




5 SIMPLE TWEAKS TO INSTANTLY

CREATE BIG WINS

FOR YOUR

ACCOUNTING FIRM'S WEBSITE

A top-down view of a workspace. On the left, a portion of a light-colored laptop is visible, showing the keyboard and trackpad. In the top right corner, there is a small brown notebook with a pen resting on it, and a pair of white earbuds. In the bottom right corner, a cup of coffee with a latte art design is visible. The background is a light, neutral color.

Even if you have no website building experience, there are a few small changes you can make to help your website work better for you. Here are my top 5 super easy changes that you can make to instantly improve the look and function of your website.

1 Create some white space

People will scan your website at best, so make it easy for them. Break up both your design features and content so it's simple to glance through and scan the main points.

2 Invest in high-quality images of yourself

Investing in professional quality images can INSTANTLY make you look more credible. Professionally taken photos can last you years and be used for your website, business cards, social media, and other marketing materials.

3 Add some social proof

Mixing in testimonials from your real customers can help any unsure readers see at-a-glance how you can fix their problems. If you helped someone else — you can help them too!

4 Get specific

All bookkeepers are selling essentially the same services (at least in your customer's mind) — what makes you unique. What about you will make people go, “I don't need a bookkeeper; I need this bookkeeper.”





5 Make your website all about your customers.

Put yourself in their shoes as you write and structure your website — make it easy for people to understand your website.

- Have a crystal clear statement about what you do front and center. What problem do you solve for customers? How will they benefit?
- What proof do they need from you? (Think credentials like case studies, certifications, logos from prestigious companies you've worked with, the length of time you've been in your field of expertise, awards, and recognition).
- Answer questions you imagine them having as they learn more about you.
- Remember don't make the website about you. It's about your customers and the problem they are trying to solve. They only need to know about you in as far as it provides proof that you can solve their problems.

Bonus Round

Here are a couple of things you can check to make sure your website is working at its best.

- Check for broken links here:
<https://www.brokenlinkcheck.com/>
- Your website will rank higher with Google if it's fast. Check load speed/overall speed of your website here:
<https://gtmetrix.com/>
- Add "Calls to Action". These are buttons that clearly invite people to talk with you. Make sure that they are clear and have an action word. For example "Book an assessment", "Talk with us".

[Book a Free Website Review](#) for your bookkeeping or Profit First Professional's website.

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tricia@ledgersbranding.com

www.LedgersBranding.com