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Golden Rules for an Accounting Web Site



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pages about better communication and simple guidelines for improving your accounting web site.

Web sites naturally evolve over time. What often started as a simple brochure-style information carrier, eventually grows and becomes integrated into an organization's workflow.

Web sites are nowadays closer to being a small software bundles than merely a digital brochures. Redesign is a good thing addressing issues like improving user interactions, planning better navigation and implementing new techniques.

However, while many industries have learned to utilise near endless possibilities coming with more powerful programming languages, better tools and expertise in visualization and information architecture, there are those unfortunate who need some guidance. We figured, maybe they have no idea where to look for help or how to even evaluate results.

01

Which accounting services you provide?

Every web site has to contain a specific message, a reason for users to visit. What could make your accounting website different to the next? The design, clear message, ability to be found or perhaps a webapp your clients could use?

Most accounting sites have a list of services they provide. From visitors perspective, our guess is that majority of people unfamiliar with accounting specific terms have to guess if your accounting firm is a good fit for them. The list of services is good, however, a prominently exposed list accompanied with a brief description would provide much richer experience. Moreover, it will help drive traffic to your web site from search engines.

02

Who's working for you?

Visitors like to know who you are and watch pictures of your employees.

A trustworthy relationship between bookkeepers and entrepreneurs is important for keeping trade secrets and other sensitive information for leaking, hence make sure to include a section which gives even a brief overview of your staff.

A mini biography on each staff member adds some personal touch and establishes necessary credibility of your firm to prospective new clients.

03 **Educate your clients**

Tax Offices usually release new rulings on issues relating to taxation legislation regularly. Most likely your clients don't understand these as well as you do. They are waiting your professional opinion on the matter and how it could impact or benefit them - an opportunity for a newsletter content and publishing it on your web site.

Strengthen your relationship with your clients.

03.5 **Checklists**

Another useful tool for clients and even prospective clients is providing a collection of simple yet essential checklists or guides they can use for particular tasks. Smart companies use their website as a passive customer help tool, why don't you?

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Arm your company's site with an online app

Leverage technology because it is now more accessible than ever. There are so many ways to create something innovatively useful for your clients and drive traffic to your site. It can be an essential tool, calculator, interaction model or whatever people find handy. Think what could add value to your service, differentiate you from others while reducing your workload.

Software is moving to the web and it is now possible to make applications much simpler to use and to live with. Find great design companies to collaborate with business development. You rarely need an IT guy in your company these days. For easy maintenance of your site, ask for an easy content management system with no need for a HTML programming knowledge.

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Write clearly and be elegant in style

Remember, driving traffic to your site is not an easy task. Take that extra effort - provide good content, explain balance sheets, profit and loss statements etc. Keep it simple, clean. People will find it sooner or later and link to it.

If your site's appearance looks like out from the 90's then change it. It feels like stepping into an untidy office. Visual appeal accompanied with easy navigation can make or brake the good first impression. And you can only leave the first impression once.

06

Career possibilities

Every company would like to attract the brightest heads. In a competitive recruitment market your presence in the web should be used wisely. University graduates are scanning your web site and make their initial decision based on emotions (or known brand name).

In other industries we've found effective to include employee benefits, possibilities for professional development and training. Moreover, consider the social aspects of working for your firm. Photos of your office evoke positive emotions. To eliminate confusion, you may also like to have a positions available section.

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Conclusion

Human computer interaction has indeed so many interesting facets and would be long journey to describe all of them. Therefore, we selected the ones that we find are crucial for engineering a remarkable online experience. So, there were six and a half simple rules for creating a better user experience for clients of accounting companies.

Well designed web site (or web application) adds credibility, hence creates better bottom line for your business. User experience design reduces excessive features which miss the needs of the user while incorporating business and marketing goals.

Remember, the biggest misconception is that companies have a choice to invest in their user's experience. Well, they don't actually have a choice if they want to survive.

Experiences happen anyway, whether or not you plan them. When not intentionally designed, there is a much higher likelihood of the experience being poor.



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We believe in friendly communication, clear visualization and iterative approach to building better software.

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