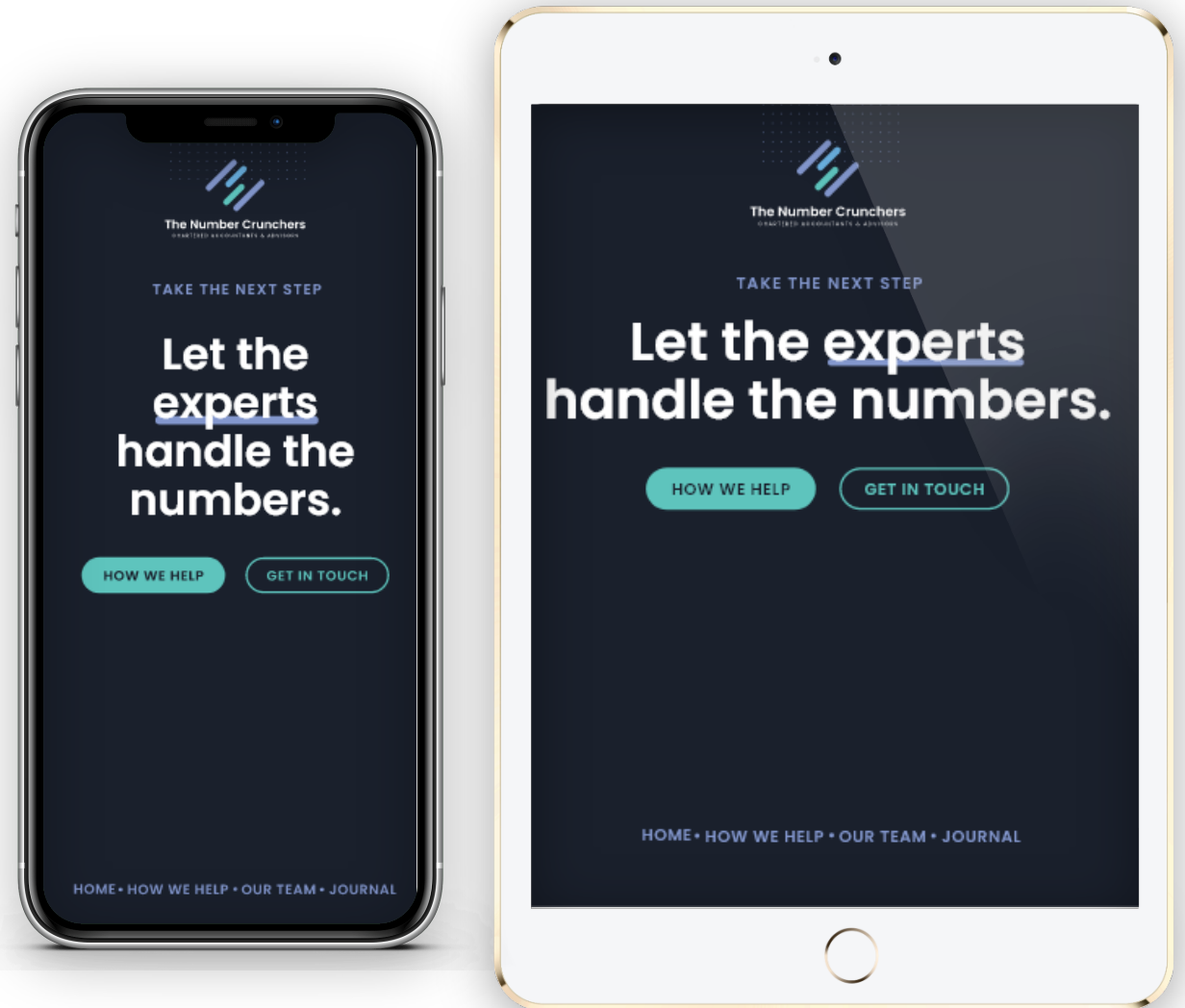


IMPROVE USER EXPERIENCE

# 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.

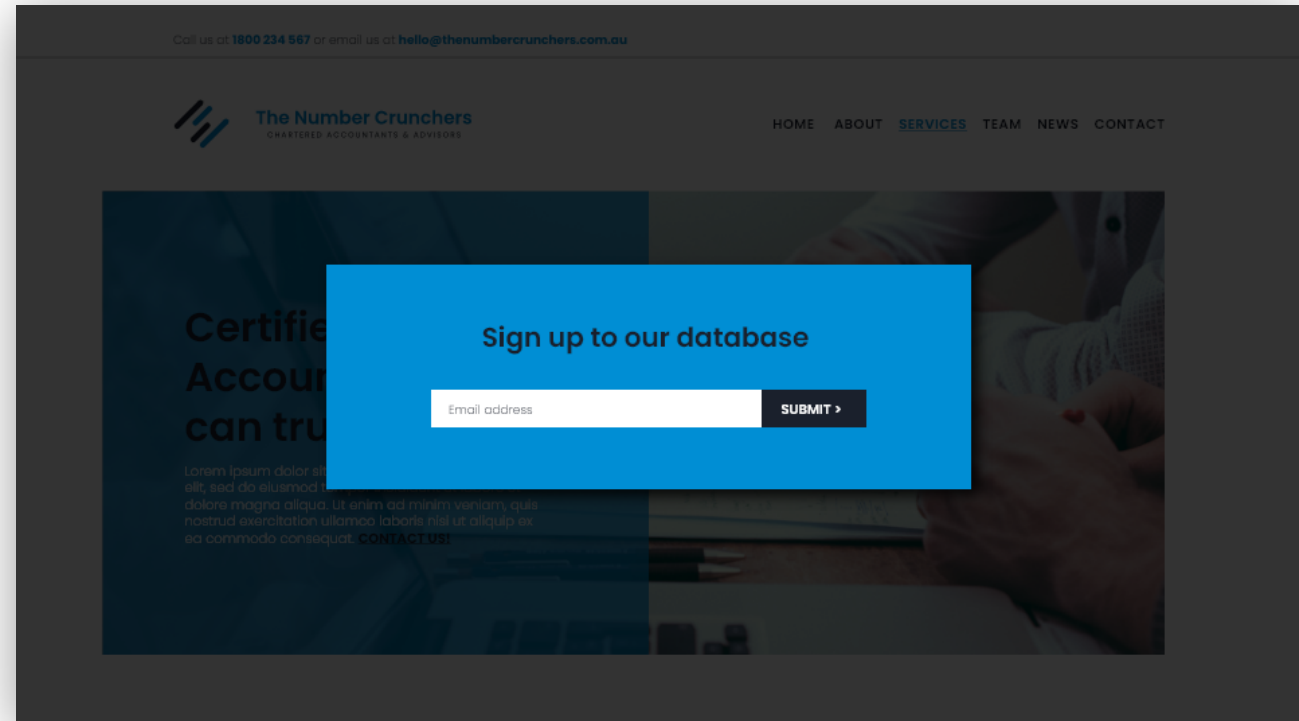


IMPROVE USER EXPERIENCE

# 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 —————>

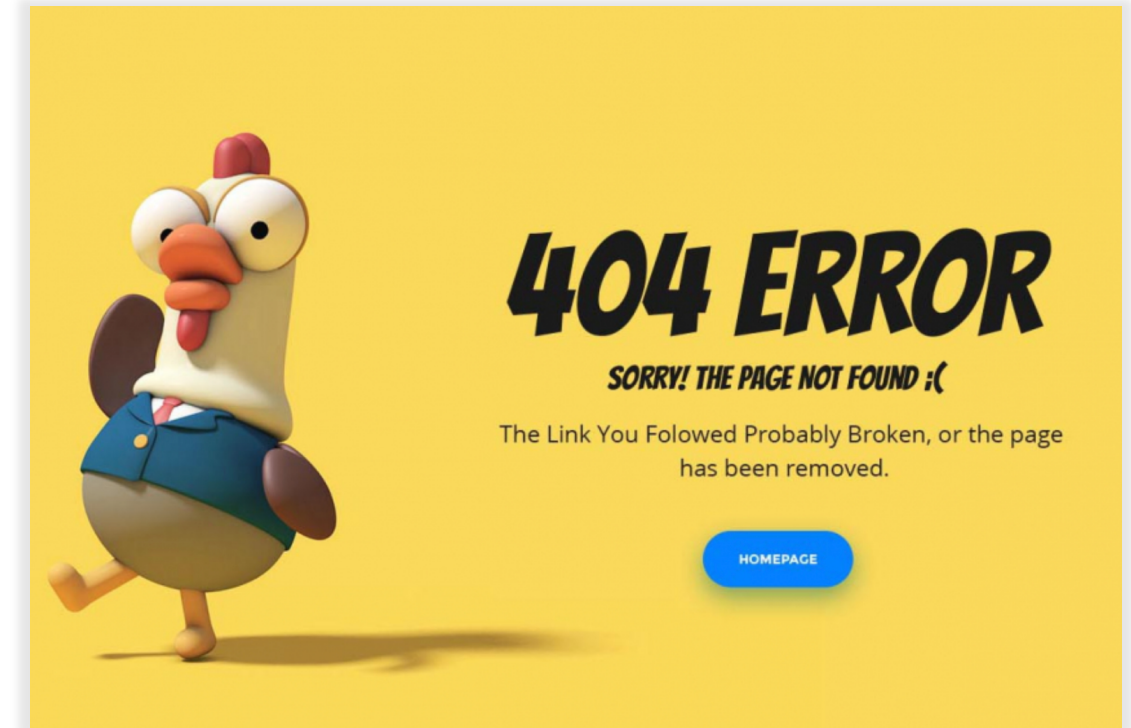


IMPROVE USER EXPERIENCE

# 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.

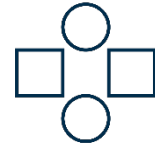


IMPROVE USER EXPERIENCE

# 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.

SAY HELLO TO THE TEAM


## Superhumans who will go above and beyond for you.




**BETTY SIMPSON**  
Director



**JACK PAULSON**  
Client Advisor



**ROBERT RANDALL**  
Director



**KATE HARBOUR**  
Business Development

MEET THE EXPERTS

START A NEW BUSINESS

### Nurture your business to find success.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

→

GROW YOUR PROFITS

### Come up with a strategy to reach your business goals.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

→

THE NUMBER CRUNCHERS

TAKE THE NEXT STEP

## Let the experts handle the numbers.

HOW WE HELP

GET IN TOUCH

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.

The image displays three distinct website components for 'future ADVISORY':

- Contact Form:** A white form titled 'Let's connect' with the subtext 'We've been waiting to hear from you!'. It includes input fields for Name, Phone, Email, Subject, and a large Message field. A checkbox for 'I'm not a robot' with a CAPTCHA icon and a 'Submit' button are at the bottom.
- Newsletter Banner:** A teal banner with the text 'Subscribe to our newsletter' and an illustration of an envelope. Below, it says 'Thinking about your financial future? Sign up to our newsletter for the latest news, accounting tips, FA team antics and future-proofing financial advice.' It features an 'EMAIL\*' label, an email input field, and a yellow 'Subscribe' button with a right arrow.
- Footer:** A dark blue footer with the 'future ADVISORY' logo. The main text reads: 'At Future Advisory, we're committed to helping you build your financial future. From tax and financial planning to bookkeeping and mortgage broking, we've got your business and personal finance needs covered.' Below this, four columns provide 'Contact info' (1300 225 888, hello@futureadvisory.com.au, and a 'Locate us' link), 'Locations' (Richmond, Narre Warren, Perth, Brisbane (coming soon), Melbourne), 'Follow us' (Facebook, Instagram), and 'Our certifications' (Xero logo).

IMPROVE CONVERSIONS

# Give them options to contact you

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

## Get in touch with us

FIRST NAME

LAST NAME

EMAIL


MOBILE

FIRM NAME

WHAT CAN WE HELP YOU WITH?

GET IN TOUCH +

## Contact us

 1300 509 977

 Email us

 [CLICK TO CHAT TO US +](#)

## Connect with us



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.

You don't know what you don't  
know... that's where we come in



We send tailored updates straight from  
our team of specialists to your inbox.

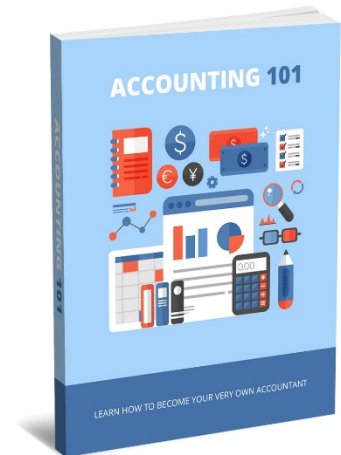
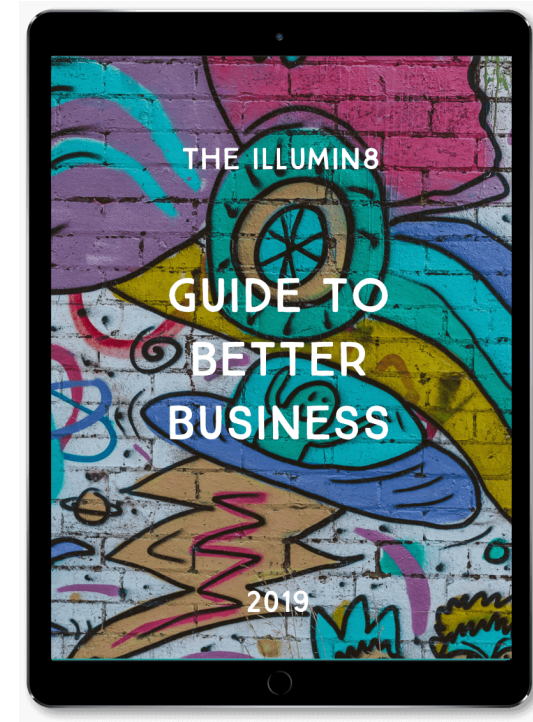
SIGN UP

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.

Make confident decisions based on a better understanding of the numbers

CONTACT US



## INSPIRED TO WORK WITH US?

Just say hi! We would love to learn about your firm, your goals and brainstorm some ideas together.

LET'S GET STARTED +

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.

## Helping the business *and* the people

I started working with creditte when I stepped out on my own. I knew working with an accountant would make my business run smoother but they have exceeded every one of my expectations and given me the assurance that the financial side of my business is in safe hands, allowing me to invest all my energy into the other aspects of my business.



**JONATHAN STEEDMAN**

Head Honcho, The Cuyetitian



## What clients say about us



Future Advisory have become an **integral part** of my wider team. They say outsource what you aren't good at and that wisdom couldn't have worked better for my books. Future are never too busy to answer my questions; they're **reliable, skilled, and importantly, great people**

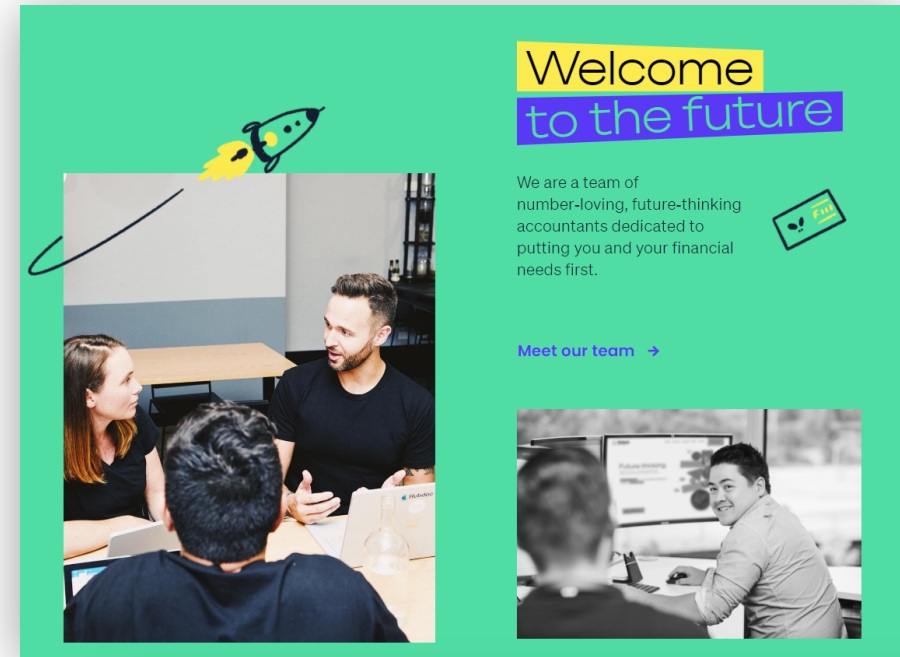
**Victoria W.**  
Director

**WLKR DIGITAL**

IMPROVE CONVERSIONS

# Show the team, not just stock images

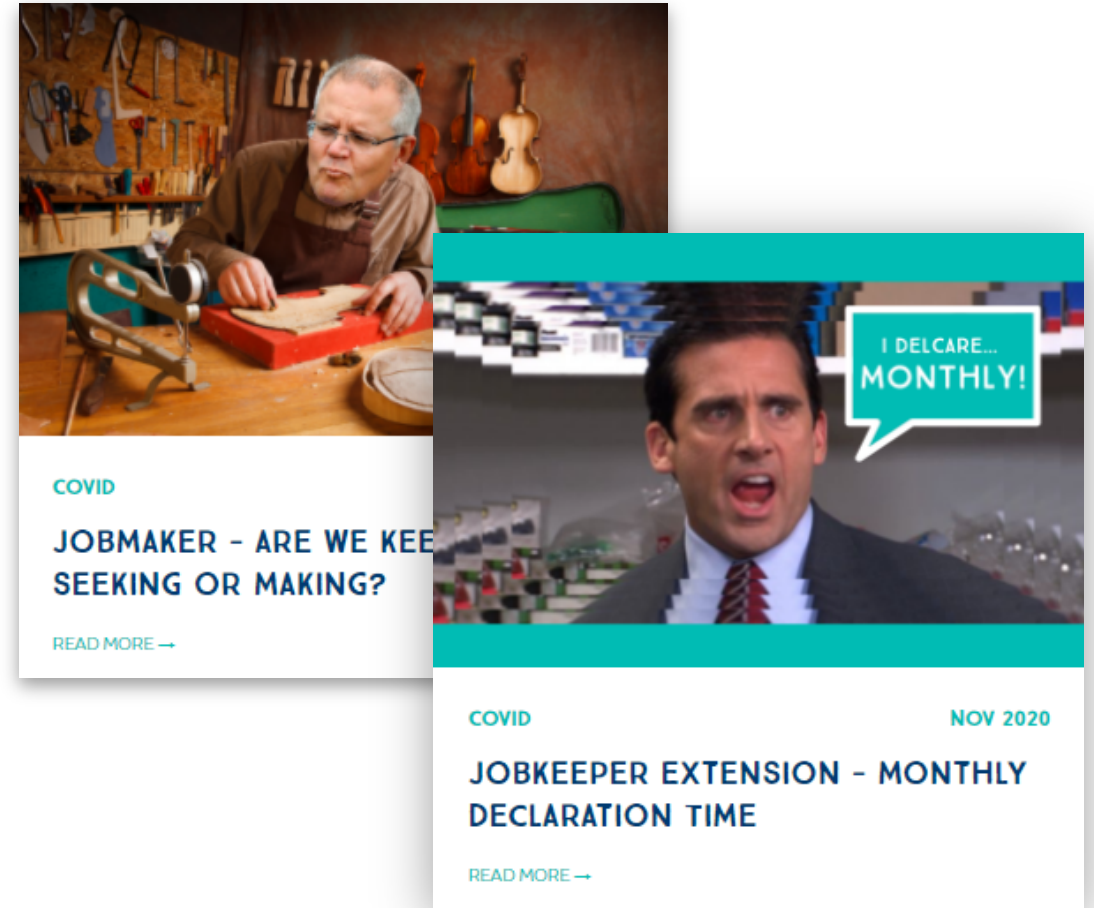
Differentiate your firm online by using images of the people behind the firm and steer clear of stock imagery where you can.



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*



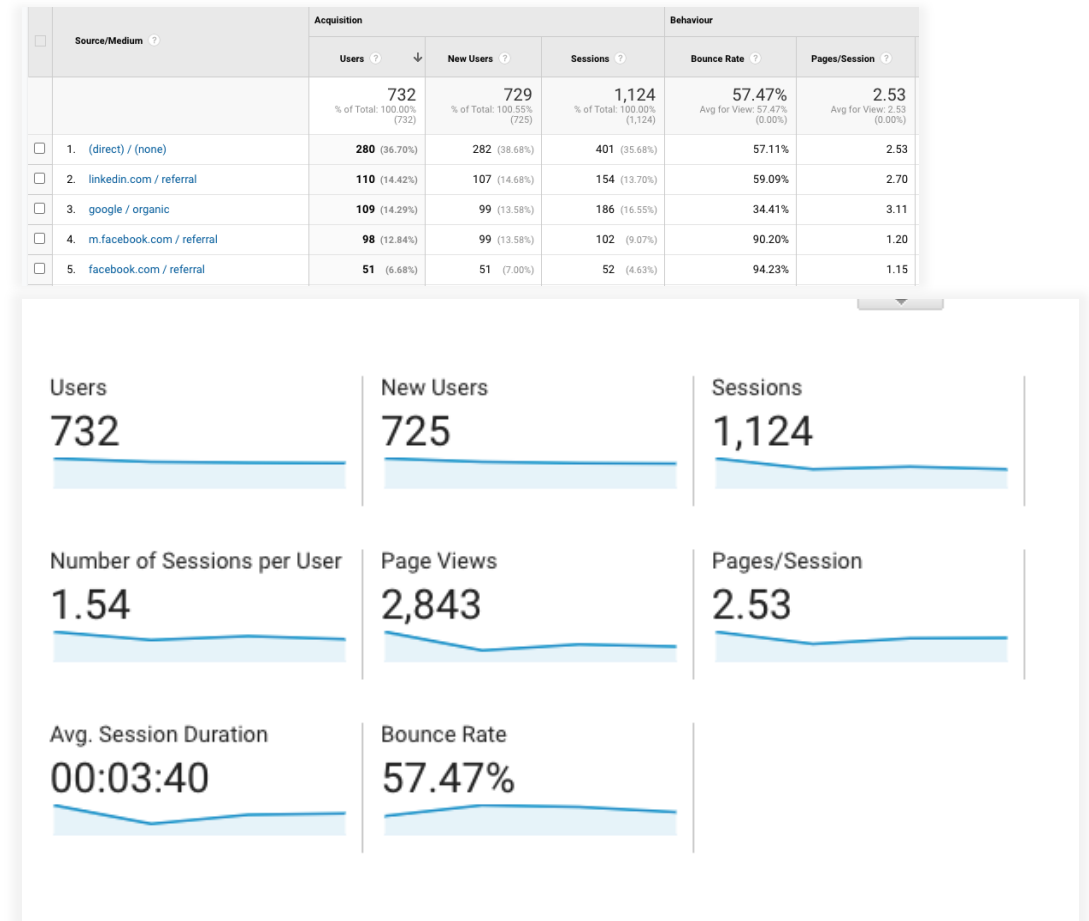
*Let's do  
this!!*

*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.



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

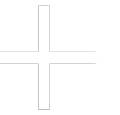
ask someone to help  
you.



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](https://practiceandpixels.com.au)

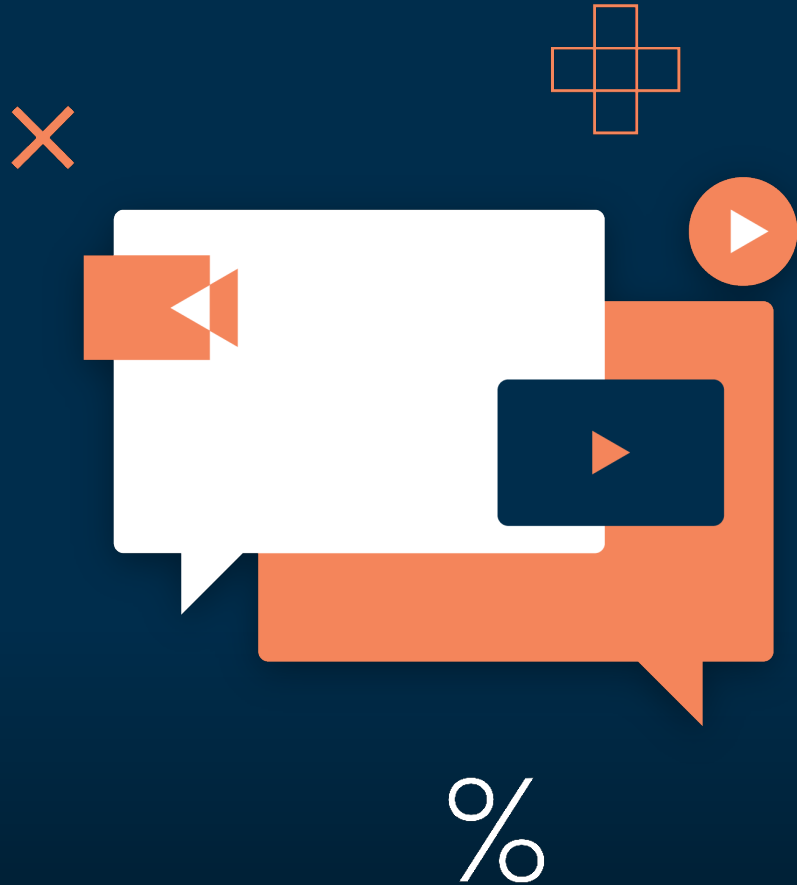
✦ Ask me  
✦ something...

0402 574 286

tyson@practiceandpixels.com.au

[practiceandpixels.com.au](https://practiceandpixels.com.au)





WEBINAR

# The secret sauce to simple video marketing for accountants



WED 28<sup>th</sup> APRIL 2021  
12.30PM – 1.30PM AEST

# We are Practice + Pixels.

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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](https://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!

0402 574 286

tyson@practiceandpixels.com.au

[practiceandpixels.com.au](https://practiceandpixels.com.au)

