

YOUR WEBSITE A RESOURCE FOR YOUR CUSTOMERS

If you have read the resource on website testing [What Do Your Customers Think Of Your Website](#) you will note that apart from asking our users to perform certain tasks on the site, we also asked them what information they were looking for when they visited our site previously.

Knowing the answer to this question will help you develop your website in the direction that most benefits your customers. In turn this will assist in converting prospects who visit your site to customers.

Don't be put off even if your site is small and simple. Brochure-wear websites can provide your users with valuable information.

SUPPORTING WEBSITES

Many website owners don't believe that they can generate leads or sell their products and services through their site. And it is true that some industries are really hard to promote through the web. Accountants are the first industry that comes to mind. In our experience Accountants do not pick-up new business purely through their website. On the other hand I do know that good websites go a long way in supporting personal recommendations, which is their main source of business.

Supporting websites not only help to position the business for your prospects, they can be a focal point for customers to keep up-to-date with you and your business without tying up your telephone and customer support staff.

A CASH POSITIVE WEBSITE - EVEN FOR ACCOUNTANTS

Let's look at the opportunities to promote an accounting business through a website. Importantly we have just one target market for the website - our current customers.

We will give the website three goals. They are:

1. To support our market positioning as a "legitimate and successful business".
2. To provide basic information about our company and services.
3. To increase business through existing customers.

Goal One – Supporting your Positioning in the Marketplace. This is a fairly simple task to achieve on a small budget. A clean design and feel is important; make sure that you get your web developer to give you a few layouts to choose from and keep the whole thing as simple as possible. Moving graphics and dark backgrounds are not on your shopping list.

Goal Two – Providing Basic Information. With the rate of Internet take up in Australia you would expect that the majority of your customers have access to surf the Internet. These people will use your website to find your phone number or address if they need it. Especially if the need arises out of business hours. Make sure that all of your contact details are clear. Include your ABN and give your customers the names and direct numbers and email addresses of key people within your business.

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Goal Three – Increasing Business Through Your Existing Customers. You will need to put in a bit more work to satisfy this goal, but it will be well worth it. What you need to do provide some high value information that is time sensitive. For example:

- BAS Statements have to be done each quarter. Make sure that you have a help page that will assist your clients complete their BAS statement.
- Perhaps a user friendly plain English explanation about the Super Guarantee Fund with a schedule of cut off dates.
- Plain English information on Work Cover and the cut off dates for employee updates.

Now what you need to do is diarise the dates that are important to your customers and ensure you email them with a timely reminder and a link to the information pages on your website.

To learn how to send personalised bulk email through MS Word please see the resource [Personalising Bulk E-mail](#).

Having this regular, helpful contact with your customers will earn you additional business because you are giving your customers more opportunity to buy from you and you are earning the right to be their supplier.

SUMMARY

You know that your customer needs are the focal point of your business and they should also be the focal point of your website. If your website is to succeed it needs to be brought into the business as a contributing initiative, not something that is sitting out in Cyberspace with no one looking at it.

Make sure you understand how your website can benefit your customers. Then you can go to work and see how you can increase your efficiency and revenue by using your website to deliver those benefits and opportunities for them to purchase more products and services.