



# Website for Accounting and Bookkeeping

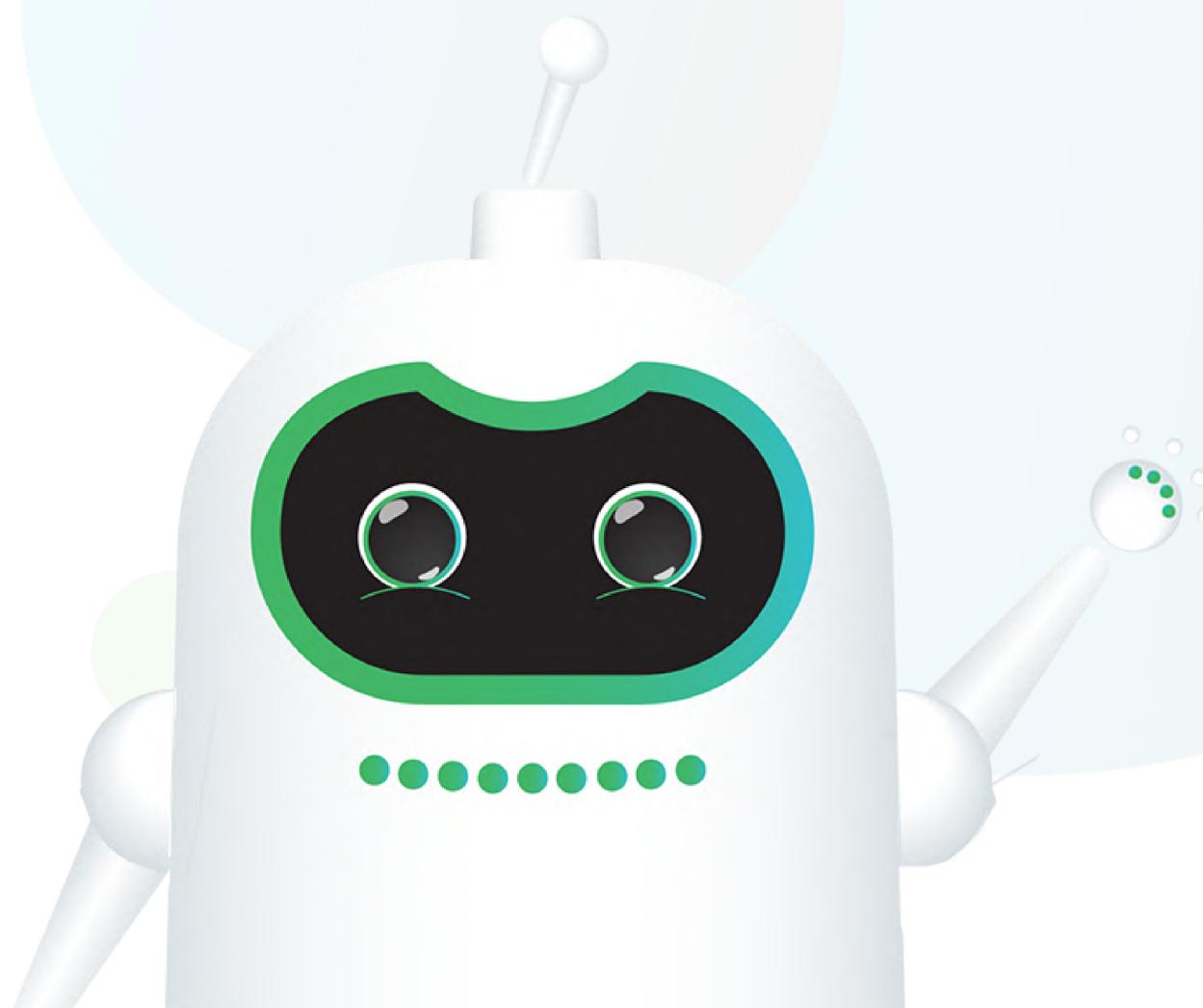


# Introduction

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This guide was created for accounting companies that want to develop their business dynamically and summarizes the material available on the BOWWE Blog: <https://bowwe.com/en/blog/accountant-website-template>. The guide was made based on over 150 hours of analysis, the best-developing accounting businesses, and their websites from Poland and abroad.

Our content is constantly updated with our customer's and readers' latest knowledge and experiences, so if you have any comments, remarks, or knowledge that we have not touched on, write to us [HERE!](#)



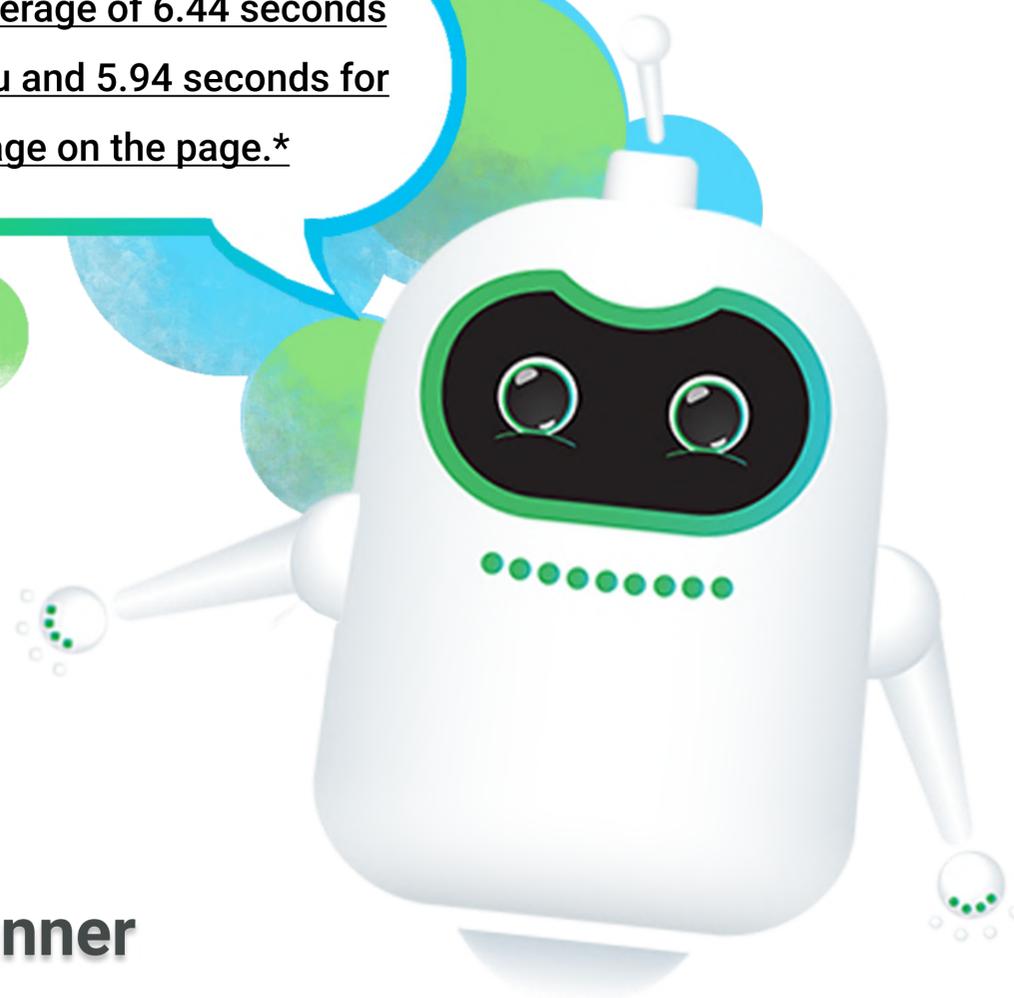
## 1. Menu

The work of an accountant is associated with knowledge of many regulations, responsibility, possessing and constantly updated knowledge, and gaining the trust of customers.

This means that your website will have to contain a relatively large amount of materials, information, and facts that will confirm these things for potential customers visiting your website. As a result, the accounting office website will be larger than the average small or medium business website.

To arrange them properly, it will be necessary to introduce at least a few subpages and organize everything logically and transparently. Creating an intuitive **Menu** will help in this.

Users spend an average of 6.44 seconds browsing the Menu and 5.94 seconds for the main image on the page.\*



## 2. Banner

Most prospective customers visiting your corporate website close it in less than 12 seconds. This applies even to over 80-90% of corporate websites! \*\*

The banner is the first visible element at the very top of your homepage, so it must immediately encourage visitors to view the rest of your website.

Make sure your banner content immediately shows that you are the company that potential customers are looking for - otherwise, visitors will close your site right away!

**Read more!**

\* Source: <https://cxl.com/blog/10-useful-findings-about-how-people-view-websites/>

\*\* Source: <https://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/>

### 3. About us

The accounting office can put essential facts about the company in the **About us** section, which clearly shows that it can be trusted.

Information such as "80% of our clients have been using our services for 5 years" immediately speaks to a potential client and tells him that your company enjoys the great trust and its clients stay with them for years.



### 4. Offer

This section is a place to define the areas of your business in more detail. Specify what exactly you do, whether it is tax consultancy, help in starting a business, etc.

Remember that your client must immediately know if you offer the services they care about and what the cooperation with your company will look like.

[\*\*Read more!\*\*](#)

\* Source: <https://smallbiztrends.com/2020/05/onpay-business-accountant-survey.html>

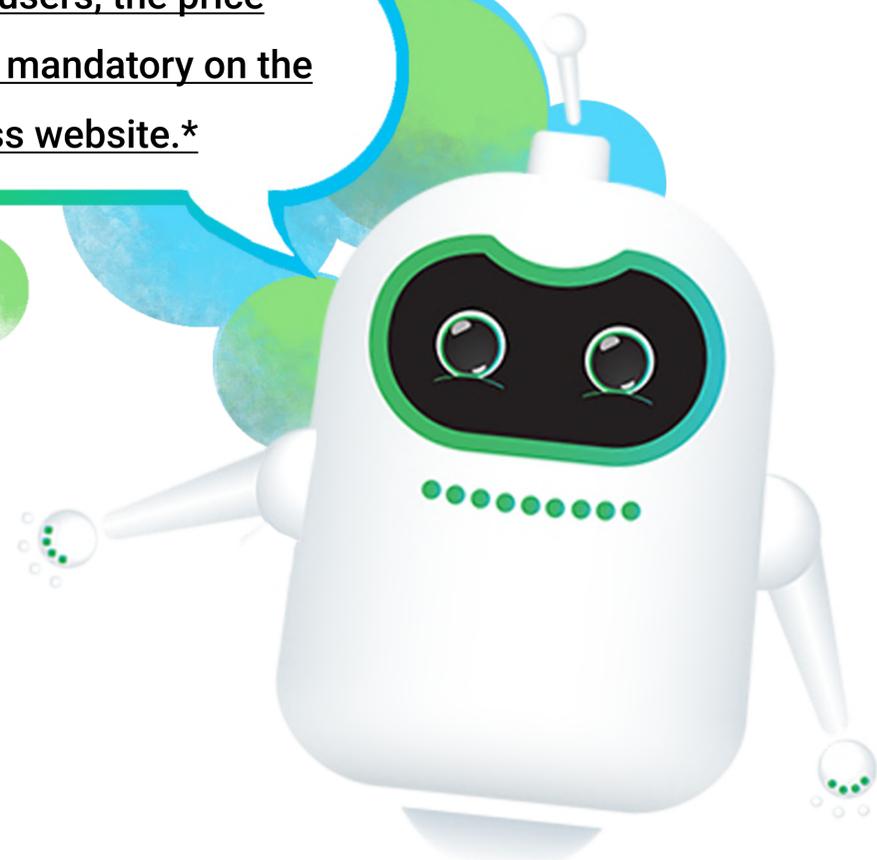
## 5. Pricing

For potential customers, the price in a given offer may decide whether they will choose to cooperate or not.

Listing a price on a website is not an easy decision, especially for companies operating in the accounting industry, where the price is often negotiated.

Remember, however, that you usually set the final price at the meeting anyway. Placing the price on the website shows your transparency to potential customers, e.g., indicating that it is within their financial capabilities. It will also prevent a lot of phone calls from people who simply cannot afford your services.

**For 78% of users, the price information is mandatory on the business website.\***



## 6. Achievements

People choose accounting services based on the experience and trust the company inspires. Prove you have both.

Place significant achievements on your accounting office's website, such as the number of customers served ("Over 200 customers have trusted us") or years of presence on the market ("We have been with you for 15 years").

However, if you don't have experience yet, don't worry! There are other solutions, such as showing university diplomas, courses, and internships you have completed, offering a test period, or lowering prices. The most important thing is that you should understand your and your client's situation, and propose a beneficial solution for both of you.

**[Read more!](#)**

\* Source: <http://komarketing.com/files/b2b-web-usability-report-2015.pdf>

## 7. Opinions

Offering services related to accounting is associated with a lot of responsibility, not only legal but also regarding the management of the company itself and its financial situation. Therefore, potential customers will choose only a service that will inspire deep trust in them.

For this reason, **Opinions** are the most powerful trust-building tool on the Internet, especially for companies in the accounting industry.

Put authentic opinions about your business from satisfied customers on the website. The ideal solution is to use honest customer feedback programs such as [Honaro.com](https://www.honaro.com). Select reviews that specifically show the opinion makers' benefits from working with your company.

[Read more!](#)

**About 52% of respondents believe that product reviews and opinions are mandatory elements of the website.\***



## 8. Contact form

The contact form will allow you to collect the contact details of potential customers and contact them faster.

However, many companies have problems with customers not filling out the form. What are the main issues, according to the respondents?\*

- too long-form (69%)
- requiring too much private information (65%)
- automatic email subscription (55%)

Avoid the above mistakes, and you will gain access to valuable information from your customers.

\* Source: <http://komarketing.com/files/b2b-web-usability-report-2015.pdf>

# Summary

People looking for accounting services usually start their search from the Internet. The starting point is, of course, the Internet search engine. From there, they go to various companies with accounting services, from which they have to choose the one that inspired them the most and met their requirements. Another possibility is to ask a familiar entrepreneur for a recommendation, after which they also go to your website to get acquainted with your company before contacting it.

By following the advice contained in this material, you significantly increase the chance that your services will be selected by a potential client who, thanks to your website, will consider you a professional worth their trust.

This guide covers only the most critical and essential elements of any professional accounting and bookkeeping website. The entire material can be found here: <https://bowwe.com/en/blog/accountant-website-template>



For more advice on  
how to create and grow website,  
visit the **BOWWE Blog!**

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**Do you have questions or would you  
like to share your knowledge with us?**

Please contact the BOWWE.com team by mail

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## About this material:

### Source:

[How to create a website for accounting? \[+ Templates\]](#)

### Check also:

[Website Builders. An Easy \(but Complete!\) Tutorial](#)

[5 Secrets Of Successful Website. Do You Know Them All?](#)

[How to boost sales on your website? 12 reliable tricks](#)

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## About BOWWE:

BOWWE contains everything essential for any web designer, agency, or business to create a stunning website and become visible on the web. The intuitive drag-and-drop creator lets you release your ingenuity and talent by creating better and better websites. Forget about limitations. In BOWWE every website's element can be customized with pixel-perfect accuracy.

A remarkable website, highly converting Landing Page, eye-catching Portfolio, or any other online project. With an impressive BOWWE Builder, all your ideas can be brought to life!

Grow your business with rocket SEO, key integrations, powerful apps, and data-driven support. Design, implement, optimize and become a web-ruler!

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The first step to developing on the web is  
your website.

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