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Tips on How to Take Your Website to the Next Level

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In her recent book, “Integrative Advisory Services” Amy Vetter discusses the importance of your website. In the book, she states:

“Website – The most essential part of your marketing architecture is your website. All other marketing efforts will be in vain if potential clients are driven to your website only to leave once they arrive. Your website is a way you can create an approachable image so that prospects will be encouraged to contact you.”

A website is a breathing thing. Your website should tell a story about the mission of your practice, the verticals you target, what your client experience is like and who your team is. Remember prospects do their research before they first contact you. Your website should be kept up to date with latest content and valuable resources. Your website designer will work with you to outline your content to make sure that it meets your business goals and attracts the vertical industry niche clients you want.

Five things you can do to create a more impactful website and industry webpages:

1. Display Client Testimonials – Adding testimonials can offer instant credibility. Place a testimonial on each page. Try to have each one highlight a different aspect of your services
2. Provide Clear Navigation – A confusing layout will frustrate visitors and push them away.
3. Post Social Shares – When you do write an article, update your blog or want to promote an industry-related news item, post the link from your website and share it across all your social media platforms so people come back to your site to view it. Other people who share your content also can help contribute to a high search engine ranking.
4. Develop Industry Content (for your vertical webpages) – People visit a website for information. If people know you offer latest content they are more likely to revisit. Post updated content regularly and make sure the information is relevant.

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5. Reveal Your Industry Investment – Leverage the HCAA logo and website copy to show visitors how you are investing in the industry, which improves the depth of your resource and knowledge base.

In his annual letter to shareholders, Amazon CEO Jeff Bezos said, "One thing I love about customers is that they are 'divinely discontent.'" That sounds existential, but he meant that it's human nature for customer expectations to keep going up — no matter how well you serve them. And for that reason, Bezos said, "Companies cannot rest on their laurels."

Research shows one-third of your clients are considering switching CPA firms at any given time. I'd say that estimate is conservative. Just as the web has made people savvier shoppers, it's also made them savvier about working with professional service providers. Clients are realizing that it's not as hard to switch CPAs as it used to be.

Considering the importance of websites and to help you both grow and maintain your Firms, we would like to initiate a review of our members' websites and communicate our thoughts on potential improvements. We are always available to consult with you based on your needs.