

# Marketing your practice

Building your presence online



**CHARTERED  
ACCOUNTANTS**  
AUSTRALIA + NEW ZEALAND

## Table of contents

<b>Make your website work for you</b> .....	<b>3</b>
Website Health Check .....	3
<b>Using Google to maximise your profile</b> .....	<b>5</b>
Google My Business .....	5
Investing in SEO .....	6
Google Reviews .....	8
<b>Positioning your practice with LinkedIn</b> .....	<b>9</b>
Seven steps to a great LinkedIn profile .....	9
Sharing content with your network .....	10
Growing your network .....	11
<b>Using the CA ANZ logo</b> .....	<b>13</b>
The logo .....	13
Logo variations .....	13
Correct use .....	14
Co-branding .....	14

# Make your website work for you

It's no secret that a professional website is a must have. Your website is where potential customers go to find out who you are, the value you can add to their business, and how to get in touch.

A good website should provide a positive user experience, reflect who you are as a business, be easy to navigate, have clear messaging, and user-friendly design.

We have created a Website Health Check that covers some of the basic steps you can take to help you establish credibility and an online presence for your practice, as well as some more advanced but important areas that can help increase your visibility to new prospective customers or future employees.

## Website Health Check

### The basics

#### Clear and easy navigation

Easy-to-use navigation will help customers find the information they are looking for quickly and efficiently.

#### Relevant and engaging content

Put yourself in your customer's shoes, what do they want to know about your practice? Does your content provide this information for them in a way which is easy to understand?

#### Clear call-to-action

What do you want people to do on your website? For example, do you want them to call you or fill out an enquiry form? Make sure this is clear and visible.

#### Language your audience understands

Try to avoid using jargon, remembering that most of your customers don't know the solution to their challenges.

#### High-quality images and videos

Use imagery that shows who the people are behind your practice or that represents who your customers are. The more authentic, the better. Avoid cliché stock imagery which have been used and seen many times before.

#### Easy to find contact information

Don't bury your contact details on your website, make it as easy as possible to get in touch.

#### ❑ **Use the CA ANZ logo\***

Establish credibility and professional standing by promoting the link between your practice and your professional body.

\*Must hold a Certificate of Public Practice. Refer to page 13 for guidance on how to use the CA ANZ logo online.

#### ❑ **Mobile-friendly design**

Most customers are searching on their mobile phones, make sure your website looks best on all hand-held devices first, and then on desktop.

### **Advanced – but important**

#### ❑ **Search Engine Optimisation (SEO)**

In basic terms, SEO is a series of tasks you can do to help your website be more visible on Google or other search engines. This includes using phrases in your content that customers might search for.

#### ❑ **Tracking Analytics**

Knowing how your website is performing is free and easy for you to do on Google Analytics. It can help you understand how many people are visiting your website, what they are doing once they get there and how long they are there for. With clear goals in place, this information can help you improve your website's effectiveness.

Building and maintaining a strong, professional website that can help you generate leads and sales can often take time. You may look to engage a professional with expertise in website design and SEO.

#### **Online tools**

To help you get started, there are online resources that can help you learn digital skills to improve your online presence and performance.

[Google Digital Garage](#) - Free online learning content to develop your digital marketing skills to help your business.

[LinkedIn Learning](#) – As a Chartered Accountants ANZ member, you have complimentary access to high-quality courses on LinkedIn Learning.

# Using Google to maximise your profile

## Google My Business

### Why you should set up Google My Business for your practice

#### Increased visibility

Google My Business allows businesses to appear in Google Maps and in the local search results.

#### Improved customer experience

Help clients find and contact your business more easily.

#### Better SEO

By optimising your Google My Business listing, you can improve your chances of appearing in local search results and attracting more customers. See page 6 for more guidance on SEO.

#### Free advertising

It's free advertising for your practice. You can add photos and updates to your listing to promote your services, and your listing may appear in the local search results, providing additional exposure.

#### Valuable insights

You can see how customers are interacting with your practice, how many people are viewing your listing, how many are clicking through to your website, and other important metrics.

#### Online tools

Learn how to improve your local ranking on Google with this [video](#).

Learn how to set up a Google My Business profile with this [video](#).

## Investing in SEO

SEO is a powerful marketing strategy that can help your practice to be more visible, attract more customers and generate more revenue over the long-term.

### What are the benefits of SEO?

#### Increased visibility

It can help you appear higher in Google Search results pages, leading to increased visibility and exposure to potential clients, which can ultimately result in more website traffic and sales.

#### Improved user experience

SEO also involves optimising your website content and structure, which can improve the user experience for website visitors. This includes faster loading times, easier navigation and more relevant content.

#### Cost-effective marketing

We recommend engaging an expert to give you the best chance of success. Once you have optimised your website for search engines, you can continue to generate organic traffic without ongoing advertising costs.

#### Long-term benefits

It is a long-term strategy. As your website ranks higher in Google Search results, you can continue to attract new customers and generate more revenue over time.

#### Competitive advantage

By optimising your website, you can gain a competitive advantage, by being more visible, over businesses that are not using SEO.

## Some simple tasks you can do yourself

#### Conduct keyword research

Determine the keywords and phrases your ideal client is searching for and include them in your website content.

#### Optimise images

Use descriptive file names, alt tags and captions to help search engines understand what your images are showing.

#### Use internal linking

Internal linking means to create links that take visitors to other pages on your website. Set up internal links that will help guide them to other relevant content.

#### Check your website speed

Identify areas where you can improve your website speed. Slow loading websites will likely appear lower in Google Search results.

## What to ask your SEO specialist or website designer about

### Using meta tags

Meta tags provide information about your website to search engines. Use title tags, meta descriptions and header tags to optimise your website's meta tags.

### Building backlinks

Backlinks are links from other websites that point to your website. Having high-quality backlinks from reputable websites can improve your website's authority and increase your chances of ranking higher on search engines.

### Ensuring your website is mobile-friendly

With more people accessing the internet through their mobile devices, having a mobile-friendly website that works well on different screen sizes is important for search engine optimisation.

### Online tools

Use [Google PageSpeed](#) to check your website speed and to identify areas where you can improve.

Use keyword research tools such as [Google Keyword Planner](#), [Ahrefs](#), and [SEMrush](#) to help you with keyword planning.

## Google Reviews

People love recommendations from others who have had personal experience with a business.

Don't be afraid to ask your clients to post a review about you and your practice on Google. Often, they will be happy to do so.

### Why should you encourage Google Reviews?

#### Improved reputation

Google Reviews provide an opportunity for clients to share their experiences with your practice. Positive reviews can improve your reputation and attract new clients, while negative reviews provide an opportunity for you to address client concerns.

#### Increased visibility

Businesses with higher ratings and more reviews tend to appear higher in search results, which can give your practice more exposure and traffic to your website.

#### Better customer insights

A client's review can provide valuable insights into their experiences with your practice. You can use this feedback to identify areas for improvement and make changes to improve.

#### Competitive advantage

Businesses with a high number of positive Google Reviews can be perceived as a better choice over businesses with fewer reviews or lower ratings.

#### Free advertising

It's free! You can also share positive reviews on social media and use them in other marketing materials to promote your practice – like your website.

#### Online tools

Learn how to get Google Reviews and ask your clients to review your practice with this [video](#).

Learn how to find, read and reply to your Google Reviews with this [video](#).



# Positioning your practice with LinkedIn

LinkedIn has more than 722 million members worldwide, with 11 million in Australia (of a 11.9 million workforce) and 2 million in New Zealand\*.

LinkedIn can be an effective tool to support your practice, keep your clients updated and connected with your practice, and attract new clients and employees.

The platform is an opportunity to showcase your expertise as a Chartered Accountant and share content that positions you within the accounting profession, as well as share resources and information with your clients that may be helpful to their businesses.

To get started, you'll need a great profile.

\*Source: [Statusbrew Blog](#)

## Seven steps to a great LinkedIn profile

### 1. Add the designation to your name

Use your full name so you can be found in searches and include your post-nominals after your name to make it clear to people that you are a Chartered Accountant. The Former Name field can accommodate maiden names, or alternate/preferred names, making it easier for people to find you.

### 2. Professional headshot

Ensure your profile photo is visible to public so your professional image can be seen when you turn up in search results. A professional image increases your reliability as a person to do business with.

### 3. Ensure your keywords are working for you

If someone wanted to find you or your practice online using search, what words would they type in? Make sure those words are included across your profile so you are found when potential clients are searching for your services.

### 4. Using sections correctly

#### Headline section

The headline section tells people what you do and who for, setting the scene for how you might be able to provide a service for a potential client.

#### Summary section

The summary section is speaking to a potential client and should go into depth about the sort of clients your practice works with and the typical results your practice gains for the clients you serve.

### Experience section

The experience section will establish your knowledge and build trust with potential clients. Make sure it is up to date and includes the correct title you currently hold. It should identify the services that your practice offers and provide some example outcomes so potential clients can identify if you are a great fit for their needs.

#### 5. Recognition for your designation

Add Chartered Accountants Australia and New Zealand in the Education field. This will reinforce the CA designation at the end of your name on your profile. Add a list of any positions, for each office you may have held, from Committee Member to Regional Councillor.

#### 6. Connect your company page

Ensure your company page is up to date, include information relevant to your existing and future clients. List your company page in your Experience section linked to your current role.

#### 7. Gain authority in the industry

Share relevant and interesting information with your network. Share posts from your company page, the [Chartered Accountants Australia and New Zealand](#) company page, the [Chartered Accountants ANZ Events Showcase](#) page, and the [Acuity Magazine](#) page with a short explanation as to why you found the post or article valuable.

## Sharing content with your network

Sharing content on LinkedIn is an excellent way to establish yourself as an expert in the accounting profession, expand your network and generate leads.

A good strategy for sharing content on LinkedIn is to create valuable, engaging and informative content that is interesting and meaningful to your audience.

### Some strategies that can help you get started

#### Define your audience

Before sharing content of any kind, think about who you want to talk to. Are you sharing content aimed at prospective clients? What is it they want to know? This will help you know if your content is going to add value and be relevant to them.

#### Share valuable content

Share content that is valuable and relevant to your audience. This could be your own original stories, thought pieces or experiences, relevant industry news, or articles and blogs from other accounting and business experts.

#### Use visuals

Posts with images and videos tend to perform better on LinkedIn, so include relevant visuals that complement your content.

### **Write compelling headlines**

Your headline should be catchy, informative and concise. It should grab the reader's attention and encourage them to click on your post.

### **Optimise your post for SEO**

Use relevant keywords in your post to improve its visibility and increase the chances of it appearing in search results.

### **Engage with your audience**

Respond to comments and engage with your audience. This will help you build relationships and establish yourself as an expert in your field.

### **Post regularly**

Consistency is key when it comes to LinkedIn. Post regularly to keep your audience engaged and build a following.

### **Use hashtags**

Use relevant hashtags to make it easier for people to find your content and increase its reach.

### **Analyse your performance**

Keep track of your post's performance and analyse what works and what doesn't. Use this information to adjust your content strategy and improve your results.

## **Growing your network**

### **Ideas that can help you grow your network**

#### **Use LinkedIn Messaging**

Check your LinkedIn messages to see who to respond to. The average LinkedIn user gets up to three messages a day through LinkedIn, that's far less than the number of emails the same person receives. You can message half a dozen people directly per day to stay in touch.

#### **Respond to notifications**

When you have been tagged in a post, LinkedIn notifies you to give you a chance to respond and comment. When it's irrelevant it can be ignored, but where appropriate responding to comments is a great way to engage with your network.

#### **Connect with strategic people**

Type the name into LinkedIn of strategic people you want to keep in touch with. Potential clients, referral partners, current clients and go directly to engage with their posts. These people matter in your network, so give the people that matter your priority.

#### **Build your network**

Search for your target connections by job title, you can filter second connections that would be great to connect with. Send out invites each day to grow your network, but make sure it's personal. Show them

why you would be a valuable connection to have in their network. You may want to consider LinkedIn Sales Navigator if lead generation is a high priority for you and your practice.

### Review inbound connections

Under the Menu heading of My Network, there is a list of inbound connection requests you have received from others which you can accept or decline.

Here's what you need to consider:

- if you know them, accept their invitation
- if you don't know them, but they are from your target market, then accept
- if you don't know them, but they are from the same country or city this could be valuable enough to accept them
- if you don't know them and are from your country/city but you're still unsure if to accept them as their profile doesn't tell you much you have another option. Click on the Manage All so you can message them first before you accept.

Source: LinkedIn Ninja Downunder [\*Sources: LinkedIn – Sophisticated Guide to LinkedIn Marketing Interviews by Matt Tindale MD of LinkedIn Aust/NZ Social Media Today Hootsuite Blog eMarketer]

### Online tools

Follow [Chartered Accountants ANZ](#), [Chartered Accountants ANZ Events Showcase](#) and [Acuity Magazine](#) on LinkedIn to access content relevant to your market that you may wish to customise and share to your network.

# Using the CA ANZ logo

Members and practices who hold a Certificate of Public Practice are able to use the Chartered Accountants Australia and New Zealand logo to promote the link between your practice and your professional body.

## The logo

### Primary

The primary version of the logo (also known as the vertical logo) should be prioritised wherever practical. With all elements of the logo centre-aligned and stacked at a greater depth, it may not be suitable for all applications and instances.



### Secondary

When usage of the primary logo is not optimal, the secondary logo may be used. The secondary logo (also known as the horizontal logo) is left-aligned and shorter in depth to allow extra flexibility.



## Logo variations

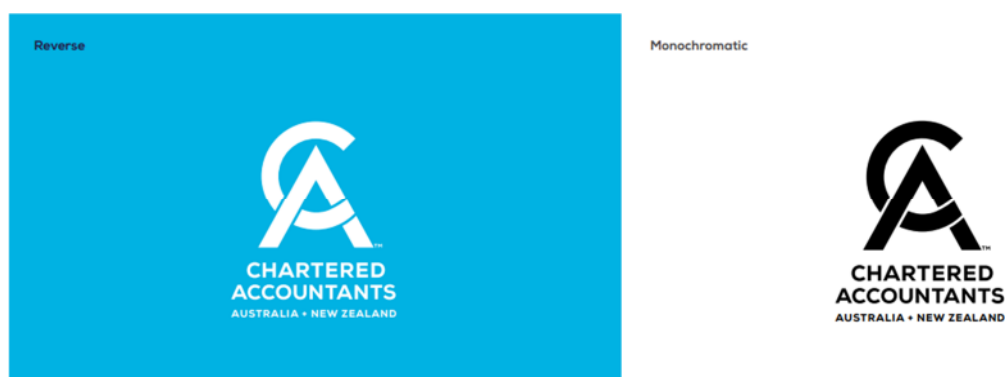
The full colour logo is the primary version of the logo and should be prioritised wherever practical. If the full colour logo does not provide optimal legibility, the most appropriate colour variant should be used instead. Colour variations include full colour, full colour with reversed out text, reversed and monochromatic.

First preference Full colour



Second preference Full colour + reverse text





## Correct use

Variations of the CA ANZ logo, wordmark or symbol should never be re-created or modified in any way. The examples below illustrate correct and incorrect usage of the logo.

### Manipulation

Do not add effects or manipulate components of the logo such as squashing, rotating, changing the colour or adding a drop shadow.

### Contrast

If at any point a high contrast ratio between the logo and background cannot be achieved, consider using a different variation of the logo or changing the background colour/ image to create higher contrast.

## Co-branding

Members and practices qualified as practice entities are able to use the CA ANZ logo on stationery, business cards, email signatures and signage.

The logo can be placed anywhere that complements your own stationery and signage design as long as you follow the brand guidelines, especially the minimum size requirements and co-branding guide.

### Online tools

Understand the practice structure requirements and rules around using the CA ANZ logo on our website [here](#).

Request the CA ANZ logo and access other guidance on our website [here](#).

## Disclaimer

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