



An essential for bookkeeping business websites: The FAQ page

“Frequently asked questions” as a feature on website

People will be researching you before they pick up the phone and they will have questions:

You want to provide information that answers eight key marketing questions. These eight questions and the information needed to answer them are:

1. **What exactly do you offer and why should I be interested?** [Home page](#) of your website gives a concise view of your services
2. **Is this service for me?** [\(Is this you? Page\)](#). Should have this person's category listed and talk about the needs and problems your clients face Will it provide me with the benefits you outline? Your website is about your clients, their need and issue, not about you.
3. **What kind of results can I expect?** [\(How we work page\)](#). Gives information on the results they can expect, plus the information about how you work to produce results
4. **Who else has used your services and what were their results/outcomes?** [Case Studies Page see later where we illustrate some Case Studies](#)). Includes several case studies or stories of successful client's projects with specific outcomes.
5. **How do we work together?** [\(Service page\)](#). Explains in detail how your services work. What will your services do for the client and how are they structured? (see later where we expand on this in a step-by-step fashion)
6. **Are you credible?** Do you have the experience to help me? [\(About web page\)](#). Tell about your background and qualifications and experience. Why should someone hire you?
7. **What do I have to do next to find out more about your services?** [\(Contact us page\)](#). Examples the steps a client will take in working with you and what will happen for when they contact you
8. **What valuable free information can I get from you right now?** [\(Free Stuff page\)](#). Give away a free article or report and capture their name and email by signing them up for your email newsletter. Use an email list management service such as AWeber
9. What's the difference between an accountant and a bookkeeper? When do I use a bookkeeper and when do I need an accountant.

10. It's a great question. Think about it this way; a typical set of accounts provided by a tax accountant is prepared for TAX purposes, rather than to really help you for managing the business purposes. You need to be costs effective in collecting your data for tax purposes and not rely on the 'shoe box method". You will save money and by using a bookkeeper, you can get added value by having reports produced for managing your business better.

11. What numbers do I really need to know?

If you can fully understand what numbers really drive the results, you can adjust the numbers to achieve a desired, much better outcome, before, not after you've had a bad result.

You can see from these simple FAQs that the FAQ option can be a powerful marketing tool and allow you to be seen as being more than just a simple bookkeeper but one who can add value to a client business. This kind of information can also help lift your rankings in Google search because not all people search for bookkeeper; they search for "business records' and other terms. Check most used search terms using the Google tools.