

//white paper.



The Double X Factor

Accountancy websites

A UX and CX
benchmark report





A joint approach to experience

Abstract

Websites are an investment. Building, updating, and refreshing your site all require resource (whether that be time or cash budget). Your website is key for attracting new clients and can often act as an important resource for existing clients.

Given its importance to both potential and existing clients, it's imperative your site is easy to navigate, and that users can easily find what they're looking for – it needs to offer an excellent user experience (UX). It also needs to help potential clients understand what makes you different, and in a crowded market, one way to stand out is through your client experience (CX).

We've joined forces as UX and CX experts to review how websites across three industries (accountancy, IT services and manufacturing) fare in providing the 'double x factor' – excellence in both user and customer experience.

Executive Summary

A seamless user experience has a significant impact on customer experience. When customers navigate a website or app effortlessly, it builds trust and satisfaction while anticipating and meeting customer needs with intuitive design, reduces friction and fosters positive connections.

Methodology

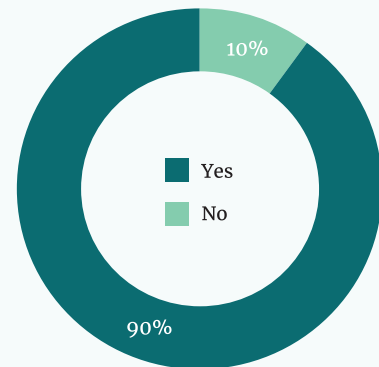
This paper explores national businesses' tendencies, strengths and shortcomings regarding UX by assessing their performance in 12 different areas to trace conclusive outcomes to help your decision-making for richer customer experiences.

Our findings

Responsiveness

Website responsivity enhances user experience by ensuring compatibility across devices and increasing reach while improving loading speed, reducing bounce rates and boosting visibility. This results in users keen to explore more, staying longer, and higher conversion rates in the mid-long term.

Websites assessed that present responsiveness.*

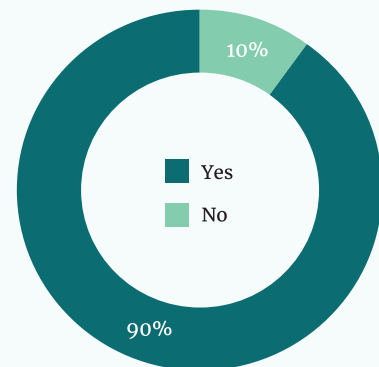


Core message/service clarity

The benefits of a clear core message on your website are several. It helps visitors quickly understand your business, guides them through your site accurately, and fosters trust and loyalty through transparency and straightforwardness. It also establishes a strong brand identity.

Clarity of your core message enhances the user experience by managing user expectations via improved communication that informs SEO efforts bolstering marketing campaigns and enabling consistent messaging across different channels and platforms.

Websites assessed that state a clear core message.*

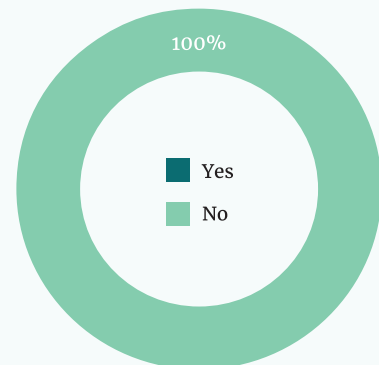


A clear point of difference around CX

If you're operating in a crowded market such as accountancy where potential buyers struggle to see how you stand apart from the pack, think about your approach to client experience. How do you make your clients feel? How do you make them feel valued? Why do they stay with you for so long and do they recommend you to others?

Finding out the answers to these questions, and using the insight as content on your website, helps you to stand out from the crowd through your approach to CX.

Websites assessed stating a clear point of CX difference.*



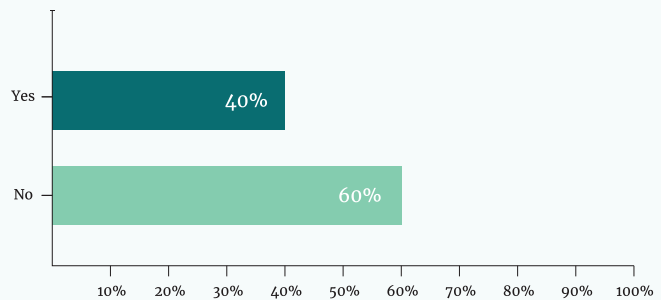


Appropriate CTA placement

In marketing and web design, strategic CTA placement is essential. Well-positioned CTAs increase visibility and draw attention, enhancing user experience by guiding visitors through the conversion process.

Intuitive placement minimises confusion, improving clarity and click-through rates. Harnessing the power of strategic CTA placement capture attention, provides guidance for users, and drive meaningful results.

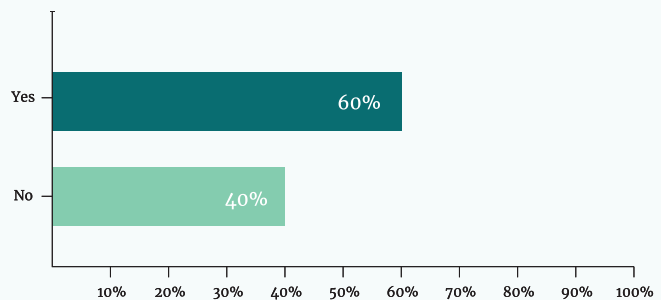
Websites assessed that present a strategic approach to CTAs.*



Accessible contact info

Making contact information easily accessible on your website is crucial. It improves the user experience, establishes trust, and shows dedication to customer service. Accessible contact information enhances credibility, increases user confidence, boosts conversions, supports lead generation and customer relationship management by offering multiple communication channels. Lastly, providing linkable phone numbers and email addresses reduces user journey pain points and saves them time. Prioritising easy access to contact information improves brand credibility by projecting a professional image and enhance user engagement on your website.

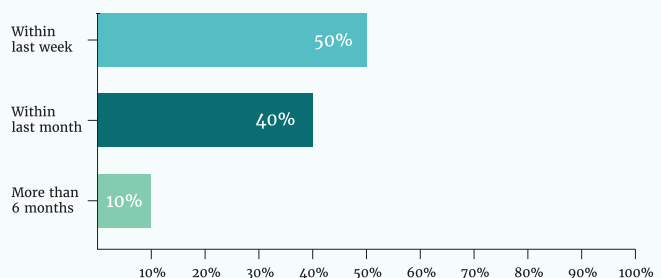
Websites assessed that present accessible contact info.*



Up to date blog pages

Keeping your website updated with news and blogs is key to showcasing your activity, knowledge, and commitment to providing valuable information. It drives organic traffic, boosts search engine visibility, and establishes you as a trusted authority. Updated content fosters engagement, builds credibility, and creates a sense of community. It also enhances your social media and email marketing efforts by providing shareable material and keeping your audience engaged across multiple channels. Stay relevant and connected with regularly updated news and blogs.

The last update to blog pages of the assessed websites*

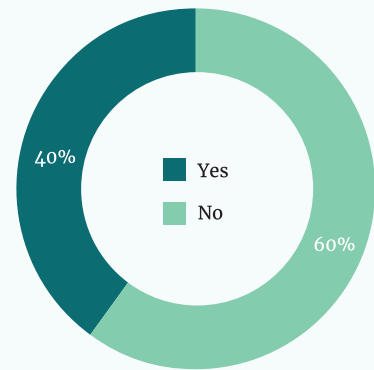




Use of video on homepages

Incorporating a video onto the homepage of your website is a crucial aspect of establishing a successful online presence. Videos can captivate one's attention, convey brand messaging, and present products and services engagingly. Moreover, they differentiate your brand from competitors, enhance your SEO, and drive user engagement.

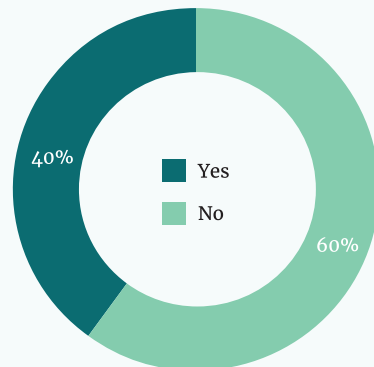
Presence of video content on homepage of websites assessed.*



Testimonial presence

Including testimonials on your website can provide significant benefits to your business. They can serve as a testament to your business's reliability and trustworthiness while addressing potential customers' common concerns. Additionally, testimonials can spotlight specific product or service benefits, ultimately increasing your website's visibility on search engines. Ultimately, testimonials are a powerful tool for persuading potential customers to choose your business, thereby increasing the likelihood of a sale.

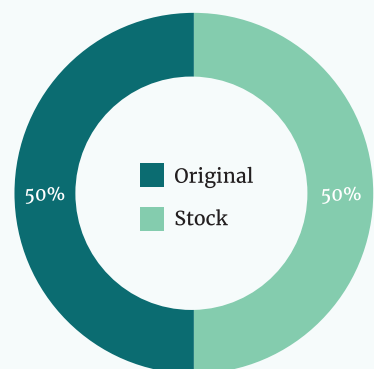
Websites assessed that present visible testimonials.*



Original vs Stock imagery

When choosing between stock imagery and original imagery for website design, consider the advantages and disadvantages of each. Stock imagery is cost-effective, offers a wide selection, and provides a professional look. However, it may lack originality and customisation. Original imagery offers uniqueness, brand consistency, and storytelling opportunities but can be more expensive and time-intensive. The choice depends on factors like budget, brand identity, and desired level of customisation. A combination of both options often strikes the right balance. Carefully consider these factors to make an informed decision that serves your website and brand effectively.

Percentage of 'original' vs 'stock' imagery among sites assessed.*

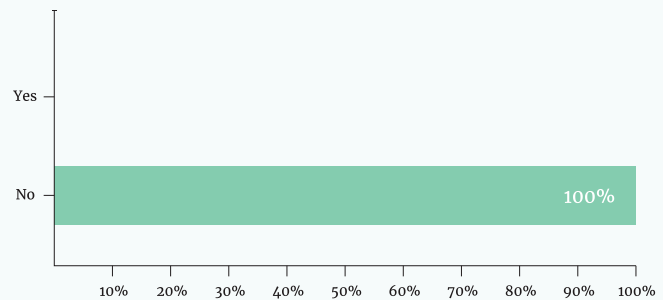




Bios as corporate value statements

Clients like to see how your team can help THEM, so feature some content about what your team like most about working with/delivering for clients rather than just info about your teams' qualifications and length of service. If you have a testimonial which names the relevant team member, this is a great place to feature it.

Presence of values reflected on bios among assessed sites.*

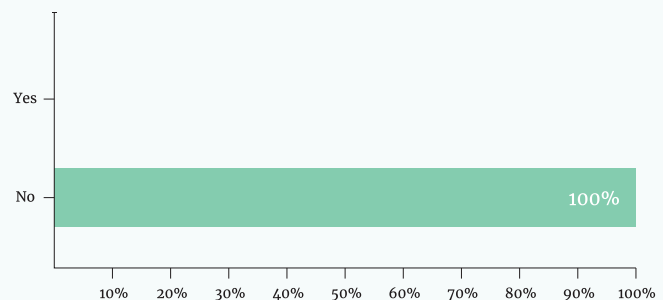


Client-centred tone of voice

Maintaining a consistent tone of voice on a website is critical for building an emotional connection with visitors. This fosters a sense of familiarity and trust while also promoting brand consistency and a unified message.

By aligning your tone of voice with that of your client, you demonstrate a deep understanding of their brand values, target audience, and communication style. This, in turn, enhances your credibility, and facilitates clear and effective communication, making engaging visitors with your content easier enhancing the experience of new and returning satisfied visitors.

Presence of client-centred tone of voice among assessed websites.*



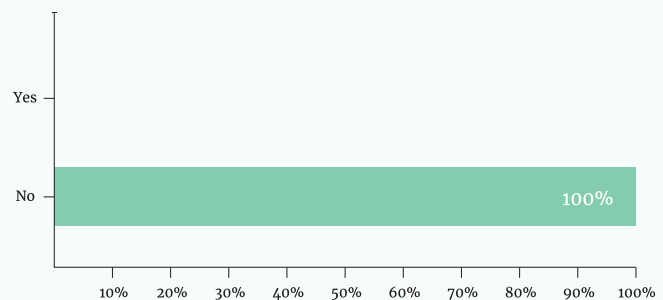
Explicit approach to client care

Showing care for your clients builds trust and loyalty, encouraging client engagement and repeat business. Taking care of your clients enhances their experience and sets you apart from competitors. Expressing care through digital channels generates positive word-of-mouth, valuable referrals, and long-term relationships.

Highlighting your dedication to client care creates a positive brand perception and fosters enduring client relationships.

Do you ask for regular feedback from all clients (not just the ones you know will say nice things!) and what do you do as a result?

Presence of explicit client-care content among websites assessed.*



Next steps

How does your website stack up? Using this document as a guide, go through your website in the areas we've highlighted and identify the changes you need to make to optimise your site's UX and its role in communicating your CX.

A few tweaks will make a big difference and will improve your website's rankings and the experience for its users. Making your approach to client experience stand out will attract and convert more potential clients and demonstrate you care about your clients beyond their contribution to your bottom line.

If you need any additional help or advice, we'd love to hear from you, and you'll find our details below.



(*) Data has been collected by assessing ten company websites representative of the industry across the United Kingdom.



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About us



Anna Lake Consulting

Anna specialises in independent, qualitative client listening interviews which uncover valuable and actionable insight. She helps her clients find out why their clients like working with them, how they can improve, and how they stand apart from their competitors. Anna then helps her clients to amplify the positive messages, make necessary changes and utilise the information gathered to retain and grow existing clients and attract new ones.

Websites are a key marketing tool and whilst Anna isn't a 'techie,' she helps her clients to ensure their client experience messages are coming through loud and clear on their sites and other digital (and offline) channels.



At Made with Maturity, we go beyond simply delivering projects. Our focus is on continuous improvement, ensuring that your digital presence evolves and delivers exceptional results.

Whether you require a specialised UX & UI design service for your web application or a tailor-made marketing website, our proven process guarantees measurable outcomes. By leveraging data from our user research, we craft digital projects that precisely meet your users' needs.

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