

HOW TO GET LEADS FROM YOUR ACCOUNTING WEBSITE

A guide for accountants on how to attract and engage website visitors, then convert them into clients

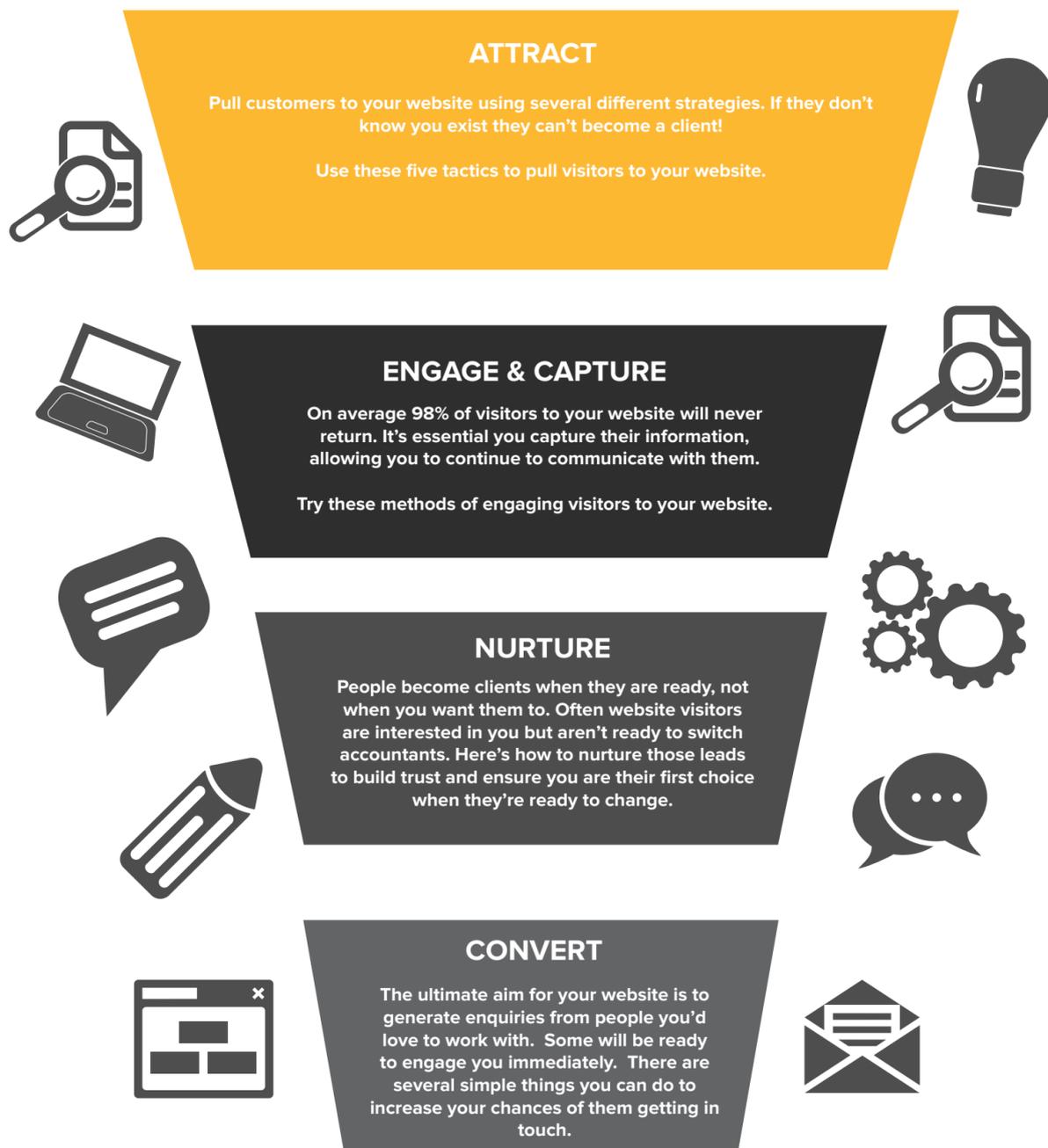
On most accounting websites customers have two options – to call you or to leave.

But most visitors aren't ready to become clients. And given that 98% of your website traffic will leave never to return again, thousands of potential clients will be lost every year.

If you want more leads from your website, give visitors a third option – the chance to take something away with them. Give away valuable content in return for a website visitor's email address. They'll be more likely to remember you and by sending more valuable content by email, you can build trust and stay front of mind until they are ready to become a client.



ONLINE MARKETING FUNNEL



ATTRACT

1. Optimize your web pages to get a high ranking in search engines like Google
2. Regular blogs on the topics business owners love (tip: avoid compliance!)
3. Use social media to distribute your content and engage prospects
4. Create website landing pages focused on specific niches or industries. For example, a page on accounting for tradies
5. Use paid search advertising like Google AdWords to get guaranteed traffic

ENGAGE & CAPTURE

1. Have a range of useful tools and guides on your website that visitors can download. This will encourage them to return. Or ask for their email address in return for downloading so you can keep in contact. Invest in great content – a contact who has give you permission to keep in touch is incredibly valuable
2. Interactive content or video content is more engaging and the longer prospects spend on your site, the more they will remember you
3. Make it easy – on every page of your site, a visitor should be able to find your contact details, signup for your email newsletter or connect with you socially. It may be your only chance to establish a relationship – don't make it hard for them

NURTURE

1. Use email autoresponders to automatically follow up website visitors who download content. Also known as drip marketing, this involves creating a series of emails which are sent out over a period of time. The key is to demonstrate value
2. Newsletter – send a monthly non-compliance newsletter. Re-use website content like blogs to save time
3. Ongoing email communication – keep communicating with prospects by sending useful content and resources
4. Email marketing campaigns – send relevant offers that aren't too 'salesy'. Nurturing works but you have to try and close the deal at some point. Remember that your services can add real value to clients so don't be shy in letting people know about them

CONVERT

1. Clear calls to action - phone number at the top of every page above the menu
2. Contact us form where people can request more information
3. Live chat function
4. Offer free initial consultation
5. Clearly list and explain the services you offer in the terms that your clients use. Avoid accounting jargon!
6. Ensure your copy is friendly and easy to understand
7. Your site must look good and be easy to navigate. Remember, your competitors are only a click away
8. Have a clear point of difference – why should they call you? What's in it for them?
9. Case studies and testimonials from happy customers
10. Free tools and calculators customers can download and use

BIZINK

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