

Professional Designs & Customized Content To Keep Prospects Interested

Web & Literature



The function of a website or literature is to pass a prospect's quality test. Your website and literature may be the only items they have to initially evaluate your firm. If they do not think your firm has the quality, or is perceived as the type of firm they feel is at their level, then you may never get the chance to have the conversation that sells them on you.

This is a relationship business. A prospect or referral source needs to be sold on you because ultimately they make the decision to buy based on perceived quality, personalities, risk factors, and fees. A poor website, or lower quality literature, can send a prospect signals that your firm may not be of the caliber they prefer. It can kill the opportunity to have the next contact

There are three key factors to evaluate when hiring a web designer:

1. Their ideas on the navigation system. This is the nucleus of any website. A poorly laid out navigation system will lose a reader quickly.
2. Will they be providing content? Who is going to write the content?
3. Fees. Don't be sold on the design or a low fee only. If you are responsible for writing content expect the project to get significantly delayed.

With Visionary, you get developers who think through the site, can write the content, and provide a nice look. We apply the same approach to our literature designs.

For additional information please contact Visionary Marketing
800.995.9186 or via email at info@thinkvisionary.com.



Keep It Simple & Clean

Do not over think content. People need to be led to your strong points. Including too much information will make a reader work too hard and cause them to lose interest. A site needs to be attractive, but easy on the eyes. A mistake many CPA firms make with their web efforts is having so much information on the main page that a reader has to figure out where you want them to go.

Your website should lead the reader. Do not give them so many options that they miss the highlights. Walk them through your site by keeping it simple, clean and offering fewer choices so they stay on your path.



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