

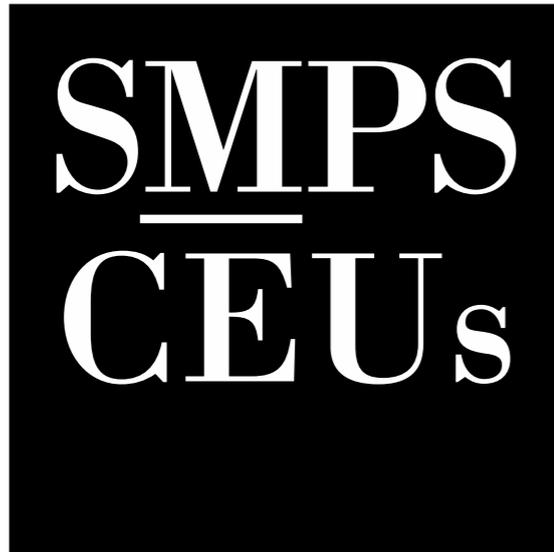
2017 Website Essentials From Hinge

Presented by Elizabeth Harr and Karl Feldman



SMPS CEUs

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Subject Line: SMPS CEUs webinar credit

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Presenters

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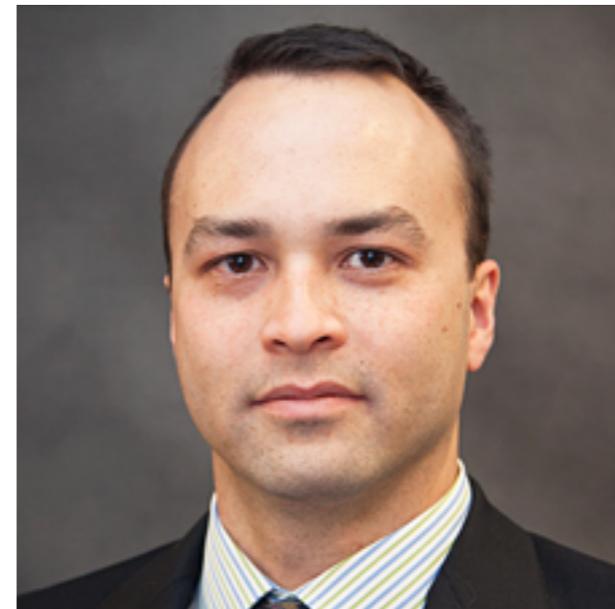
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Agenda

- > What is a high performance website?
- > What your high performance website can do for you and your firm
- > The most effective website techniques that drive new business
- > Essentials for your 2017 professional services website



What is a High Performance Website?

A website designed to attract prospects, demonstrate your expertise, and convert mystery visitors to leads and opportunity.

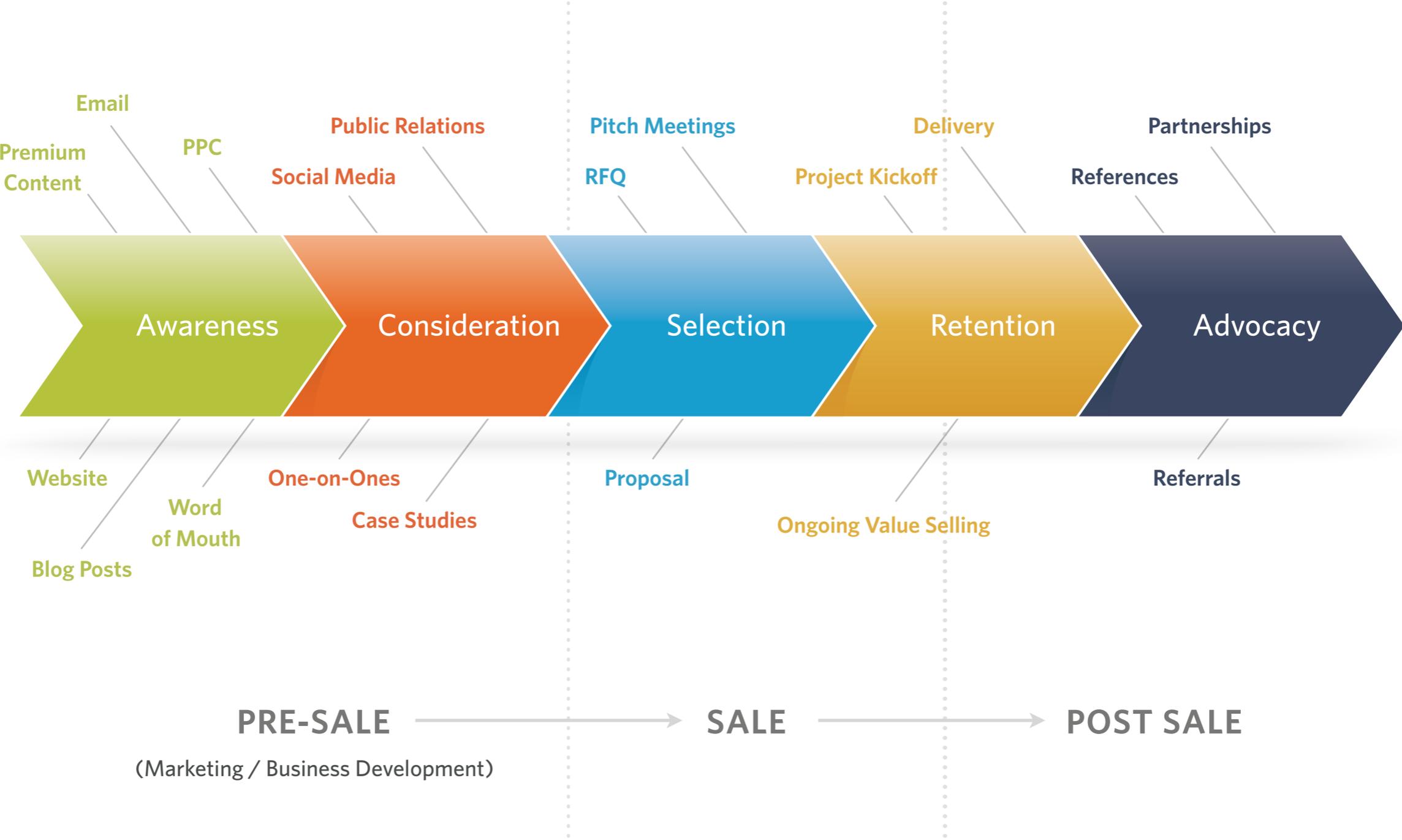
What your website can do for you and your firm



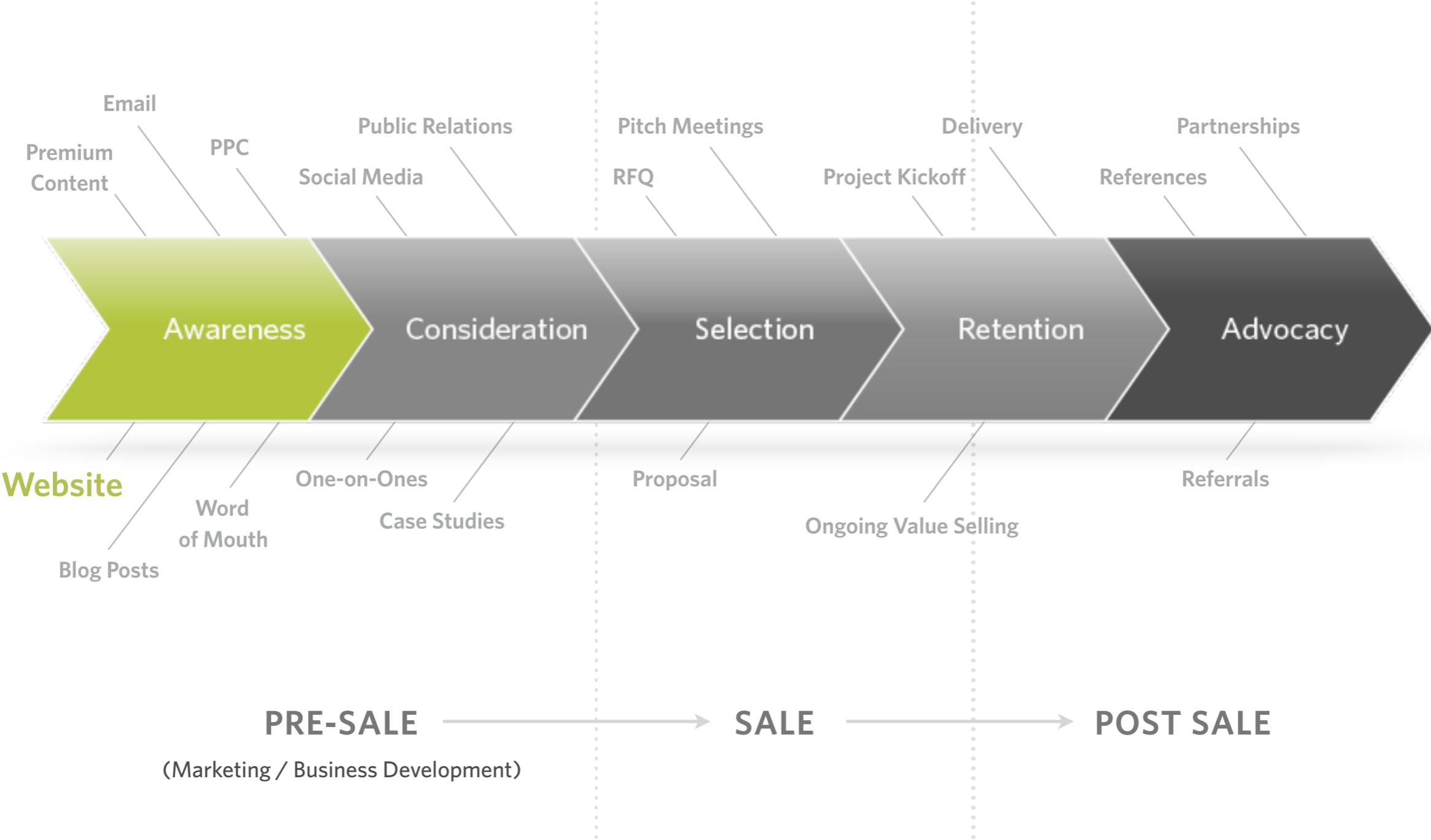
1. Awareness



Professional Services Client Experience Journey



Professional Services Client Experience Journey



How Buyers Find Experts Online



Online Search
34%



LinkedIn
19%



**Online reviews
and comments**
19%



Webinars
16%



Other social media
16%

80.8%

of buyers check out your website.

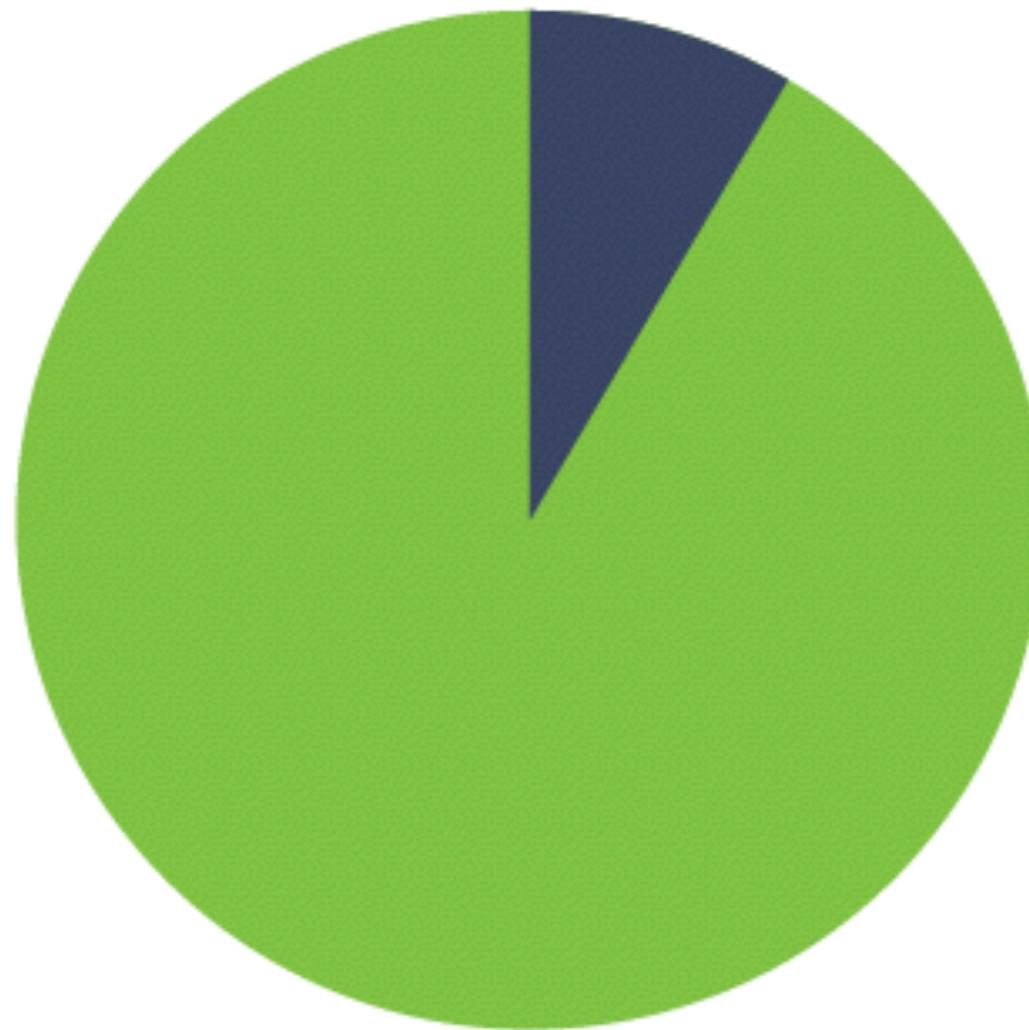


Source: *Visible ExpertsSM: How High Visibility Expertise Helps Professionals, Their Firms, and Their Clients*

2. Referral Business



Where Do Non-Client Referrals Come From?



5.5%

Comes from someone you've met before

94.5%

Comes from your reputation, expertise, and visibility

Source: *Referral Marketing for Professional Services Firms*

51.9%

of referrals rule out a firm
before speaking with them.



3. New Business



43.6%

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



29.6%

rule out firms because
of an *unimpressive website*.

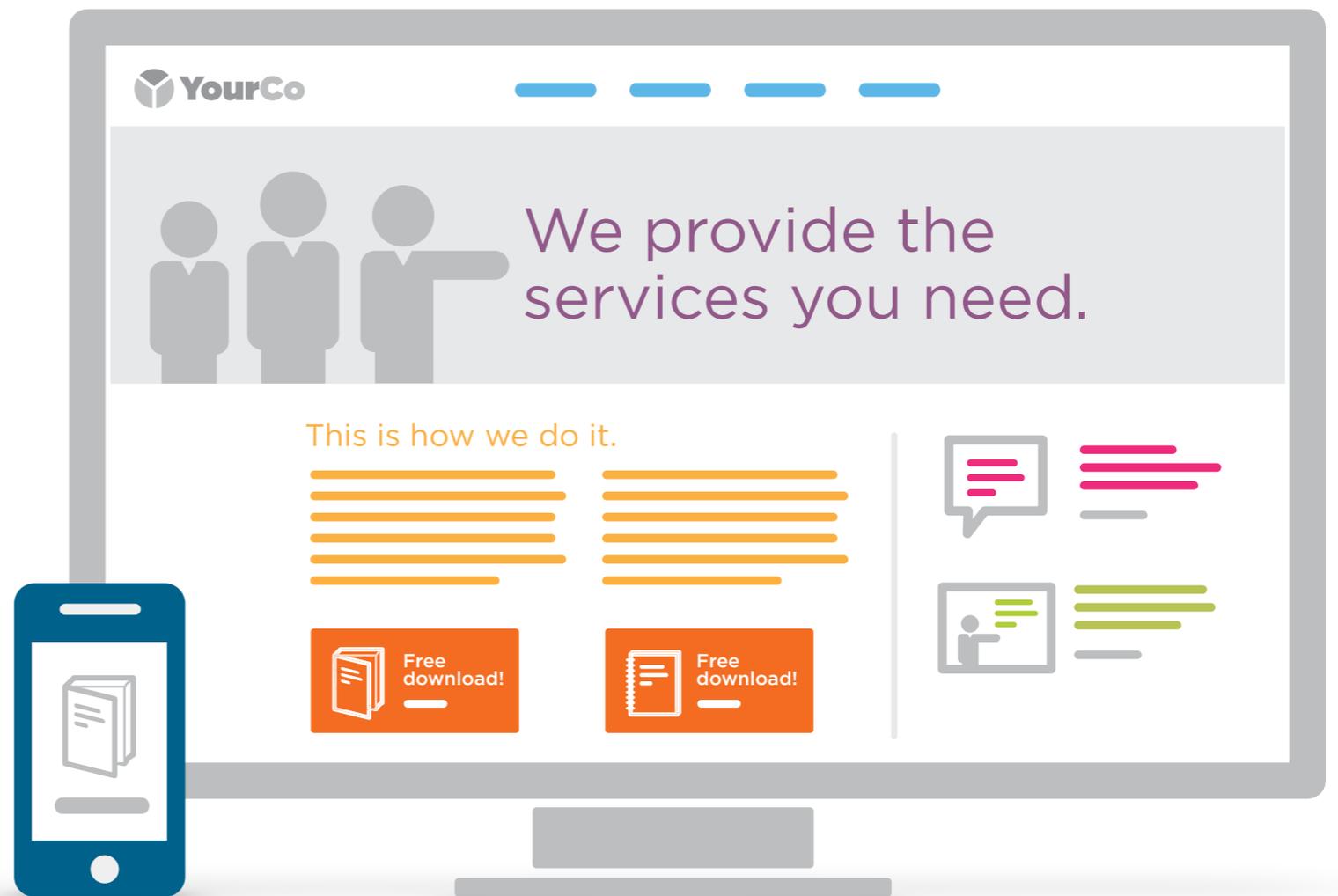


The most effective website techniques that
drive business



High-Performance Website — Your Hub

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



1

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

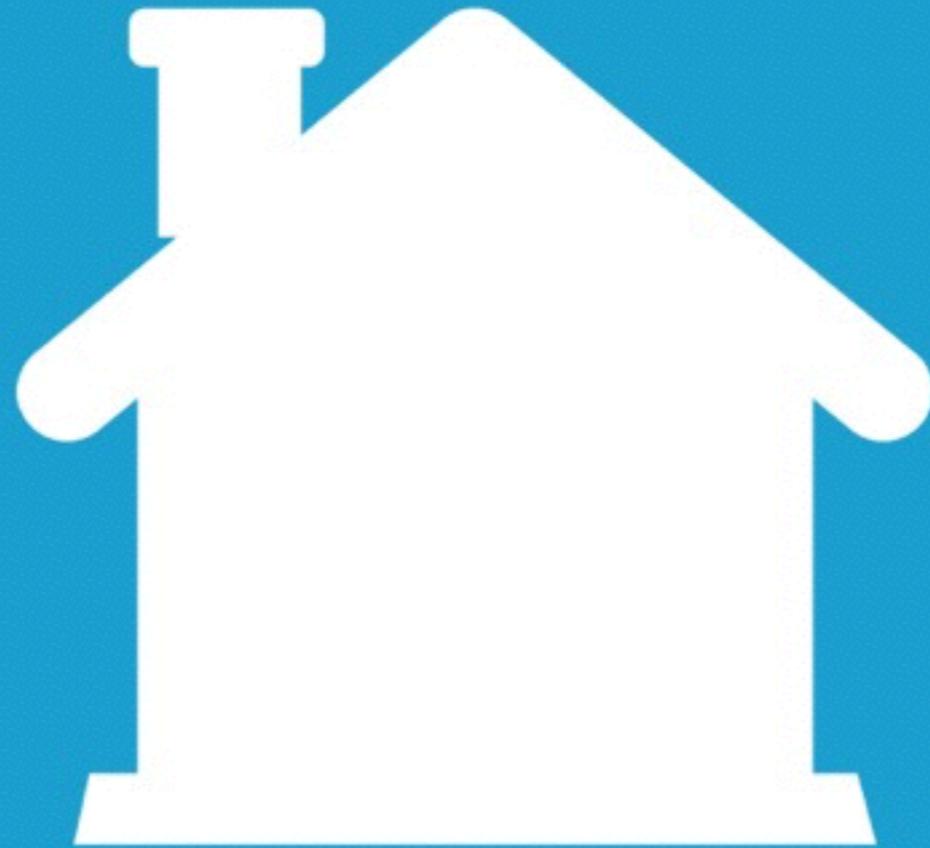
There are two types of content.

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

Flow Content

Purpose	Draws traffic
Focus	Topic level
Access	Open access
SEO	Optimize titles and content
Examples	Blog posts, videos, articles, social media



Your stock content needs a home...

Resources Page or Library

Cherry Bekaert^{LLP}
Your guide forward

Sitemap
Locations
Client Login

search our site

About Services Industries **Guidance** Blog Careers Contact

Cherry Bekaert | Guidance

Guidance

- Alerts
- Kits & Tools
- Newsletters
- Seminars & Webinars
- THinc
- Videos & Presentations

Alerts
In-depth analysis of current topics, trends and legislative developments, all put into language that makes sense for your needs.

Kits & Tools
Cherry Bekaert's original, long-form guides break down complex issues into practical action steps.

Newsletters
A single, quarterly collection of news alerts, industry updates and Firm happenings. All the latest Cherry Bekaert news in one place.

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Our professionals share their in-depth perspective on your industry to keep your practices up-to-date. Guidance and advice directly from our specialists.

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THinc is a specialized practice of dedicated experts serving innovative clients in the Technology, Health and Industrial sectors within Cherry Bekaert.

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Our videos dive into industry-specific issues to help keep you informed and moving forward.

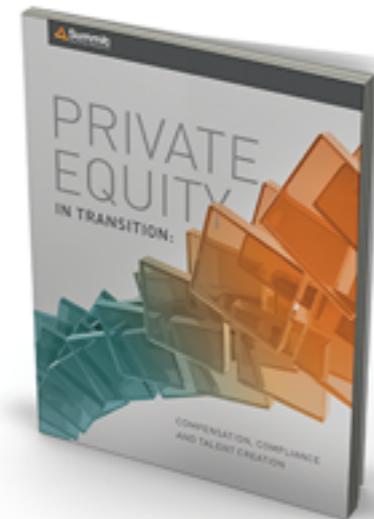
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...and a front door.

Landing Page



Today's private equity firms are being squeezed from two sides. First, the SEC is demanding greater transparency into operating partner compensation, funding, and organization. And tough new regulations are on the horizon. Second, firms are increasingly challenged to find the right talent to lead their portfolio companies.

We've written this guide to help. To thrive in today's market, firms like yours need a good grasp of the new private equity compliance environment and its implications for your firm and the companies you finance — so you can find and incentivize the top leaders you need to grow your portfolio.

Get the straight facts and unconventional wisdom your firm needs to lead in turbulent times. Best of all it's free!

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Company

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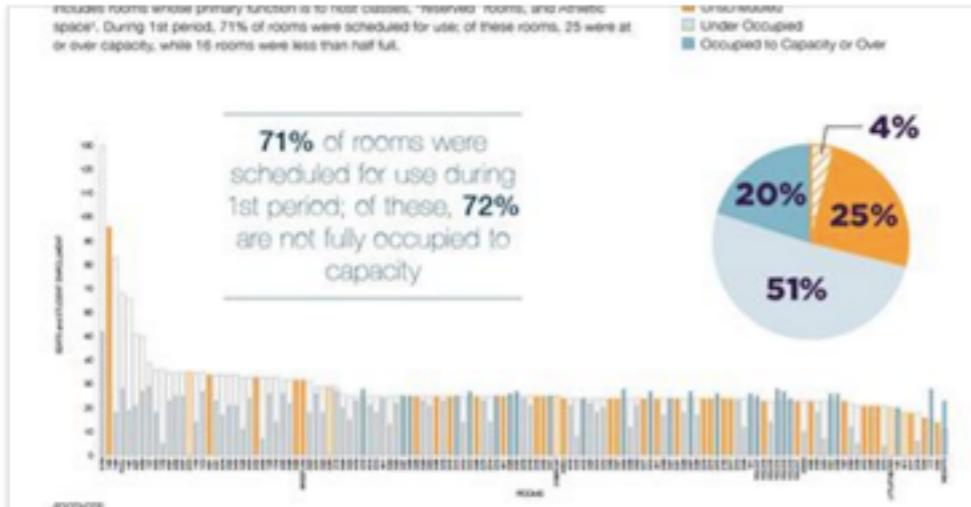
[Download the Guide](#)



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

Quinn Evans Architects
February 5 at 12:11pm · Washington ·

QEA Principal, Daniel Curry, sheds light on the Washington-Lee High School Capacity Study.



Quinn Evans Architects

As a reflection of our ever-changing society, schools must constantly adapt to evolving cultural values, educational approaches, as well as community demographics and dynamics. Quinn Evans Architects is currently working with...

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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

changed quickly from one and social media rvice purchasers, we found check them out, making rchasing evaluations.



QEA @quinnevansarch · Feb 2

An interesting insight into Detroit's revitalization from QEA Principal Lis Knibbe's point of view.

quinnevans.com/news/detroits-...

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QEA @quinnevansarch · Jan 28

Thoughts on the Re-Think It: Libraries for a New Age Conference:

quinnevans.com/news/rethink-it

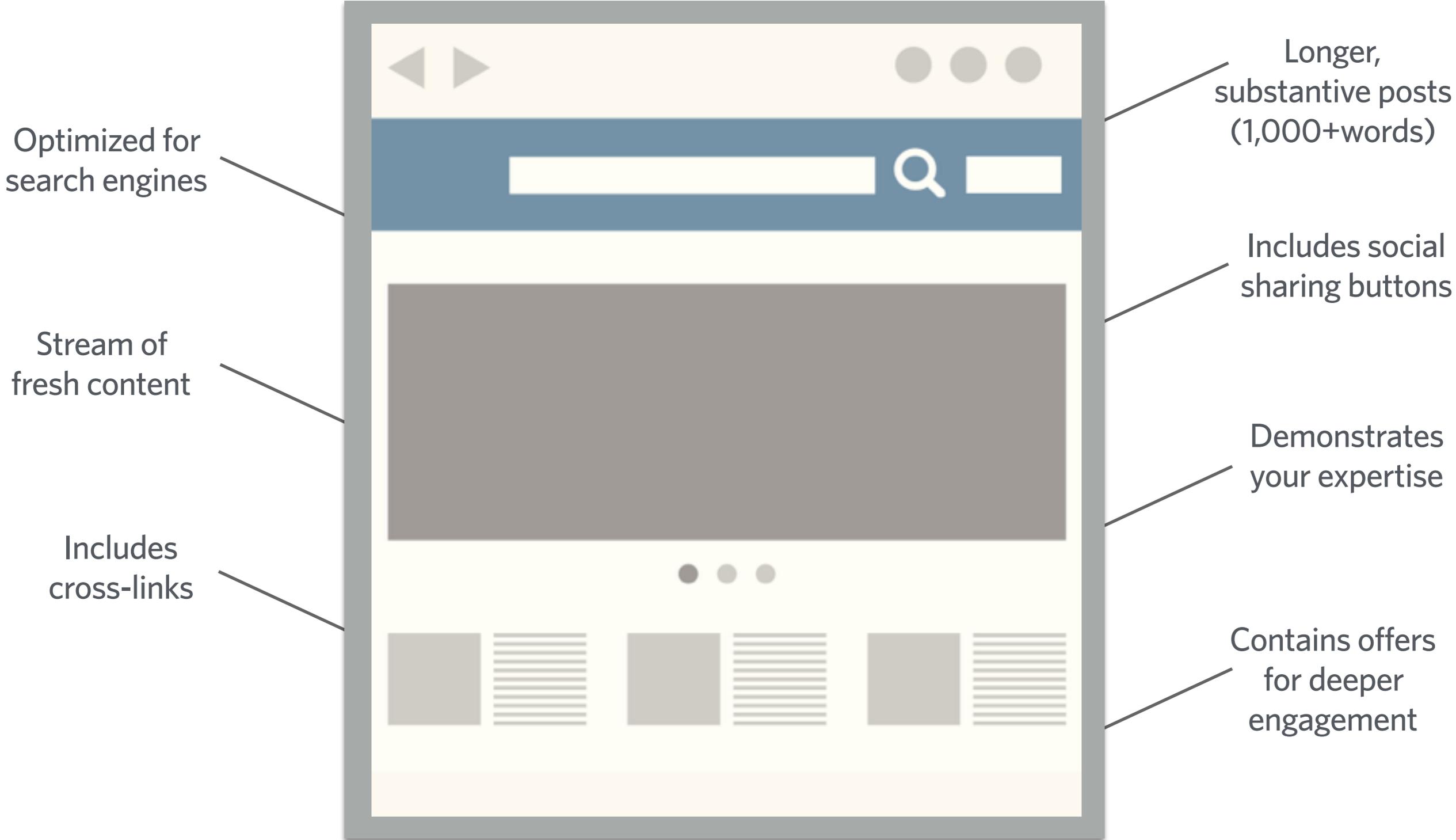
Reply Retweet Like Comment More

*The rest stays at home
and lives in your blog.*

2 Blog



Building a Better Blog



Blog No-No's



**Your News
and Events**



**Who Joined
Your Firm**



**Your
Community
Service**



**Miscellaneous
Announcements**

Why Business Development Begins with Your B2B Website

BY ELIZABETH HARR | NOVEMBER 30, 2016



Title and body optimized for search engines

Your **B2B website** is your most potent business development tool. It can reach and persuade more people in more markets than even the most talented sales team.

In the traditional sales and marketing model, people build relationships by interacting on a personal level, and prospects are qualified and nurtured through a series of meetings and presentations.

Today, however, certainly not all, but much of this activity happens online — often without the seller's knowledge. More and more, B2B buyers use Google to first identify firms, and then use those firms' websites to vet as a potential partner in business.

If your website wasn't built with this scenario in mind, you are missing an enormous opportunity. The sooner you embrace this change — and build a website designed to generate leads and persuade prospects — the sooner you'll benefit from today's Internet-fueled marketplace.

Copy that promotes your expertise

Crosslinks to other relevant content

What's at Stake

Let me make one thing clear. I'm not suggesting that sales teams are irrelevant. It's always better to have a multipronged approach to the marketplace.

But [our research](#) into professional services firms shows that the way companies find their providers is undergoing a dramatic shift.

- 80% of buyers check out a firm's website during the buying process.
- And 30% of buyers rule out a firm because they were unimpressed by its website.

What does this mean for you?

It means that many buyers go to your website before they ever talk to you — *if they find your website at all.*

In today's marketplace, then, your website needs to achieve two objectives:

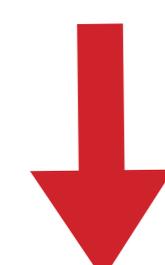
1. Make it easy for interested people and companies to find you.
2. Persuade potential buyers that you offer what they need

SHARE



Social media sharing buttons

Stock content offer



FREE GUIDE

Talent Acquisition & Retention Guide



Learn what today's top talent is looking for and how your firm can attract them.

17 pages

[DOWNLOAD NOW](#)

3

Optimizing 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.

Types of SEO

SEO consists of two main components:

- > On-site SEO: using targeted keyword phrases to communicate the concepts on your site that matter to your audience
- > Off-site SEO: obtaining high authority and relevant websites link to your website through outside engagements and outside articles

How to Think Like a Search Engine

- > **Relevance** - is the content you're creating covering highly searched topics?
- > **Website authority** - are other respected sites linking to your content?
- > **User experience** - is your website easy to navigate and satisfying the needs of its visitors?

4

Offers and Calls to Action



Attract Prospects

Attract potential buyers, influencers, and referral sources



Build Engagement

Deepen engagement with your prospects and turn them into educated and qualified opportunities.



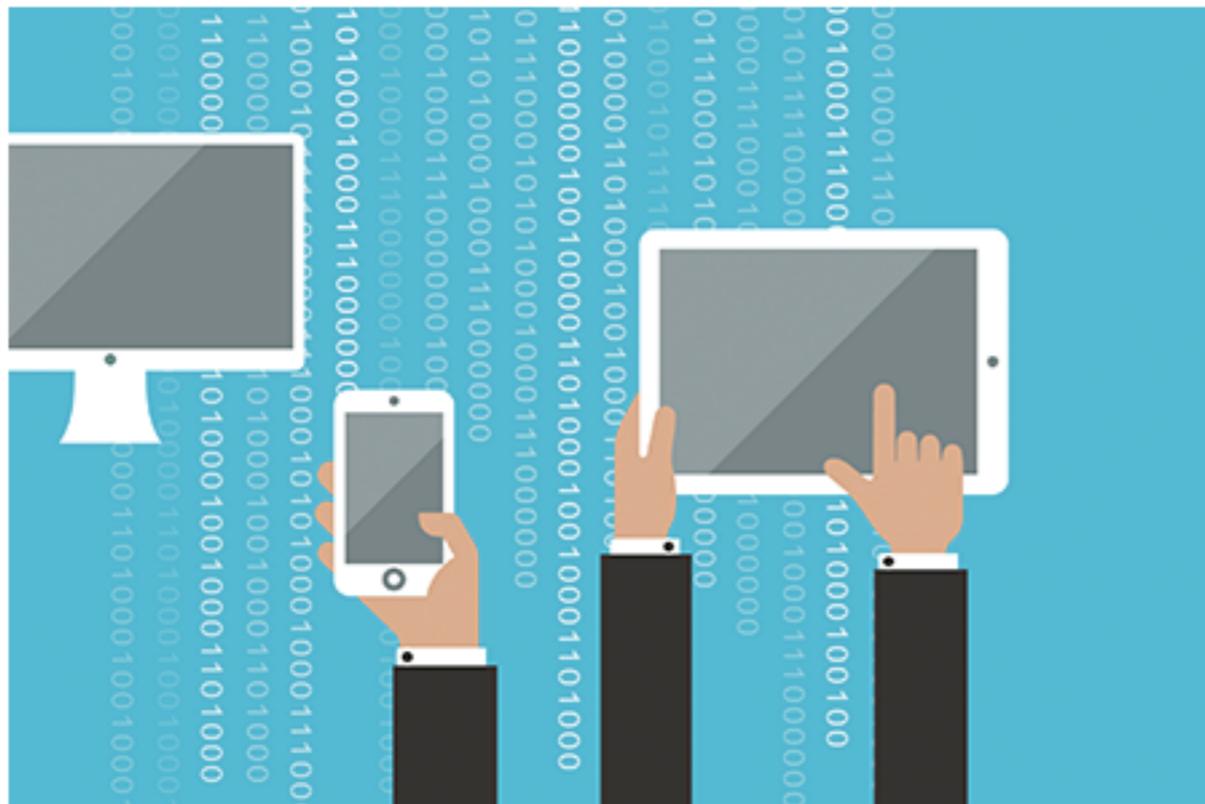
Turn Opportunities into Clients

Make the decision easy for prospects that are ready to buy.



Is Your Two-Factor Authentication (TFA) FEDRAMP-compliant?

12/09/2015 | By: Sese Bennett, CISM, CISSP, Senior Manager, Information Security



As cyber threats become more prevalent, the need to add multiple layers of security authentication has emerged. For most organizations, one of those layers include effectively verifying that “you are who you say you are” when you access a system on the network. This is where Two-Factor Authentication comes into play.

Like any other security control, the effectiveness of Two-Factor Authentication depends on how well it is implemented. From a FedRAMP perspective, Two-Factor Authentication is required to provide enhanced identification and authentication to systems in three different scenarios:

The first scenario involves providing identification and Two-Factor Authentication for network access to privileged accounts. This scenario is probably the most well-known for implementing Two-Factor Authentication. In this scenario, when a remote user who has a privileged account such as administrator, domain administrator, application administrator, root, etc. connects to your environment, they are required to use Two-Factor Authentication to authenticate themselves before access is provided. This should not be confused with a Virtual Private Network (VPN) connection which uses encryption to establish a virtual session from the remote location back to the backend network. When VPN is used in conjunction with Two-Factor Authentication, it provides a strong two-layered approach to securing the connectivity and ensuring the identity of the user.

SEE ALSO: Shore Up System Boundaries for a Smoother FEDRAMP ATO

The second scenario is very similar to the first except it is geared toward remote users who have to non-privileged accounts. In this scenario, a user with a “standard” user account attempts to connect to the environment from a remote location, they should be challenged with a Two-Factor Authentication prompt and required to authenticate successfully before they are granted access to network systems. Non-privileged account users also can benefit by using a VPN to secure the transmission tunnel between the remote location and the backend network.

Shore Up System Boundaries for a Smoother FEDRAMP ATO

11/25/2015 | By: Sese Bennett, CISM, CISSP, Senior Manager, Information Security



In order to conduct business, cloud service providers (CSPs) must comply with the Federal Information Security Management Act of 2002 (FISMA). The Federal Risk and Authorization Management Program (FedRAMP) was created, so agencies can meet FISMA requirements for cloud systems. Subscribing to the “do once, use many times” model, FedRAMP takes a standardized approach to security assessment, authorization, and continuous monitoring based on NIST requirements. It aims to mitigate FISMA compliance costs as well as the risks associated with cybersecurity vulnerabilities and offers CSP’s the opportunity to achieve a FedRAMP Authorization to Operate (ATO). However, there are hurdles to achieving FEDRAMP ATO – one of them being the need to go back and fix inaccurate system boundaries.

As with much of our advice, thoughtful planning is essential. Evaluate and then shore up your system boundaries. Leverage the knowledge of organizations that understand FEDRAMP process. It’s very detailed and can be fraught with potholes along the way if you don’t fully understand it. Best of all, your organization will have better controls in place to meet other regulatory requirements.

Moreover, LBMC takes a broader view instead of looking at it purely through the customer’s lens. They recommend working with an outside firm that has control knowledge and experience. Doing so, will enable your organization to quickly address the many control questions in the FEDRAMP ATO process.

To learn more about FedRAMP, download a free copy of our guide below, [Grow Your Business With FedRAMP Certification](#).

On **LinkedIn** or **Twitter**? Follow us on [LinkedIn](#) and on Twitter at [@lbmcsecurity](#).



FREE GUIDE Grow Your Business with FedRAMP Certification

What to expect. How to prepare.

[Download Now »](#)

5

Clear Messaging and Professional Imagery



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

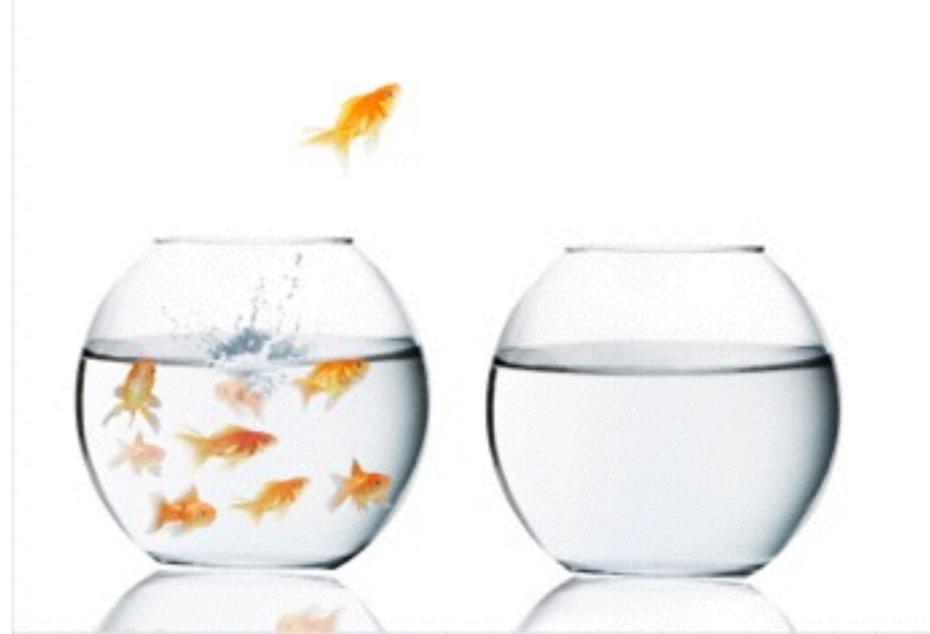
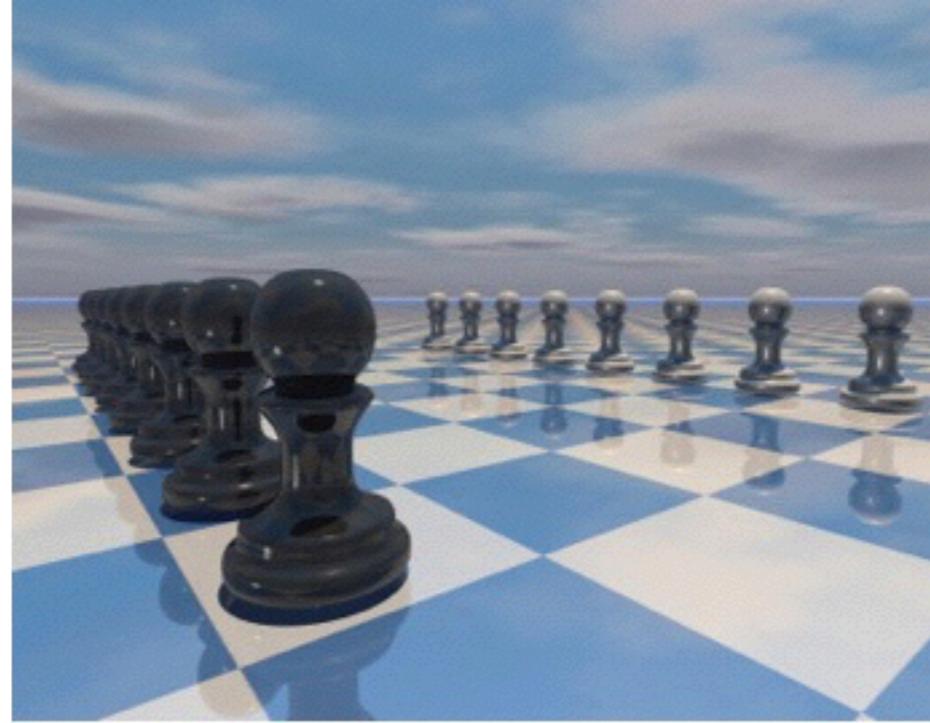
What do you do?

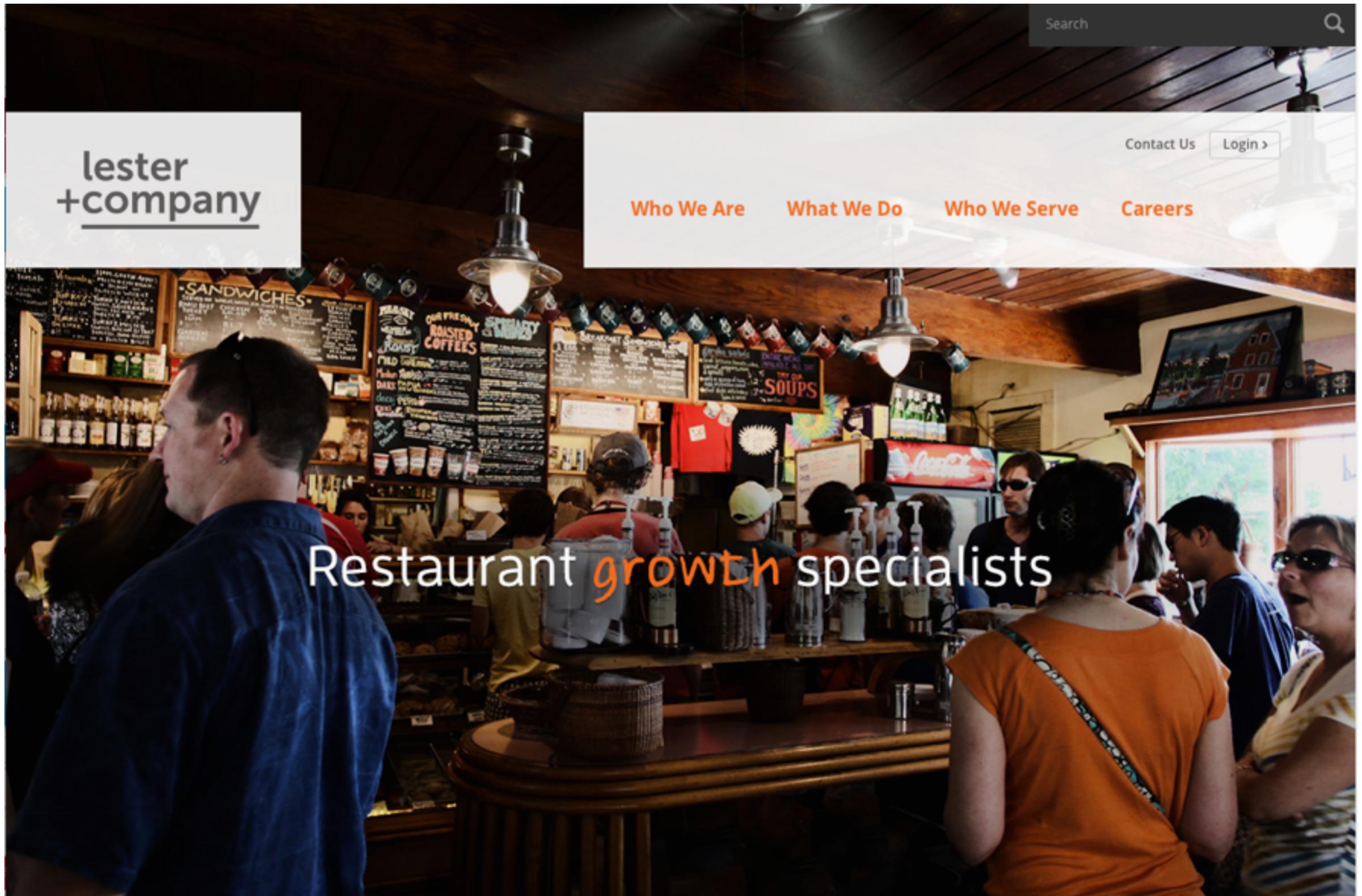
Who do you do it for?

Why should clients choose you?



Death by Cliche.

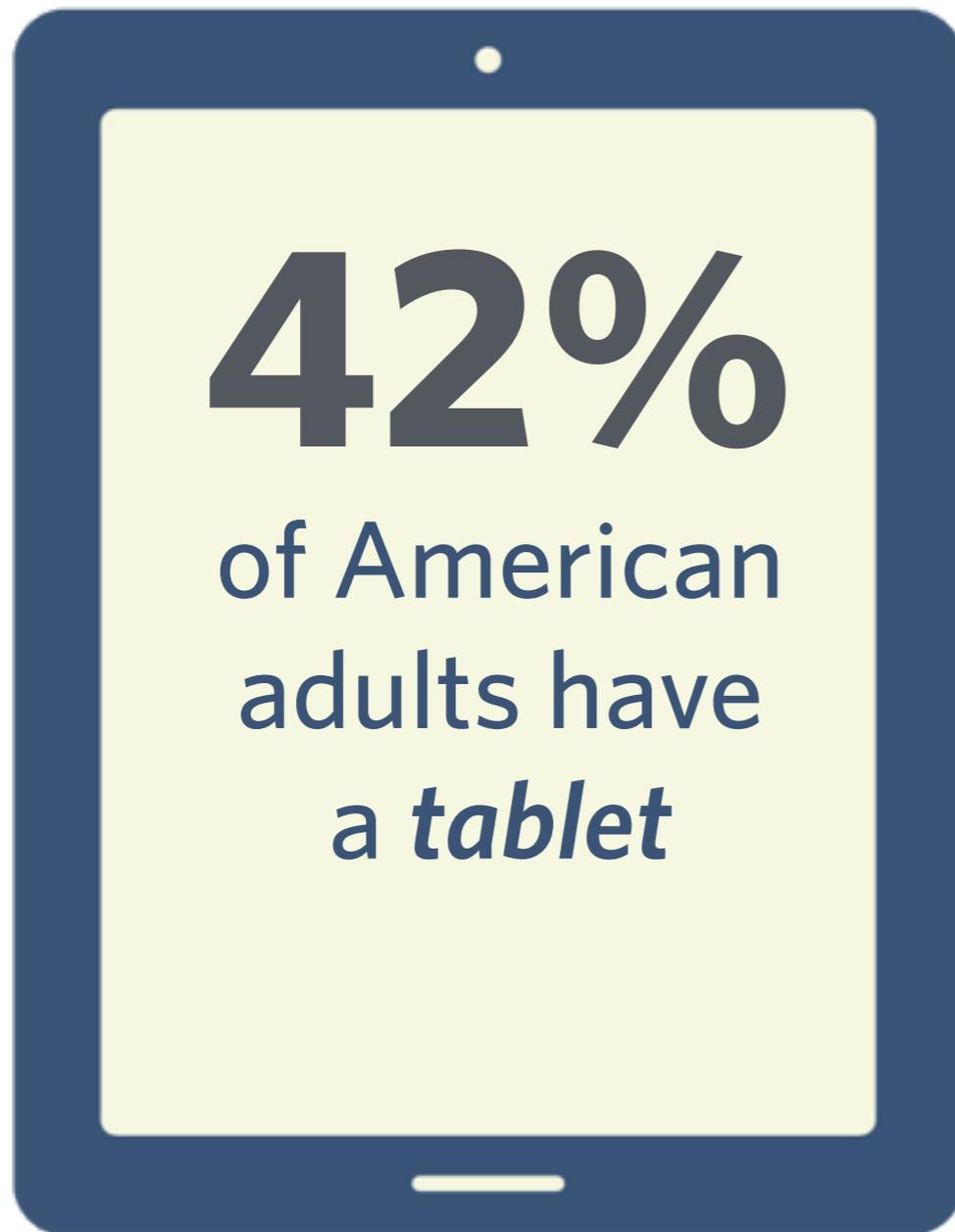




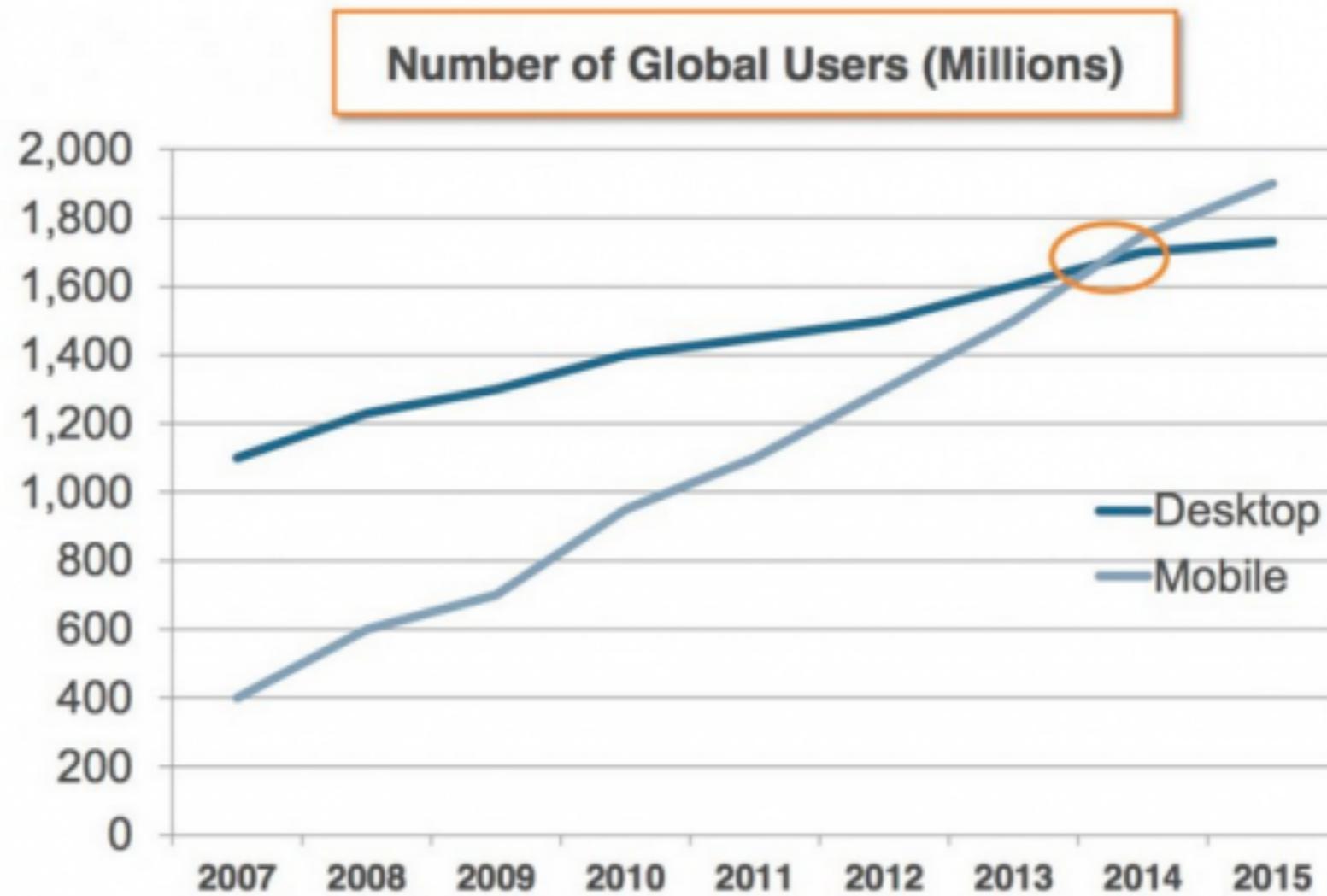
6

Responsive Design





Mobile Has Surpassed Desktop



Google's Mobile Search Update

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

Responsive Design



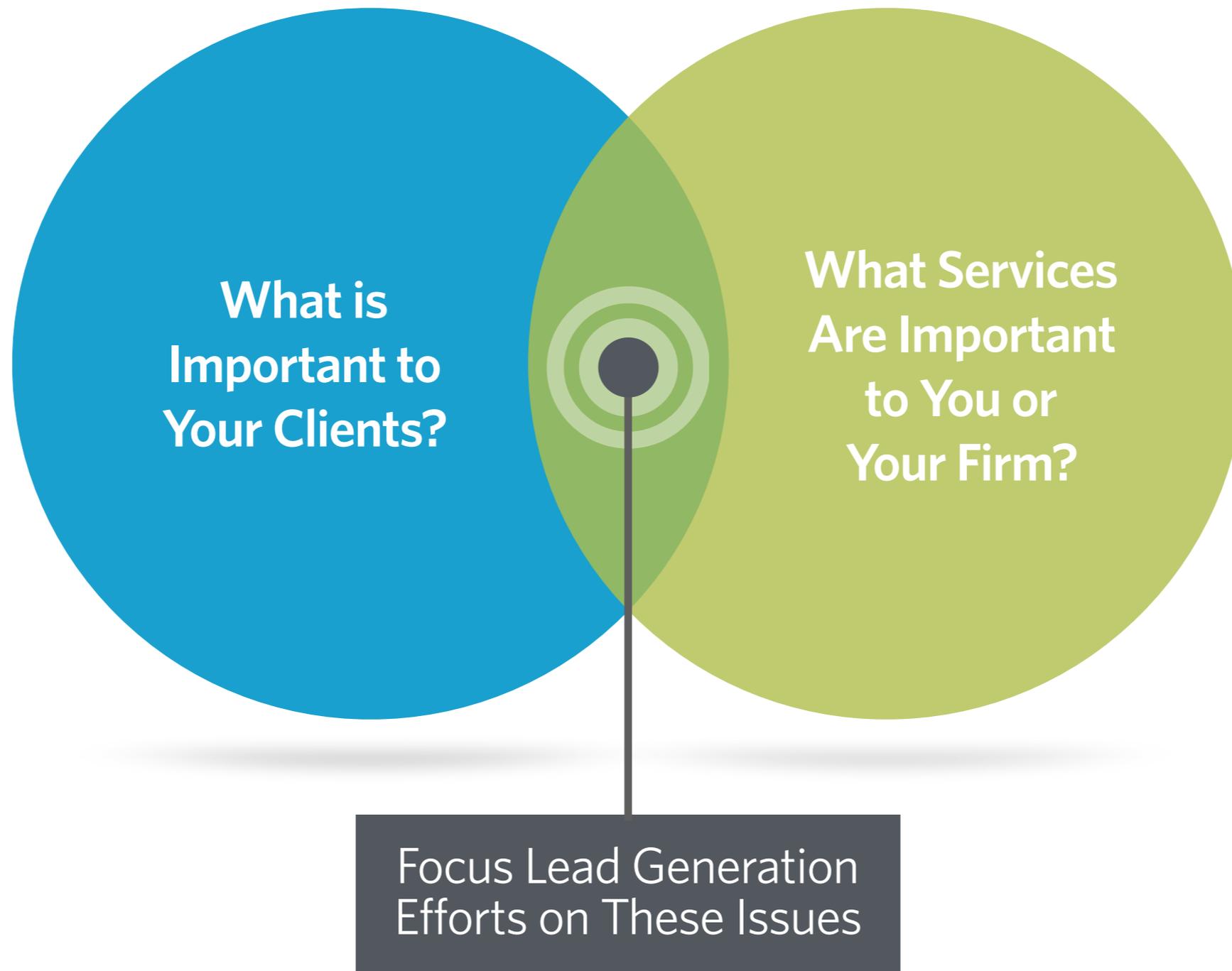
Essential strategies for your 2017 website



First: Be relevant



Lead Generation is Only Efficient When You're Relevant



Turning Your Positioning into Lead Generating Content

Positioning

The big idea people associate with you.



Issues

The themes you write and speak about.

1



2



3



Topics

The titles of your blog posts, webinars, speeches, etc.



Criteria for Selecting an Issue

- > Relevant to client and service you provide
- > No consensus on the solution
- > Not something that is likely to go away in the short-term
- > Not already “owned” by another firm
- > You can offer a valuable perspective
- > Broad enough for multiple topics

Research Will Help You Select Your Issues

- > What are the organizational priorities that your services help address?
- > What approaches are your target audiences considering to address their priority issues?



Examples of Issues

- > Ensuring the security of financial data
- > Managing millennials in the workplace
- > Evolving international tax laws
- > Financing adaptive reuse of historic theaters



Second: Volume \neq impact



From How Buyers Buy: The criteria buyers are using when evaluating firms



Converting Visibility into Business Growth

Attract Prospects

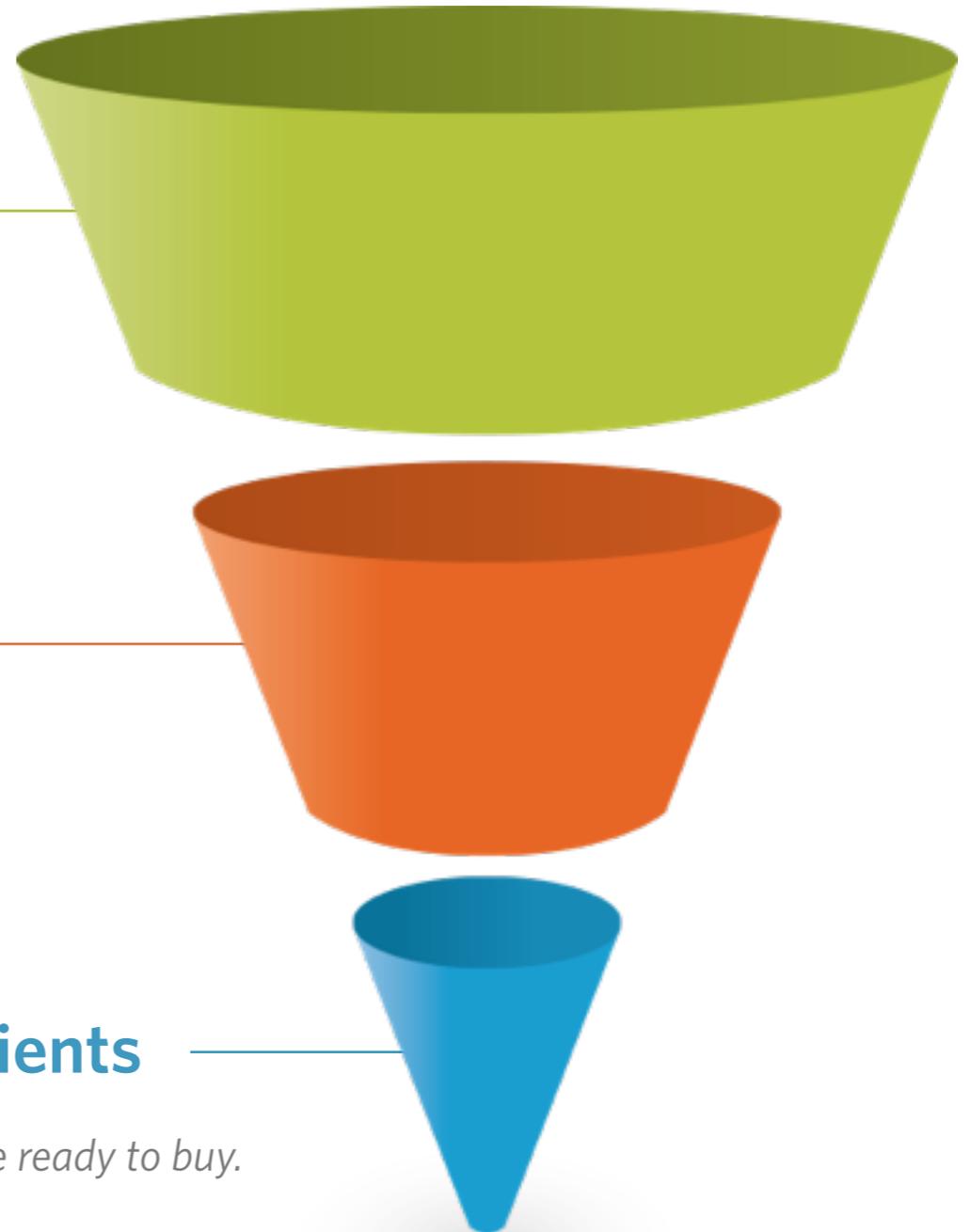
Attract potential buyers, influencers, and referral sources

Build Engagement

Deepen engagement with your prospects and turn them into educated and qualified opportunities.

Turn Opportunities into Clients

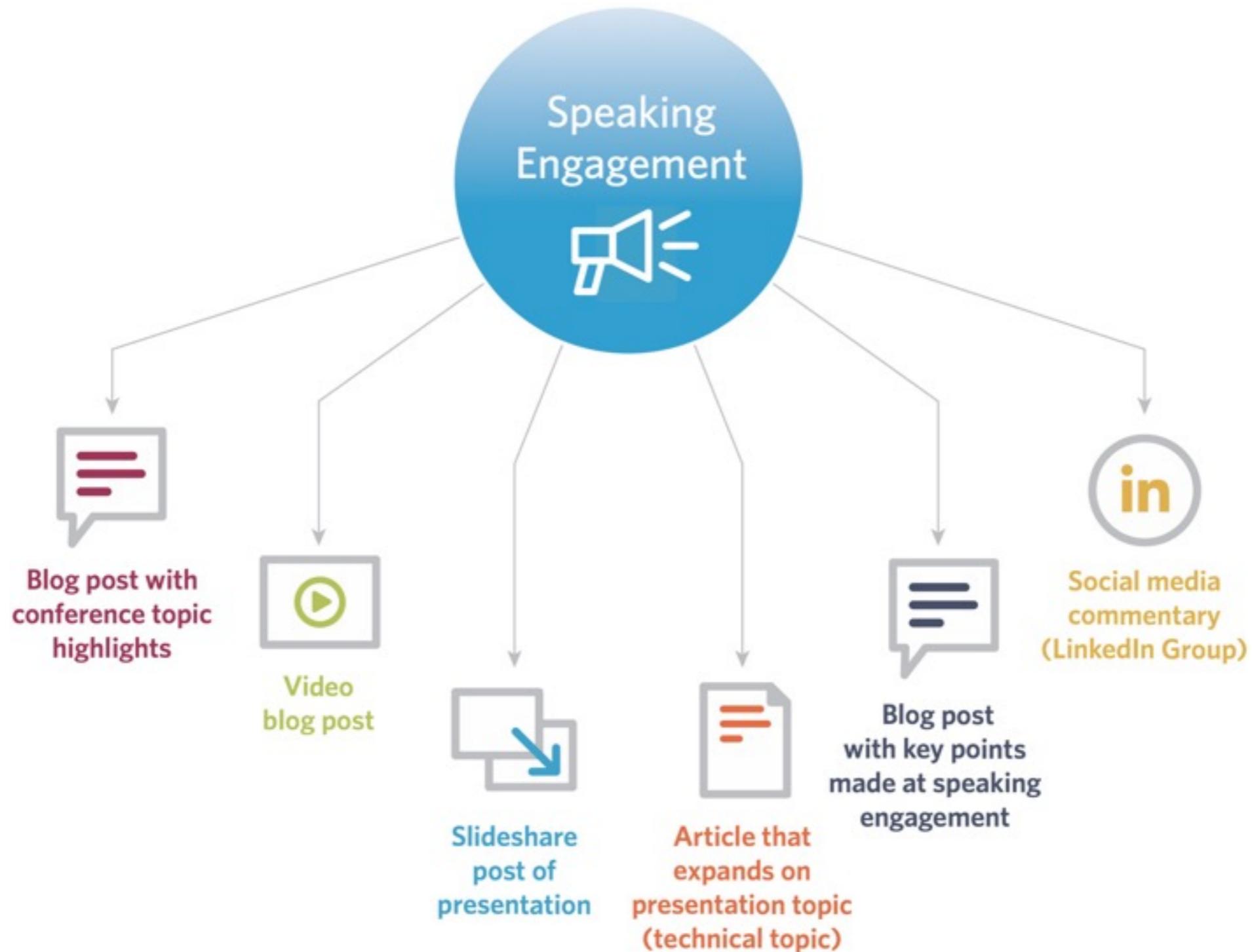
Make the decision easy for prospects that are ready to buy.



Third: Adapt and repurpose content



Content Repurposing



Fourth: Spend less money!

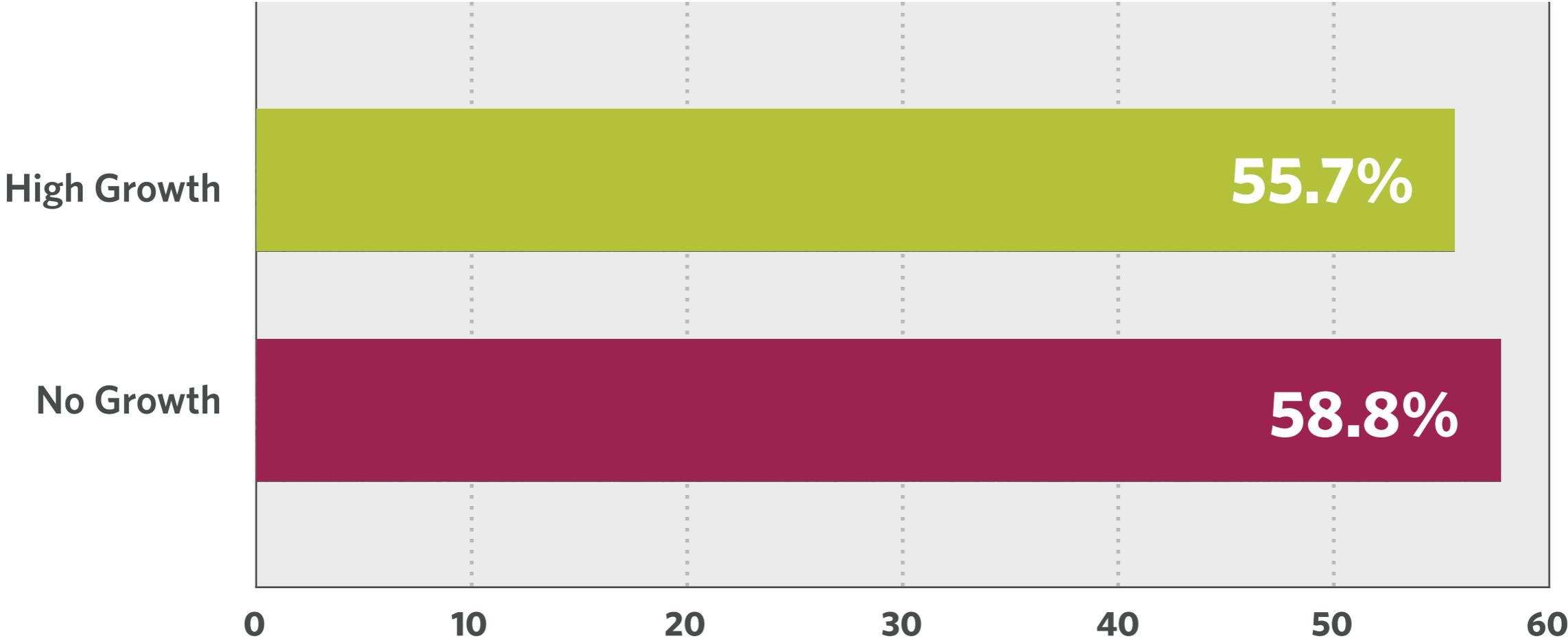




marketing



Total Marketing Effort



Digital Techniques Favored by High-Growth Firms

Online Advertising	Social Media	Marketing Video	SEO
Blogging	Email Marketing	Website	Premium Content

Fifth: Respect the Role of Social Media



Why Social?

- > Promotes content.
- > Serves as online networking.
- > Contributes to SEO
- > Functions as research tool.
- > Contributes to recruiting.



59.9%

of buyers check you out on **social media.**



Source: *Referral Marketing for Professional Services Firms*

17.0%

of referrals are made because the referrer has interacted with the firm on **social media**.



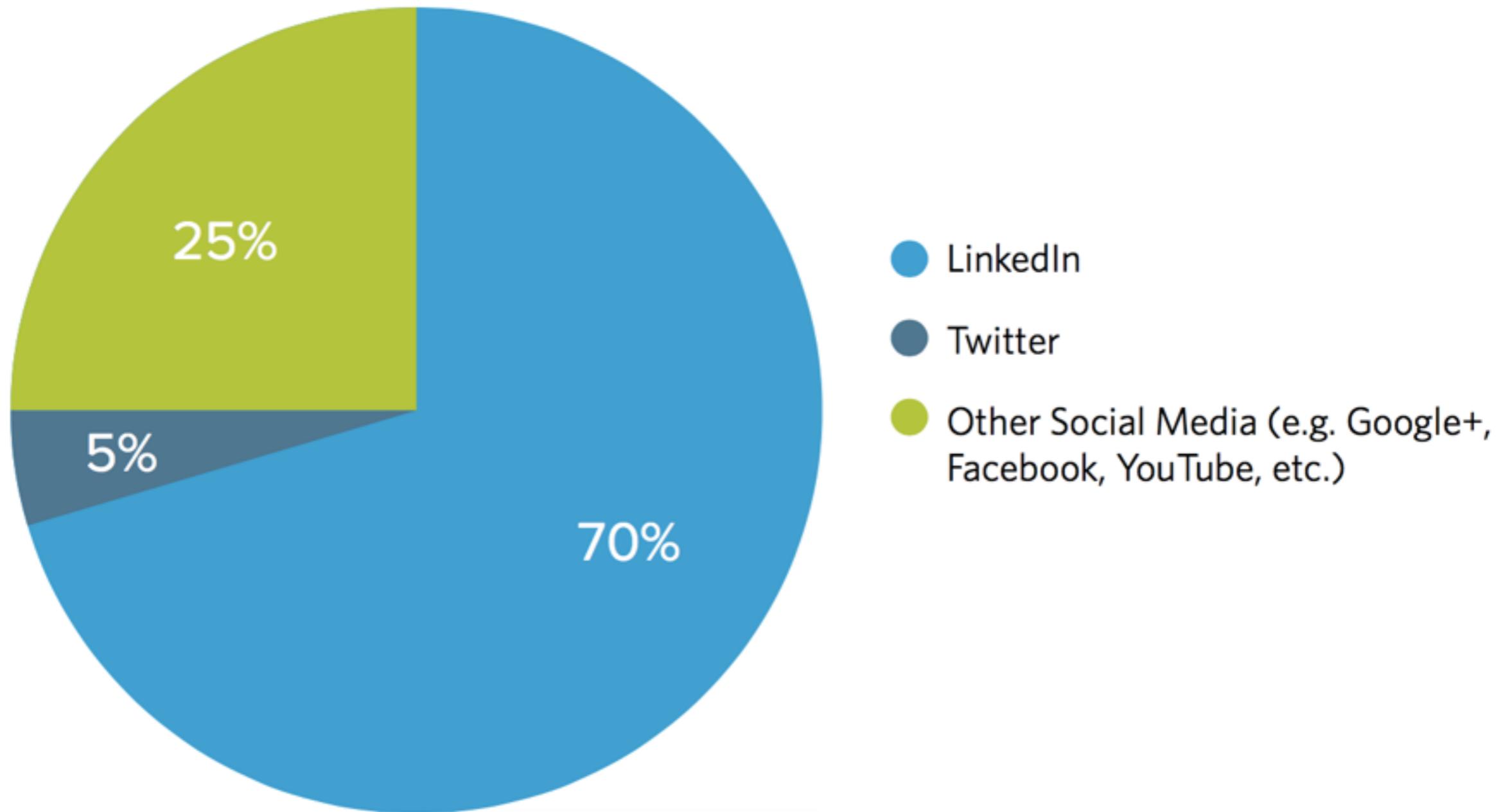
No Social, No Referral.

18.2%

of referral makers 25-34 years old won't refer
a provider who is **not on social media.**



LinkedIn is The Social Network of Choice



Sixth: Measure, and hold thy strategy
accountable!



High Growth firms track

33%

more metrics to monitor effectiveness



High-Growth Firm Research

Metrics Most Often Tracked by High-Growth Firms

Brand Awareness

Website Traffic

Social Media Engagement

Lead Generation

Conversion Rate

Selecting a Metric

- > Continuously available
- > Low component of judgment (objective)
- > Accepted as relevant
- > Easy to monitor



Key Considerations

Frequency	Weekly, monthly, quarterly
Display	Graphic
Comparisons	Month to month, quarter to quarter, year over year
Adjustments	One variable at a time if possible
Testing	Always consider A/B tests

Visibility Metrics

Website traffic

- > Direct
- > Organic search
- > Referral
- > Social media

- > By platform

Email list size (mailable names)

Social media followers

Expertise Metrics

Content

- > Premium content downloads
- > Blog Traffic

PR

- > Guest posts/articles
- > Earned media coverage

Online endorsements

- > Social shares
- > Inbound links (organic)

Speaking engagements

Impact Metrics

Inbound leads

- > Form fills
- > Phone/email

Opportunities (CRM)

Proposals

- > Number
- > Cumulative value \$

Wins

- > New client
- > Existing clients
- > Number
- > Cumulative value \$

Firm growth

Firm profitability

A/B Testing

Testing is the only way to learn what works and what doesn't:

RESEARCH STUDIES

2015 Professional Services Marketing Priorities

How will firms prioritize in 2015?

Big questions are on the horizon: what are the most urgent business challenges for professional services firms? And how will firms prioritize their marketing efforts?

The Hinge Research Institute surveyed over 500 professional services firms to find the answers. Now we've released the results in a free research report: **2015 Professional Services Marketing Priorities**.

In this report, we provide detailed data on:

- > The top business challenges facing professional services firms



2015 Professional Services Marketing Priorities Report

17 charts
21 pages
Cost: FREE

RESEARCH STUDIES

Free Download: 2015 Professional Services Marketing Priorities

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2015 Professional Services Marketing Priorities Report

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Cost: FREE



14.5% Conversion Rate

How Hinge Can Help

Free Website Planning Consultation:

- > We'll discuss the role of content
- > Offers and calls to action
- > Imagery and load times
- > Importance of responsive design
- > Optimizing for search engines
- > Related technologies to consider
- > Budgeting for a new site



**Respond to follow-up
email or call:**

703 391 8870

For webinar registrants only!

Thank you! Questions?

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Thank You

