

WEBSITE PROJECT *Guidelines*



We're really excited to work with
you on your website project!



PF

How our approach to websites is different, and how that helps you

When you sign up for a website project with PF, you will get your website built as part of the project. We consider this a smaller portion of a much bigger project.

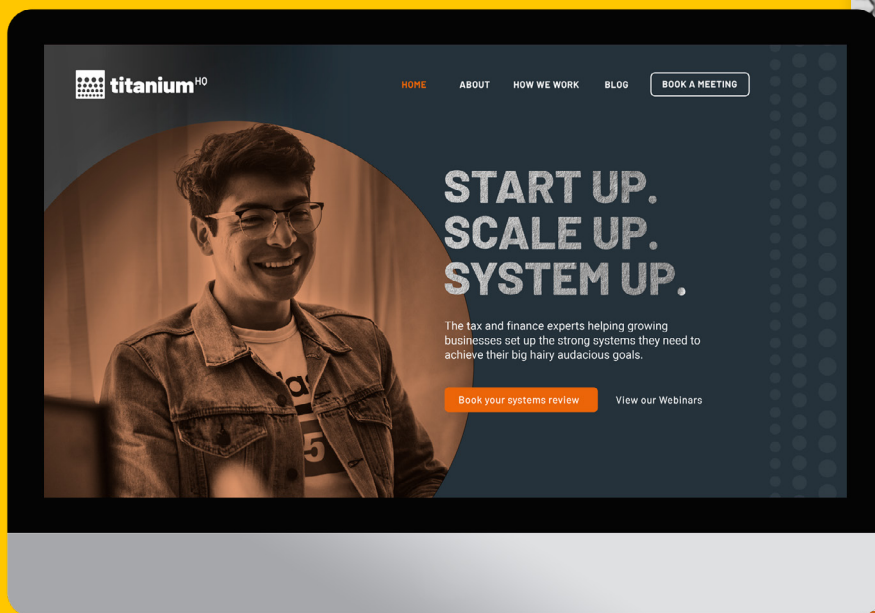
The way we approach websites means we focus on your client journey: the order in which you want visitors to move through your website. You'll dig into:

- ⬡ **What is the journey?** What action do you want prospects to take first, second?
- ⬡ **Your goals** - how does the website need to be set up and flow in order to help you achieve these goals?
- ⬡ **Your values and your brand** - how are you showcasing these on your website?
- ⬡ **What does your perfect client look like?** What are their issues? Your website will be crafted to appeal to them about their issues, not about you and your services.
- ⬡ **Your website's narrative needs to be speaking to your ideal client:** this is who you are, this is what you're dealing with, this is how we help, this is the process we follow and this is why.

Our approach means that building your website isn't about writing a structure and then building it. The biggest part is digging into who you truly are, who the kind of people you want to work with are, and what journey you want them to take on your website so your website is crafted perfectly to reflect this.

Why?

So you can have the best site possible for your perfect client which will represent that, to them.



Your website will be fully custom to you

This means your website won't be fake or generic (nor will any of your marketing when you work with PF). It will instead be a true reflection of who you and your firm are, how you work, and will show your ideal client how you can help them.

In **Foundations**, you will have shared things about your clients, your values and your goals with us and your words will help us craft the content and imagery for your website.

- From getting to know you, you'll have shown us your personality: the way you speak, what you're passionate about... all of this is used to craft your website.
- This means your website will sound like you and be a true reflection of you so when a prospect visits your website and then gets in touch, they get the same experience because it's all a true reflection of you.



You won't be expected to write your own content or source your own imagery

You'll work with us collaboratively on these things: your input and participation is at the heart of your great marketing because you know your experience and clients better than anyone else.

You'll share your stories and values and we'll apply our knowledge of what works when crafting content and imagery for a website to your firm so you can share it in the best way possible for your clients.

We'll spend a lot of time getting to know you and your ideal client, developing your tone of voice and imagery to reflect that. Ultimately, you know your client best so we need to hear your thoughts and observations on drafts and finished products.



You also won't have the sole responsibility of identifying the pages you need - you'll work with us to determine which pages will be best to help you achieve your goals and create the journey you want a website visitor to take (depending on your client journey).

Your website will work together with all your other marketing activity: blogging, posting on social media, webinars, in person events...

- When you're building your website, together we'll look at your marketing plan and your goals for the future so your website is built with your current and future marketing in mind.
- For example, if you know you want to develop an online training course for your clients, then your website would be custom built with specifications which fulfills this brief.



You'll regularly update your website (and you'll likely refresh it in 3-5 years time)

As your firm grows and changes, you'll need to make changes to your website. This can range from small changes like adding a new team member profile to your website, through to building new pages as your service portfolio expands.

Your website is dynamic: as you track your numbers and start to see what blogs posts are most popular, or what pages have the highest bounce rates, your pages will need to be altered.

You'll get support from PF with this for the first month after launch as part of our [Website Maintenance package](#). You can then sign up for continued support and use your time to focus on what content you can be creating for your ideal audience, while we look after the technical side of your website.

Your firm will evolve and change over the years and so does your brand and marketing. You'll look to refresh your website when it's no longer reflecting who you are and how you serve as well as it could be.



Hear their stories



Before you did my website, I had... a website. And it was out there. But what you created was an identity. You led the foundations of who we were and what we wanted to be and what we put out there, and you created a website that really lived those foundations. When I lose my way I go back to my website and look at the colours and the messages and the foundations of who we are as a firm, and it keeps me right. So it's more than just a website you built for me.

PJ Tranter, Force Accounting



If you were to ask me, would I do the website project again? I would say absolutely. The reason for that is your firm is evolving constantly and you need to have a solid base on which to build. What we had before was very much a website that wasn't able to scale with us as a business. PF understands where you are today but more importantly, where you're looking to go.

Vipul Sheth, AdvanceTrack



My website is like a garden. Once I'm done planting, it's just the beginning, because all the plants are growing.

Kevin Cooper, Black Sheep Accountants