



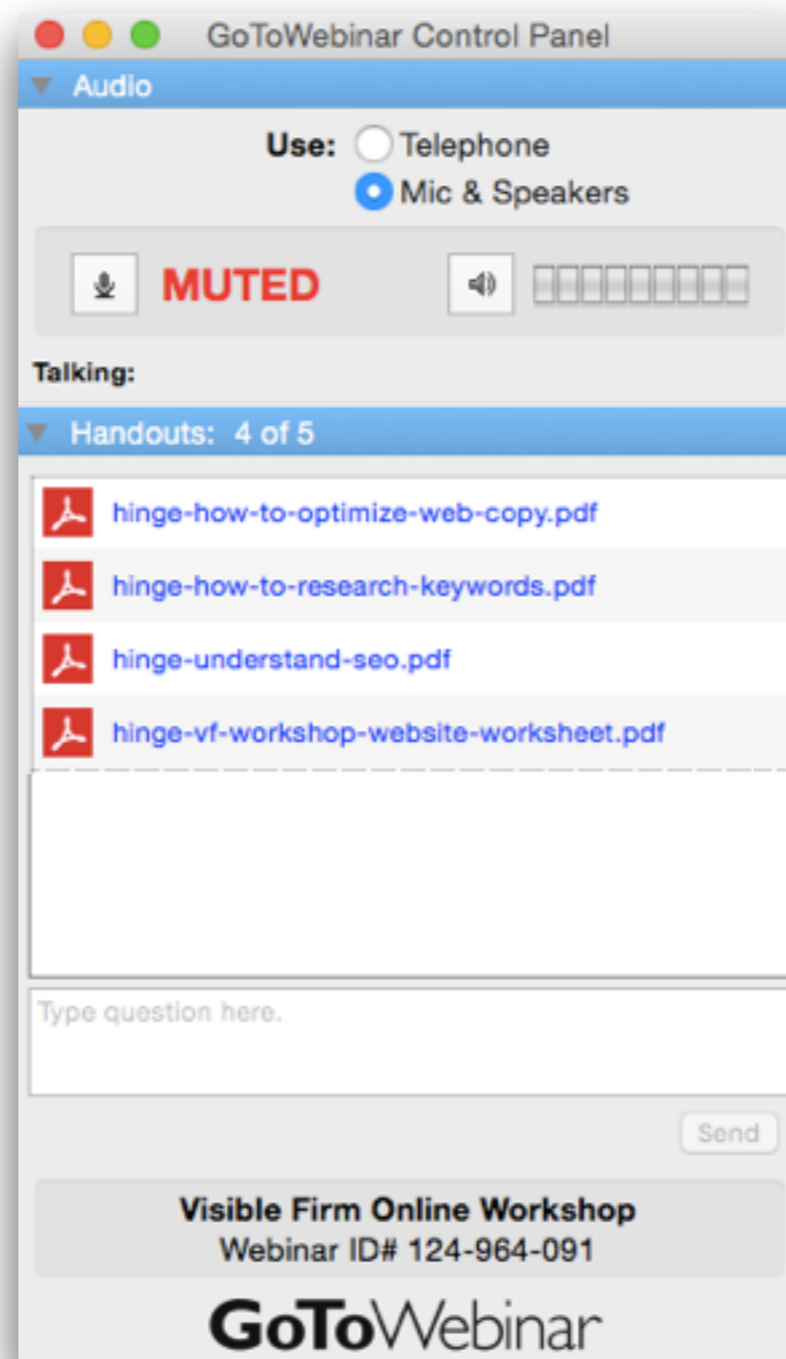
The Visible FirmSM

Online Workshop:

Build Your High-Performance Website

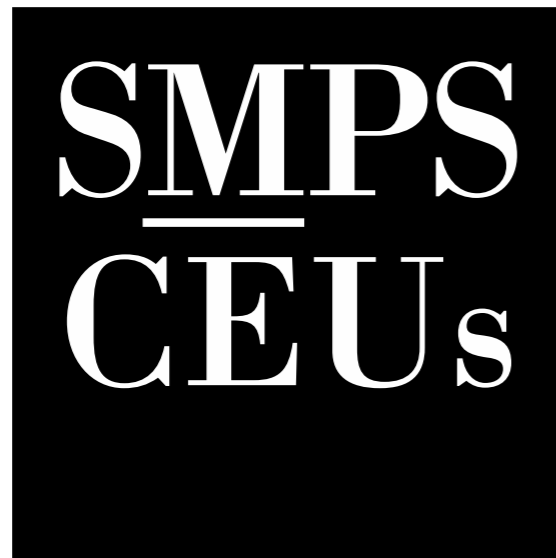
 Hinge UNIVERSITY

Download Today's Worksheet and How-To's



SMPS CEUs

Hinge is an SMPS Approved Provider of continuing education units (CEUs)!



Steps:

1. Register to attend our webinars
2. Attend the webinar
3. Email: ceu@hingemarketing.com
Subject Line: SMPS CEUs webinar credit
4. Receive Certificate of Completion after attending webinar
5. Report your CEUs to SMPS

Workshop Instructor



Lee Frederiksen, Ph.D.

Managing Partner, Hinge Marketing

lfrederiksen@hingemarketing.com

Connect with me on LinkedIn:

in/leefrederiksen

Connect on Twitter: **@HingeMarketing**



The Visible Firm

A firm that has attained high visibility and a reputation for expertise in their industry niche.

Phase 1. The Strategy



Phase 3. The Rollout



Phase 2. The Build

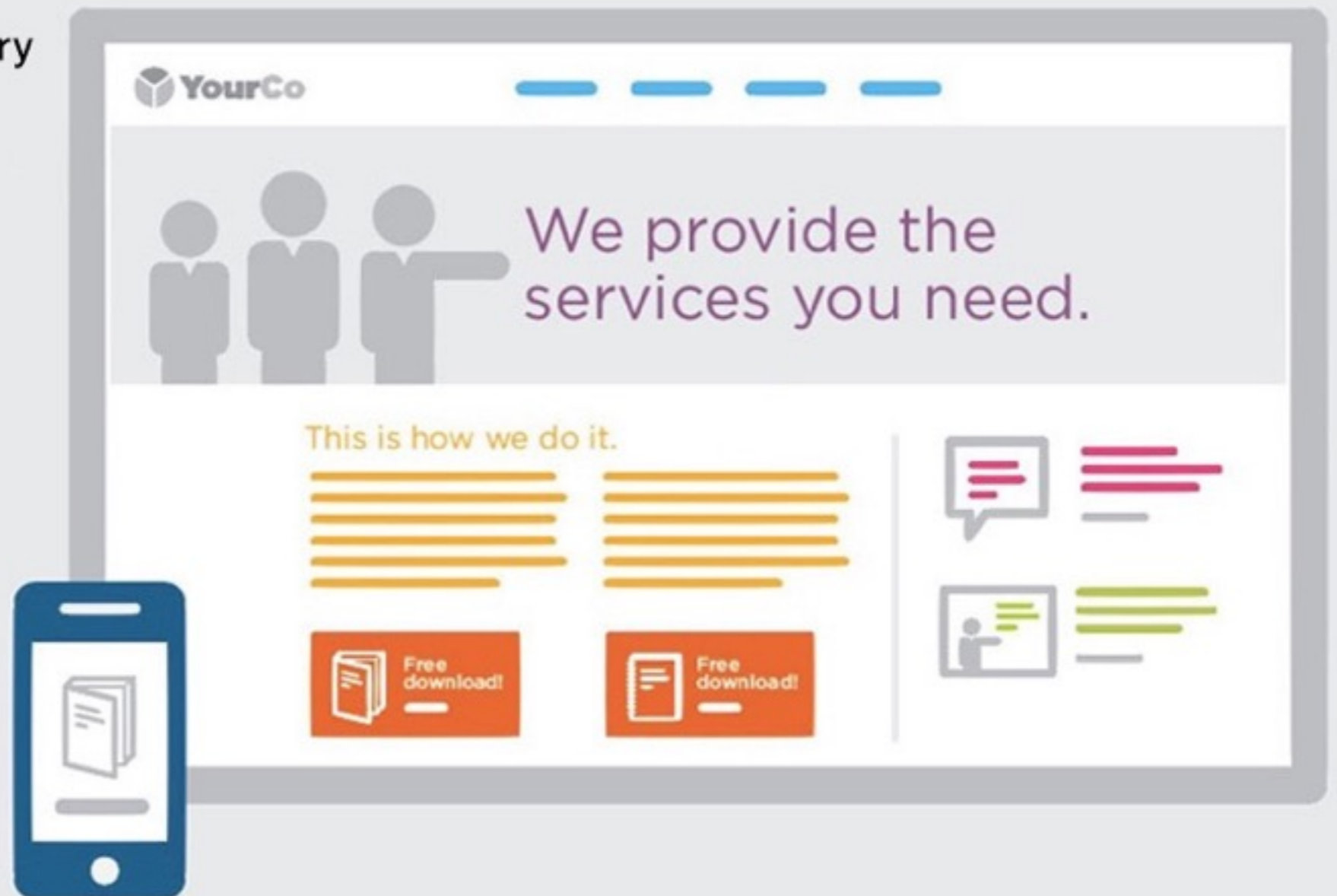
What We'll Cover Today

- ① **What is a High-Performance Website?**
- ② **Clear Messaging and Professional Imagery**
- ③ **The Importance of Responsive Design**
- ④ **Educational Content**
- ⑤ **Optimizing Your Website for Search Engines**
- ⑥ **Including Offers and Calls-to-Action**

What is a
High-Performance Website?

Elements of a High-Performance Website

- A** Messaging and Imagery
- B** Mobile-Friendly
- C** Educational Content
- D** Blog
- E** SEO
- F** Links
- G** Offers



Today's Worksheet

Section 1: Messaging and Imagery

*Our website clearly states what we do, who we do it for,
and why clients should choose us.*



Our website clearly and succinctly
tells visitors these three points.

Our website clearly and succinctly
tells visitors these three points.

SCORE:

Notes:

Clear Messaging and
Professional Imagery

80.8%

of professional services buyers
check out your **website.**

Source: Referral Marketing for Professional Services Firms Research Report

43.6%

rule out referrals because they couldn't
understand how the firm could help them.

*Your website should convey
your overall brand positioning.*

3 Simple Questions

3 Simple Questions

What do you do?

3 Simple Questions

What do you do?

Who do you do it for?

3 Simple Questions

What do you do?

Who do you do it for?

Why should clients choose you?

*Imagery sends a message
about the quality of your brand.*

Death by Cliche.



Death by Cliche.



Death by Cliche.





search our site



WE THINK OUTSIDE THE LAWSUIT.

A satisfying resolution can take creativity, skill and audacity.

[Learn how we do it.](#)



PILGRIM
CHRISTAKIS

[About Us](#)

[Services](#)

[Industries](#)

[News & Events](#)

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HINGE UNIVERSITY

Joining Forces

FreemanWhite joins forces with Haskell
to build the future of healthcare.

[Hear How](#)

Projects



Acute Care



Master Planning



Emergency Departments



Engineering



Inpatient Beds



Oncology



WHAT WE DO

WHO WE ARE



HOWARD STEIN HUDSON

WHO WE SERVE

OUR WORK

We're the
keystone
of complex
< projects.

Learn How We Do It

lester
+company

Contact Us [Login >](#)

[Who We Are](#) [What We Do](#) [Who We Serve](#) [Careers](#)

Restaurant **growth** specialists

At Lester + Company we help restaurants grow.
We give you the CPA expertise and real-time financial and operational reporting tools
to achieve higher profitability, efficiency, and

At Lester + Company we help restaurants grow.
We give you the CPA expertise and real-time financial and operational reporting tools
you need to achieve higher profitability, more efficiency, and faster growth.

Real-time data



Our software tools show you the numbers behind your business in seconds – not months.

LEARN MORE

Join the team



See how the unique opportunities at Lester + Company can accelerate your career.

TAKE THE NEXT STEP



47 percent
Restaurant industry
share of the food dollar.

The right expertise, the right technology.

In-house accountants can be pricy, but they're not the only way to put experts on your team. Lester + Company specializes in the restaurant industry and provides the resources and expertise of a CPA firm to help you achieve your goals. We understand what it takes for restaurants to

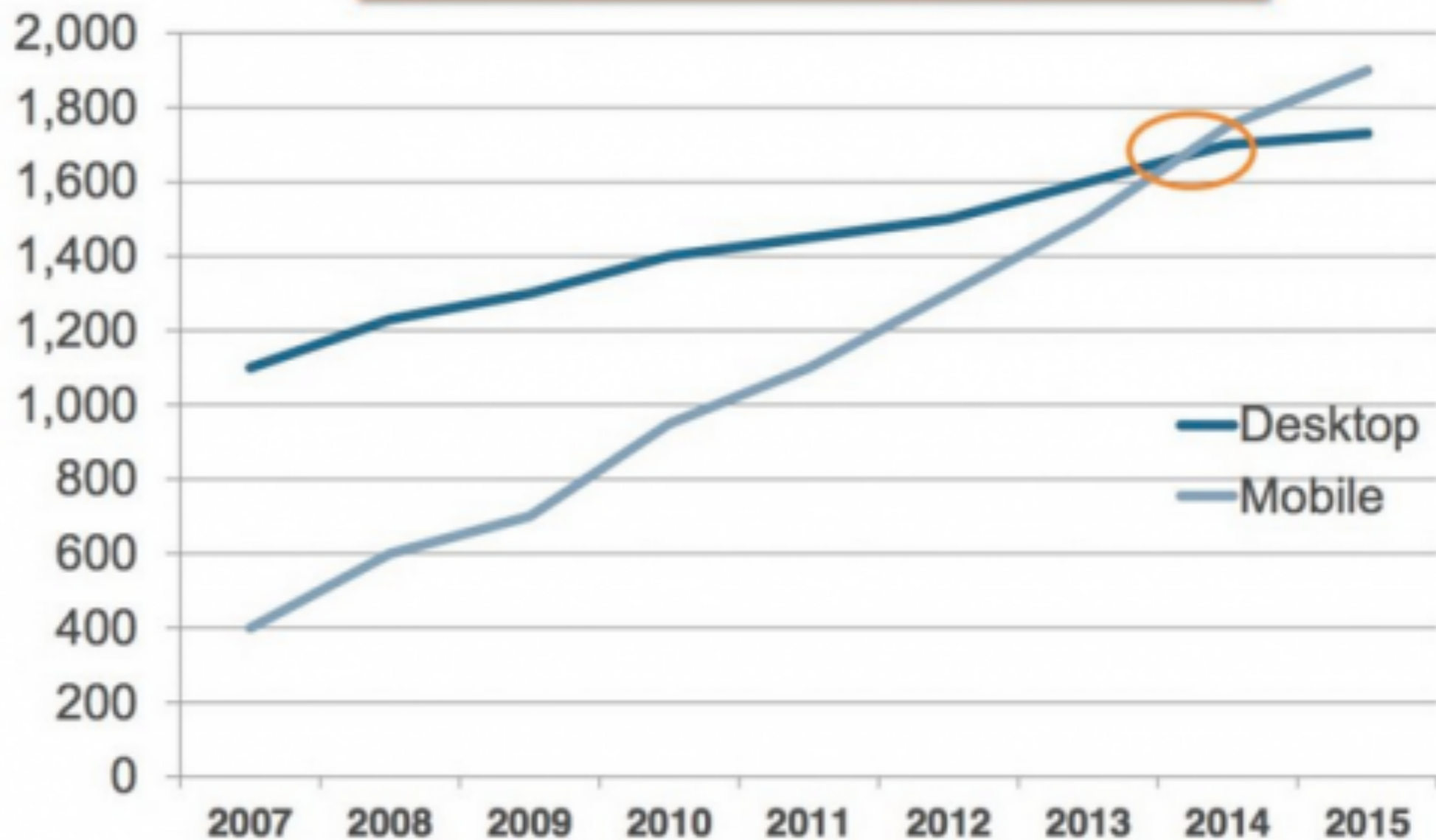
grow into multiple locations and beyond – and we know the challenges that arise on the way.

That's why Lester + Company provides expert insight and real-time financial reporting tools, so owners can make decisions based on the

needs of their businesses today, not what happened months ago. Plus, our proven experts can help you understand the numbers and build a strategy for success. We give today's restaurant owners the insight they need to get ahead and grow.

The Importance of Responsive Design

Number of Global Users (Millions)



Google's Mobile Search Update

**Mobile-friendliness is now
a search ranking signal.**

Responsive Design



Educational Content

What is educational content?

Content that is useful to your clients and showcases your expertise.

Educational Content is Not...

**Marketing
Copy**

**Syndicated
Content**

**Faux
White Papers**

Case Studies

Brochures

Testimonials

There are two types of content.

Stock Content

Purpose

Premium quality to demonstrate expertise

Focus

Issue level

Access

Requires registration

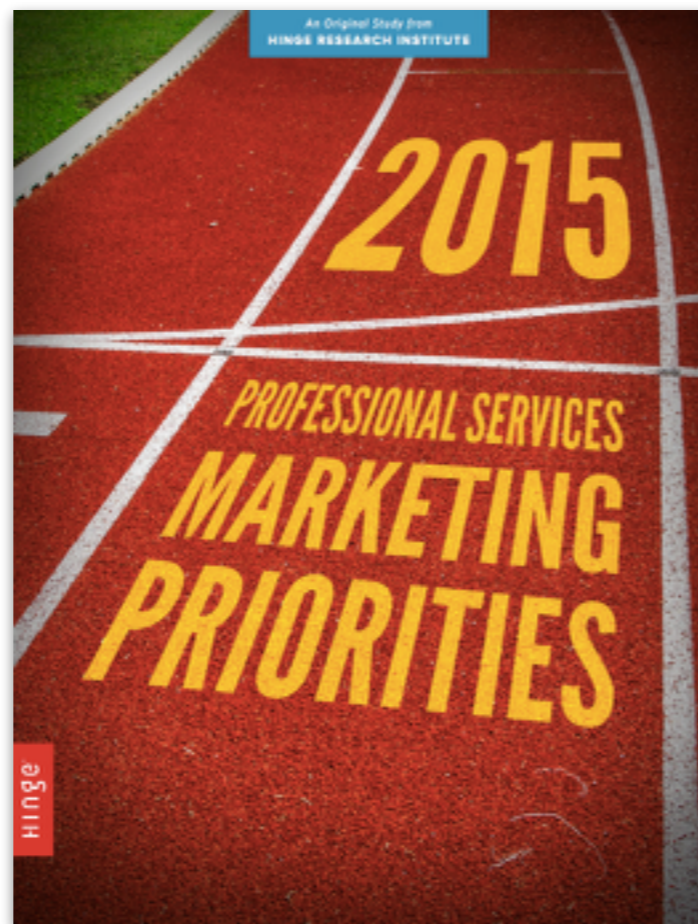
SEO

Optimize titles and landing pages only

Examples

Guides, ebooks, research reports

Stock Content





Your stock content needs a home...

Resources Page or Library


FORMATS

TOPICS

BOOKS

SEE ALL →

[The Visible Expert™](#)




[Inside the Buyer's Brain](#)

[Professional Services Marketing Book: Free Chapter](#)

RESEARCH STUDIES

SEE ALL →

[2015 Marketing Budget Benchmark Study: Executive Summary](#)




[Visible Expert™ Research Study: Technology Services Edition](#)

[Visible Expert™ Research Study: Management Consulting Edition](#)

GUIDES

SEE ALL →

[Rethinking Referral Marketing](#)




[The LinkedIn Guide for Professional Services Executives](#)

[Email Marketing Guide for Professional Services Firms](#)

ARTICLES

SEE ALL →

[5 Criteria for Selecting Your Professional Services Marketing Firm](#)




[wooing Potential Clients: Shedding Light on How Buyers Choose an Accounting Firm](#)

[Stop Playing it Safe and Start Marketing Online](#)

PIVOT NEWSLETTER

SEE ALL →

[Pivot Newsletter Has Ended](#)




[Positioning Strategy: 5 Common-Sense Approaches that Never Work](#)

[New Study Highlights: How Buyers Buy Professional Services](#)

WHITE PAPERS

SEE ALL →

[Can Your A/E/C Firm Benefit From Rebranding?](#)




[The 7 Biggest Branding Blunders and How Your Professional Services Firm Can Avoid Them](#)

[Build Your Brand. Build Your Business.](#)

WEBINARS

SEE ALL →

[Brand Now: Start Building a Powerful New Brand—Today](#)




[How to Drive Leads and New Business With Your Website](#)

[Stop Selling: How to Give Today's Buyers What They \(Really\) Want](#)

VIDEO & AUDIO

SEE ALL →

[How a Meeting of the Minds Can Grow Your Professional Services Firm](#)




[2013: A Video Salute from Hinge](#)

[How to Build a High-Value, High-Growth Professional Services Firm \[Video\]](#)

BLOG

SEE ALL →

[How Technology Services Firms Can Build a Cohesive Brand](#)



[What Every Managing Partner Needs to Know About Content Marketing](#)

[Why Your Google Analytics Data is Wrong and How To Fix It](#)


Resources Page or Library

FORMATS

TOPICS

ONLINE MARKETING

SEE ALL →


[How to Drive Leads and New Business With Your Website](#)

[Stop Selling: How to Give Today's Buyers What They \(Really\) Want](#)

[2015 Marketing Budget Benchmark Study: Executive Summary](#)

HIGH GROWTH

SEE ALL →


[How to Drive Leads and New Business With Your Website](#)

[Stop Selling: How to Give Today's Buyers What They \(Really\) Want](#)

[When Referrals Aren't Enough: Building the High Growth Firm](#)

BRANDING YOUR FIRM

SEE ALL →


[Brand Now: Start Building a Powerful New Brand—Today](#)

[Rethinking Referral Marketing](#)

[Visible ExpertSM Roundtable Discussion](#)

ATTRACTING TALENT

SEE ALL →

[The Visible ExpertSM](#)

[The 7 Biggest Branding Blunders and How Your Professional Services Firm Can Avoid Them](#)

[Winning the Talent Wars: Practical Strategies that Won't Bust Your Budget \[Audio\]](#)



...and a front door.

Landing Page

Rethinking Referral Marketing

The research shows that professional services referrals have evolved – but many firms haven't caught up.

Are you generating referrals based on your reputation and expertise? Do you have strategies in place to stop your referrals from being ruled out? If not, your firm may be leaving business on the table—business that the competition will be only too happy to pick up.

In our Executive Guide, *Rethinking Referral Marketing*, we provide a step-by-step guide to help you build a complete and powerful referral strategy.



Rethinking Referral Marketing Guide

5 charts
40 pages
Cost: FREE

Free Guide

First Name *

Last Name *

Email *

Industry *

Please select one

DOWNLOAD NOW

* Required Field

Landing Page

Webinar: 2016 Marketing Planning: Building the Visible Firm

The year is quickly winding down. But many firms haven't started on their 2016 marketing plans yet. That's no surprise — there are plenty of questions to answer even before you start planning.

Who should be involved in the marketing planning process? What are the most effective offline and online marketing techniques today?

In this webinar, Hinge's Sylvia Montgomery and Candis Roussel will help your professional services firm get ahead of the curve.



Date: Wednesday, 9/30/2015

Time: 1:00PM EST

Cost: No Cost

First Name *

Last Name *

Email *

Industry *

Register

The webinar will cover:

- Understanding where your firm stands in the marketplace
- Creating a strategic plan moving forward
- Developing a well-rounded marketing plan, using both offline and online techniques
- The new skillsets needed in a high-growth marketing department
- Tracking the performance of your marketing strategy and remaining agile

Flow Content

Purpose

Draws traffic

Focus

Topic level

Access

Open access

SEO

Optimize titles and content

Examples

Blog posts, videos, articles, social media

Flow Content

Professional Services Marketing Today

Read. Grow. Repeat.

INDUSTRIES TOPICS

FEATURED

The Importance of Business Research for Your Firm: Top 10 Questions to Drive Growth & Profitability

Grow faster and increase profitability by answering these 10 questions and uncovering the types of business research that you should be conducting.

BY LEE FREDRIKSEN [in](#) 08/17/15

5 Ways to Boost Your Company's Twitter Followers

RENEE SERVINSKY 08/14/15

Why I Joined Hinge

PERRY OLSON 08/13/15

The Future of CPA Marketing

Hinge @HingeMarketing · 48m

Does your C-Suite understand [#contentmarketing](#)? [shar.es/17a4vA](#)

What Every Managing Partner Needs to Know About **CONTENT MARKETING**

Hinge

Hinge @HingeMarketing · 2h

How [#guestblogging](#) can improve your [#SEO](#) [ow.ly/SiAJm](#) via [@spacebarpress](#)

View summary

Hinge @HingeMarketing · 3h

Why your [#B2Bmarketing](#) strategy didn't work out: [ow.ly/SiAvf](#) via [@modernb2b](#)

WHY MARKETING FAILS





*Some of your flow content
goes out into to the world.*



Hinge

In this era of #contentmarketing, your content can get lost in the crowd. Use these 3 tips to make yours stand out.

<http://www.hingemarketing.com/.../3-content-marketing-ideas-t...>



3 Content Marketing Ideas to Set Your Firm Apart | Hinge

Start thinking outside the box when developing your content marketing strategy.

HINGEMARKETING.COM

Like Comment Share

Hinge Marketing Attracting more business involves a discussion of increasing brand visibility. Here's how to do that the right way:



How to Increase the Brand Visibility of Your Professional Services Firm

hingemarketing.com • Learn why brand visibility and reputation must be developed together and five ideas for building both simultaneously.

Like • Comment • Share • 7 days ago

FAST COMPANY

3 KEY DIGITAL MARKETING SKILLS STUDENTS DON'T LEARN IN COLLEGE

MANY SCHOOLS NEED TO UPDATE THEIR MARKETING CURRICULA. IF THEY DON'T, STUDENTS WILL BE THE ONES TO LOSE OUT.

BY LEE W. FREDERIKSEN

If you've interviewed marketing candidates straight out of college, you've likely noticed a surprising trend. These rising young professionals may be sharp, thoughtful digital natives—but all too often, they don't have the online marketing skills required in today's marketplace. The reason? University marketing departments are behind the curve.

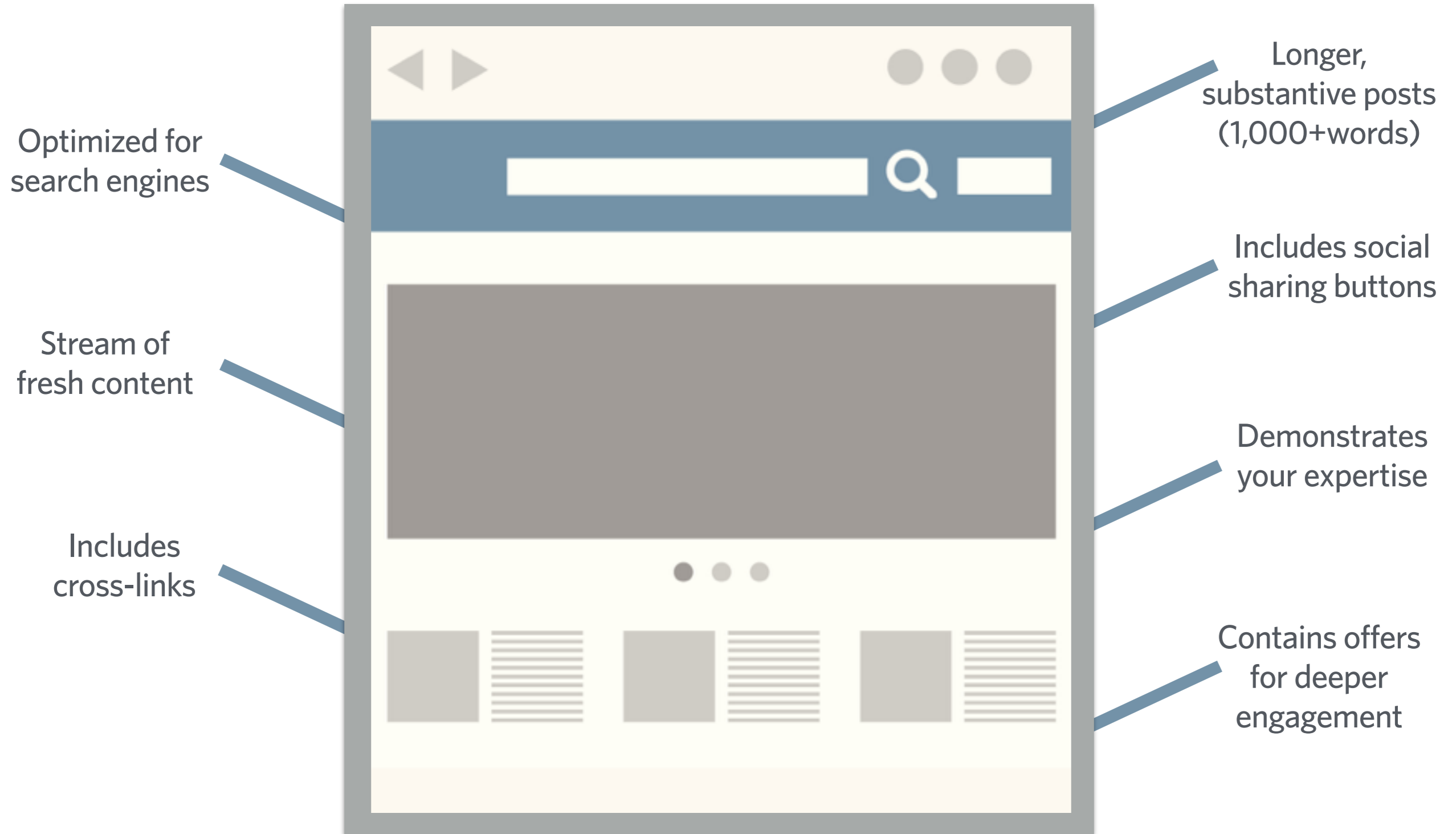
The center of gravity for much of the marketing world has moved online. In my firm's area of specialty, professional services, the landscape has changed quickly from one of brochures and direct mail to online content marketing and social media campaigns. In a study of more than 1,000 professional services purchasers, we found that more than 80% of buyers look to a firm's website to check them out, making websites the most commonly used resource for initial purchasing evaluations.



Hinge UNIVERSITY

The rest stays at home and lives in your firm's blog.


Building a Better Blog



Blog No-No's





BY LEE FREDERIKSEN 

4 SEP
2015



Social media
sharing buttons

SHARE



Top 10 Tips For Writing A Case Story

Does writing a [case story](#) feel like a bad trip to the dentist? You are not alone. Most professional service firms seem to struggle with them.

Yet we all know there is more we should do more. Case stories can be an important part of your content marketing strategy. If done well, they can attract new prospects and help close deals.

Here are some of our favorite tips to make the process easier and much more effective.

1. Involve the client very early.

Some clients will shy away from participating and others have firm policies against them. But for many clients, being considered as a case story will be a strong positive.

Cross-links

title of the case story and 2-3 times in the copy.

Some common keywords include the name of the client's company and the nature of the service you provided.

5. Tell a story.

Good stories have a beginning, a middle, and an end. They also have a struggle against the odds and a turning point. If it is too easy, there is no tension or suspense. Will it work or not?

While we are not suggesting turning your case stories in literature, a little bit of old fashion story telling will go a long ways toward increasing reader interest and engagement.

Explain the client's challenges and why your professional services firm was the right fit for their needs. Describe how you helped the client and try to paint a clear picture of what it's like to work with your firm. And most importantly, show results and that you were able to deliver on your promises.

SEE ALSO: [How to Create a B2B Case Study that Boosts New Business](#)



FREE GUIDE
**Content Marketing Guide
for Professional Services**

How to use
content to build your
reputation, generate
leads and drive growth.

32 Pages

DOWNLOAD NOW

Stock
content offer

Cross-link

Optimizing Your Website for Search Engines

What is search engine optimization (SEO)?

SEO is a technique designed to make your content easily accessible to the right audiences through organic search.

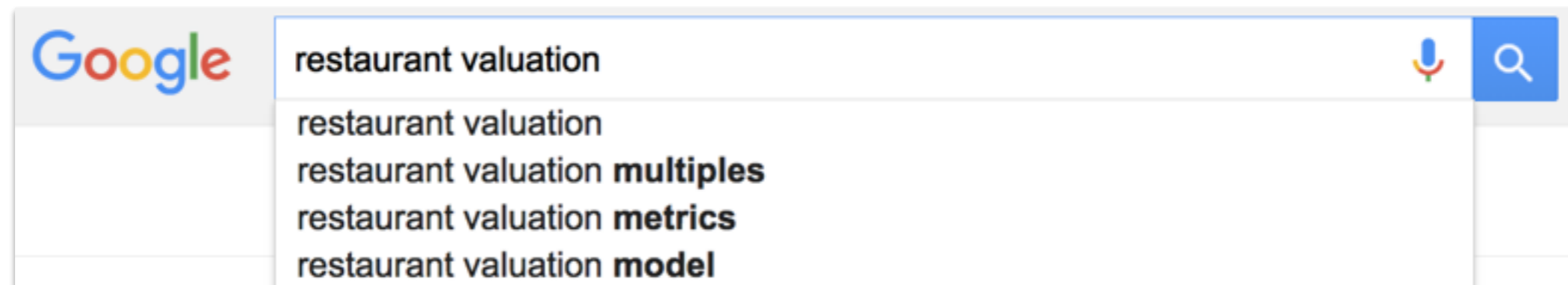
How to Think Like a Search Engine

- Relevance (keywords)
- Website authority (links)
- User experience (responsive)
- Technology (optimizing)

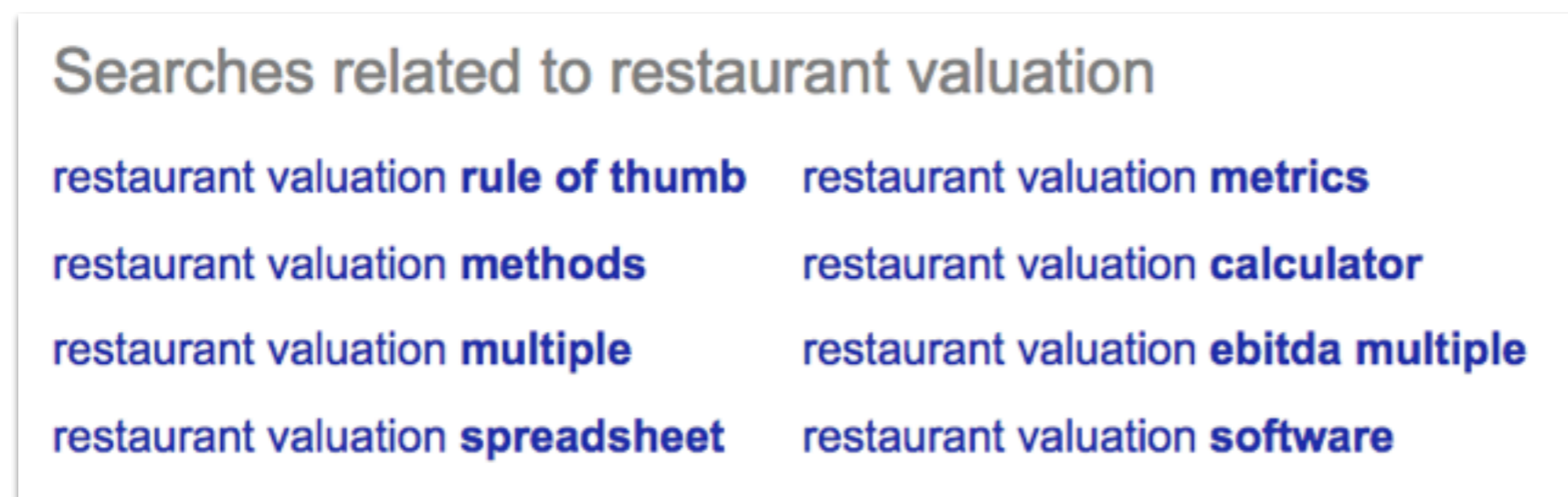
Do keyword research to understand what terms people are searching for and your capability for ranking for those keywords.

Simple, Free Research Methods

Google Auto-Populate



Google Related Searches



Google Trends

Compare Search terms ▼

restaurant valuati...

Search term

business valuation

Search term

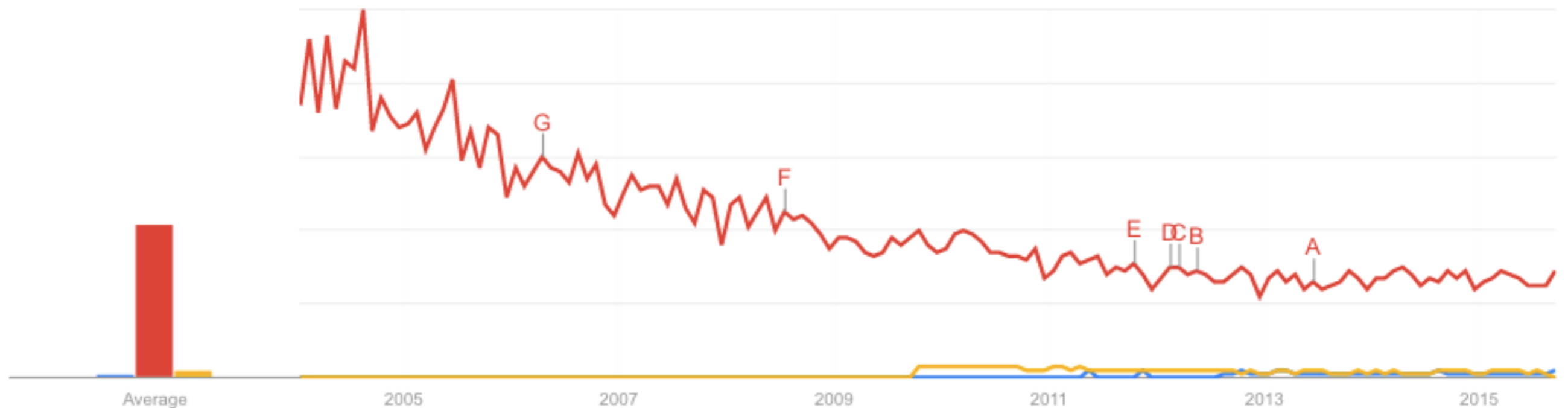
company valuatio..

Search term

+ Add term

Interest over time ?


☒ News headlines ☐ Forecast ?



Google Adwords Keyword Planner

Keyword Planner

Where would you like to start?

 **Find new keywords**

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service


restaurant valuation


Your landing page


www.example.com/page


Your product category


Enter or select a product category ▼


Targeting 


All locations 


All languages 


Google 


Negative keywords 

Date range 

Show avg. monthly searches for: Last 12 months 

Customize your search 


Keyword filters 

Keyword options 

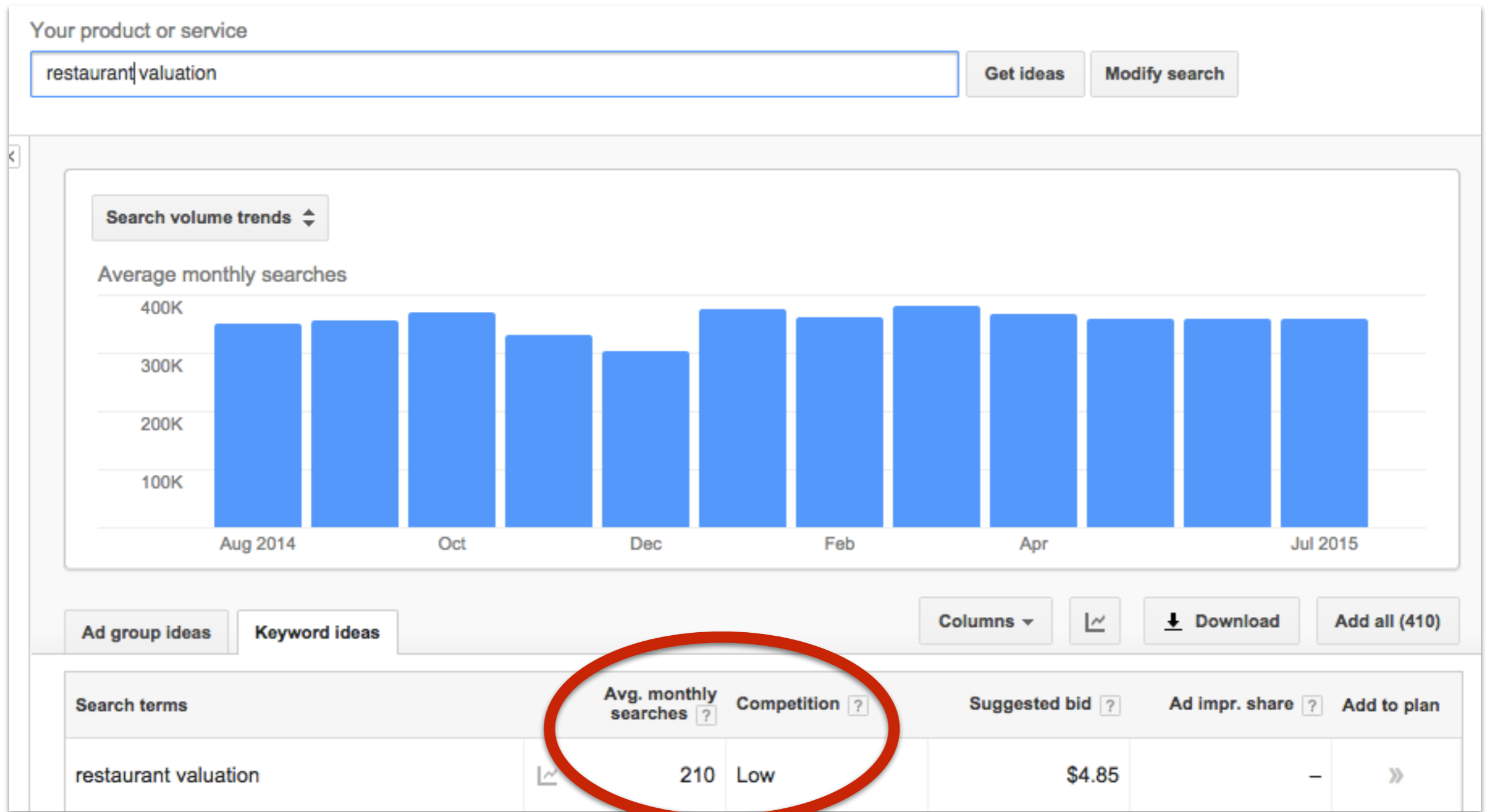
Show broadly related ideas

Hide keywords in my account














Hide keywords in my plan

Keywords to include 

Google Adwords Keyword Planner



Google Adwords Keyword Planner

Ad group ideas		Keyword Ideas		Columns ▾		 Download	Add all (410)
Keyword (by relevance)		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan	
valuing a business		 1,900	High	\$3.62	–	»	
value my business		 320	High	\$3.76	–	»	
what is my business worth		 590	High	\$5.26	–	»	
how to value a business		 6,600	Medium	\$3.06	–	»	
business value calculator		 720	Medium	\$2.30	–	»	
valuing a company		 720	Medium	\$3.37	–	»	
how to value your business		 480	Medium	\$3.44	–	»	
valuing a small business		 320	Medium	\$2.70	–	»	
business valuation formula		 390	Medium	\$3.77	–	»	
value a business		 390	High	\$3.48	–	»	
company valuation		 3,600	Medium	\$4.51	–	»	



Moz Analytics - Paid

Keyword Difficulty and Analysis		
Click a keyword to view the top ranking pages, analyze link authority metrics, and run a full SERP analysis report.		
0 of 100 full SERP Analysis Reports run this month		
<input type="checkbox"/> Keyword ▾	Keyword Difficulty ⓘ ▾	Google Search Volume (via Grepwords) ⓘ
<input type="checkbox"/> restaurant valuation for Google US	35%	170
<input type="checkbox"/> restaurant business valuation for Google US	35%	20
<input type="checkbox"/> exit planning for Google US	44%	140
<input type="checkbox"/> business valuation resources for Google US	45%	320
<input type="checkbox"/> m&a planning for Google US	48%	not available
<input type="checkbox"/> exit plan for Google US	48%	320
<input type="checkbox"/> business exit plan for Google US	52%	20
<input type="checkbox"/> business valuations for Google US	56%	320
<input type="checkbox"/> business valuation techniques for Google US	53%	30

Keyword Planner

Moz

	A	B	C
1	Keyword	Avg. Monthly Searches	Difficulty
2	restaurant valuation	210	35
3	restaurant business valuation	20	35
4	exit planning	210	44
5	business valuation resources	390	45
6	m&a planning	10	48
7	exit plan	1600	49
8	business exit plan	50	52
9	business valuations	880	53
10	business valuation techniques	260	53
11	strategic planning process	9900	53
12	how to sell a business	1900	54
13	business valuation methods	2400	55
14	company valuation methods	1600	55
15	business valuation	6600	56
16	small business valuation	590	56
17	valuing a company	720	59
18	valuing a business	1900	60
19	exit strategy	8100	71

Aim for
keywords with
difficulty lower
or just above
your website
authority

Choosing the Right Keywords

Find a balance of

Volume

Difficulty

Relevance

Broad Keywords



*Audience will be larger,
but less qualified*

Specific Keywords



*Audience will be smaller,
but more qualified*

*Implementing the the keywords in titles, title tags,
meta descriptions and within your content.*

Titles



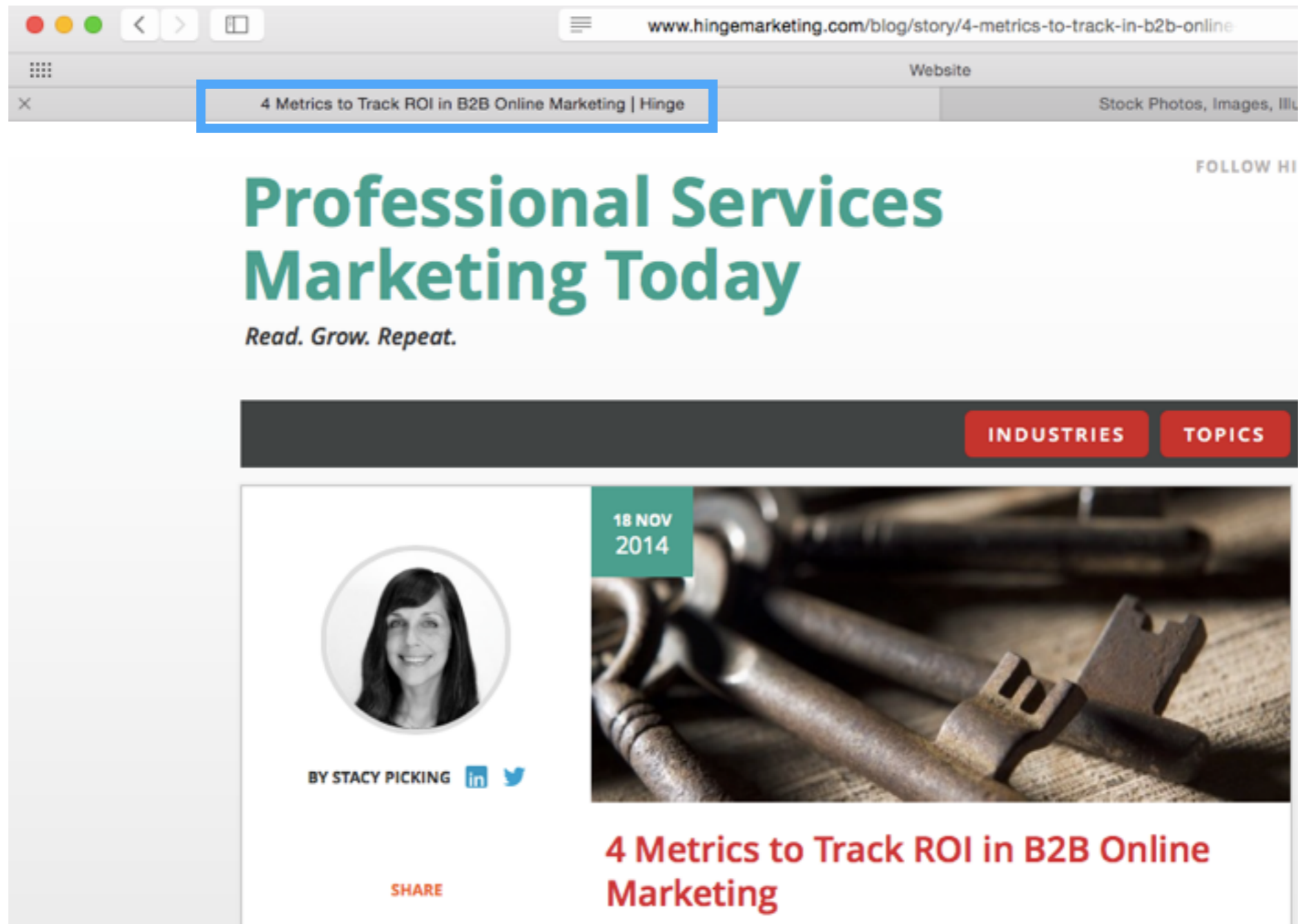
4 Metrics to Track ROI in B2B Online Marketing

As the end of the year approaches, many professional services firms will ask “what is the return on investment for my marketing expenditures?”

However, the ROI for traditional marketing investments is notoriously difficult to measure. Because of this, it seems like marketing expenses are the first to be cut when budgets are being evaluated.

In contrast, online marketing offers opportunities for measurement above and beyond traditional measurement. You can track prospect interaction and engagement down to individual clicks and page views thanks to tools like Google Analytics, Google Webmaster Tools, and social media monitoring software.

Title Tags



Meta Description

Publish	Date	Categories	Options	NSM Better Meta
▼ NSM Better Meta				
Leave fields blank to inherit site defaults				
Title		<input type="text"/>		
Description		<p>As 2014 comes to an end, keep in mind these four metrics when evaluating the success of your professional services firm's b2b online marketing.</p>		
Recommended length 150 characters Current characters: 144/150				

4 Metrics to Track ROI in B2B Online Marketing | Hinge
www.hingemarketing.com/.../4-metrics-to-track-in-b2b-online-marketing... ▼
Nov 18, 2014 - As 2014 comes to an end, keep in mind these four **metrics** when evaluating the success of your professional services firm's **b2b online marketing.**

Within Content

SEE ALSO: [The Top 10 Advantages of Online Marketing in Professional Services](#)

3. Opt-ins to your email list or newsletter. When prospects choose to sign up for your email list or to receive your newsletter, they're indicating an increased commitment and interest in your content. Their email inbox is a personal space and they're making the choice to receive your content directly.

Growing an email *list does not happen overnight*. [Research shows that 50% of organizations](#) describe their email list growth as positive, but slow. Only 17% of respondents say their email list is growing rapidly.

Creating and expanding an email database can be a slow, painful process, but one of the most critical ones to grow and nurture an audience of potential leads.

4. Increased sales. When it comes right down to it, the ultimate performance indicator that your [online marketing](#) is working is an increase in your number of leads and closed business opportunities. When these numbers are trending upwards, this shows that your content resonates with the right audiences, your firm is visible in the marketplace, and your firm has educated prospects on the services you offer.

Our research shows that it's the highest growing professional services firms who are taking advantage of lead generation through [online marketing](#). While average growth firms generate 12% of their leads online, high growth firms generate over 62% of their new business leads on the web.

Including Offers
and Calls-to-Action

Stage 1
Attract Prospects

*Offers to expose
visitors to other
content*

Stage 2
Build Engagement

*Offers to move
prospects through
the funnel*

Stage 3
**Turn Opportunities
into Clients**

21 AUG
2015



Three Blogging Tips for Professional Services Marketers

Blogging as a marketing tool is all about creating value through educating your audience. By offering your insights, you build your brand and invite in leads when they're ready to talk further about your services.

Blogging is so effective as a branding tool that nearly 74% of Visible ExpertsSM use blogs as a part of [their marketing strategy](#) and rate blogging as the fifth most impactful marketing tool.

These Visible Experts are industry leaders whose visibility and reputations make them brands unto themselves, giving their firms and ideas a leg up in the marketplace. These high profile professionals know what they're doing—and most of them are blogging.

If you haven't yet built a loyal following (and even if you have a large readership), you should always be working to get more eyes on your blog. [Promote and amplify your content](#) to increase your impressions and the exposure you'll get.

Publishing blog posts and letting them be won't get the results you want. Your content will quickly go stale and your efforts will have been wasted.

SEE ALSO: [5 Point Checklist to Ensure Your Content Gets Maximum Reach](#)

Share your posts on social media to drive website traffic. Have your marketing partners promote your content as well (and kindly return the favor to keep online relationships strong). Last but not least, *leverage your existing contacts*. You've got existing contacts who are likely interested in what you have to say. So, promote your blog posts through all the channels you use to reach prospects and clients, including through email, newsletters, webinars, and more.

4 AUG
2015

Rethinking Referral Marketing: Build Your Professional Network

At this point, we've gone through many of the steps needed to build a complete and powerful referral strategy:

1. Referral Marketing and Your Professional Services Brand
2. Where Are You Now?
3. Understand Your Target Audience
4. Develop a Strategy
5. Demonstrate Your Expertise

Now it's time to turn your attention to building our your professional network.

Clients and influencers tend to refer firms with expertise and reputations that they understand — firms they trust. But trust doesn't always proceed from a professional engagement. Often, it may arise as a result of your reputation, your expert content, your social interactions, or a mix of all three.

The fact is that your network is fertile ground for referrals. And today, your professional network extends far beyond the people you meet in person. Social media has grown to become an essential networking tool, hosting vibrant, ongoing conversations between industry leaders. Our research shows that 60% of professional services buyers use social media to evaluate potential providers.

FREE GUIDE

Rethinking Referral Marketing



Learn how your professional services firm can drive more referrals and new business by building a strong brand.

40 Pages

DOWNLOAD NOW



Lee Frederiksen <lfrederiksen@hingemarketing.com>

Aug 3 ☆

to me ▾



How can your marketing help you succeed?

Let's find out. We'd like to offer you a **full marketing assessment**. For \$3500, our professional services marketing experts will analyze your marketing efforts and provide practical, specially tailored strategies to improve your results.

[Request your assessment»](#)

We'll discuss your past and present marketing experiences to better understand your challenges. Then we'll conduct a review of:

- **Marketing Collateral:** We'll review existing materials, including brochures, pitch decks, trade show materials, and more.
- **Your Online Brand:** We'll assess how well your website, content, and social media presence reflects your brand, builds trust, and fuels growth.
- **Website Analytics:** What secrets are hidden in your analytics? We'll decipher your numbers and share the most revealing insights.

Based on our analysis, we'll give you specific guidance for priorities and implementation.

Ready to get started?

[Request your assessment today»](#)

Happy marketing,
The Hinge team

Let's find out. We'd like to offer you a **full marketing assessment**. For \$3500, our professional services marketing experts will analyze your marketing efforts and provide practical, specially tailored strategies to improve your results.

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Ready to get started?

[Request your assessment today»](#)

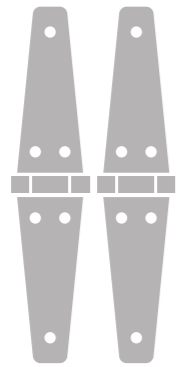


Join our next hands-on Visible Firm Workshop:
**How to Build a Lead-Generating
Marketing Toolkit**

Thursday, October 8 at 1:00pm EST

How?

Register at: goo.gl/ndTp38



Contact Info

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