

# Building Trust in the Digital Age

Winning Over Your Prospects  
BEFORE First Contact!

[bushmarketing.ca](http://bushmarketing.ca)

A photograph of three business professionals in an office setting. A woman in a red top is on the left, looking towards two men. One man in a white shirt and glasses is pointing at a document held by another man in a blue shirt. They are standing in front of a whiteboard. The image is partially obscured by a teal diagonal overlay on the left side.

**BUSH**

# About Andy Bush

- Founder/CEO, Bush Marketing
- 20 Year internet marketing strategist
- Dozens and dozens of successful website projects

*“Earn trust, earn trust, earn trust.  
Then you can worry about the rest.”*

*- Seth Godin (author, dot com executive)*

# What is Trust?

- Priceless bond that holds relationships together.
- Business and personal.
- Trustor in a vulnerable state.
- Trustor has little/no control over second party's behavior.

# Traditional Buyer Journey

- Buyer determines a need.
- Buyer finds a provider (referral, print, radio, TV).
- Buyer calls for appointment/goes to location.

# Journey Characteristics

- ✓ **Straight.** Journey moves from decision to search to action (Point A to B to C).
- ✓ **Uneducated.** Buyer arrives at first contact uninformed about need, solution and provider (going in blind).



# August 6, 1991

# Post Internet Buyer Journey

- Buyer determines a need.
- Self-educates.
- Googles solution providers.
- Reviews high ranking candidates first.
- Vets candidates based on website.
- Looks for/reads online reviews.
- Reviews social presence.
- Narrows down candidate list.
- Reviews candidates again.
- Makes first contact



# Journey Characteristics

- ✓ **Fluid.** Moves fluidly to multiple sources to understand providers
- ✓ **Educated.** Buyer arrives at first contact understanding need, solutions & provider. Trust established!



# How Do We Achieve TRUST?

# 1. Website

# Bad Website = Bad Salesperson

## Bad Sales Person:

- Arrives Late
- Poorly Dressed
- Doesn't Understand Your Services
- Can't Describe Successes
- Can't Close



## Bad Website:

- Slow Load Times
- Bad Graphics/Old Look
- Poor Explanation of Services
- No Case Studies/Testimonials
- No Calls to Action

# Characteristics of An Effective Website

# Simplicity

### Client Reviews



#### Secure Client Login

- \* Get Tax Copies
- \* Check Refund Status
- \* Upload Documents



#### Schedule Your Tax Appointment



#### Download Client Organizer

1

2

3

### Our Services

- [Tax Services](#)
- [Business Services](#)
- [QuickBook Services](#)
- [Financial Services](#)

### Tax Center

- [Track Your Refund](#)
- [Tax Due Dates](#)
- [Tax Rates](#)
- [IRS Tax Forms](#)

### Resources

- [Financial Calculators](#)
- [FAQ's](#)
- [Life Events](#)
- [Internet Links](#)



#### Business Accounting How-To Videos

- \* Payroll & Sales Tax
- \* Monthly Bookkeeping
- \* LLC, S-Corp Set Up

EDMONDS PROFESSIONAL CORPORATION

# EXCEPTIONAL ACCOUNTING WITH A PERSONAL TOUCH

OUR SERVICES



# Speed

# Summary



Performance grade <sup>?</sup>

**A** 90

Load time

3.26 s

Faster than

49 %  
of tested sites


Page size

1.0 MB

Requests

48

Tested from

 New York City  
on Dec 5 at 12:58

pingdom

## Performance insights

GRADE	SUGGESTION
<b>F</b> 19	Leverage browser caching <span>⌵</span>
<b>A</b> 100	Avoid bad requests <span>⌵</span>
<b>A</b> 100	Minimize redirects <span>⌵</span>
<b>A</b> 100	Minimize request size <span>⌵</span>
<b>A</b> 100	Remove query strings from static resources <span>⌵</span>
<b>A</b> 100	Serve static content from a cookieless domain <span>⌵</span>

# Engaging Writing

- **SIMPLE AND MEANINGFUL** (not showy/technical)
- **ESTABLISHES TRUST** (acknowledges prospect needs)
- **COMPELLING** (encourages prospect to act)
- **PROPER SPELLING & GRAMMAR**

# Mobile Responsiveness

# Jeremy Rogerson & Associates, LLC

Certified Public Accountant

1150 Thorn Run Road  
Suite 108  
Moon Township, PA 15108  
412.264.7755

Home

About Us

Services

Location

Contact Us



## Testimonials

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- "Jeremy, There is no way to thank you enough."

## Welcome!

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Jeremy Rogerson & Associates, LLC is a CPA Firm located in Moon Township, PA. This is the successor Firm to Rogers & Reynolds.

We concentrate primarily on tax planning and tax return preparation for individuals and small businesses. The goal of our firm is to become more knowledgeable about each client's tax situation and financial matters so we can offer better suggestions and make appropriate recommendations in particular situations. We strive to build a stronger relationship by staying in regular contact with our clients as opposed to only during tax time.

### From our website you can:

- Learn more [about our business](#)
- View the [services we offer](#)
- [Contact Us](#)
- Get [directions](#) to our office
- Read [some testimonials](#) from our clients

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Home

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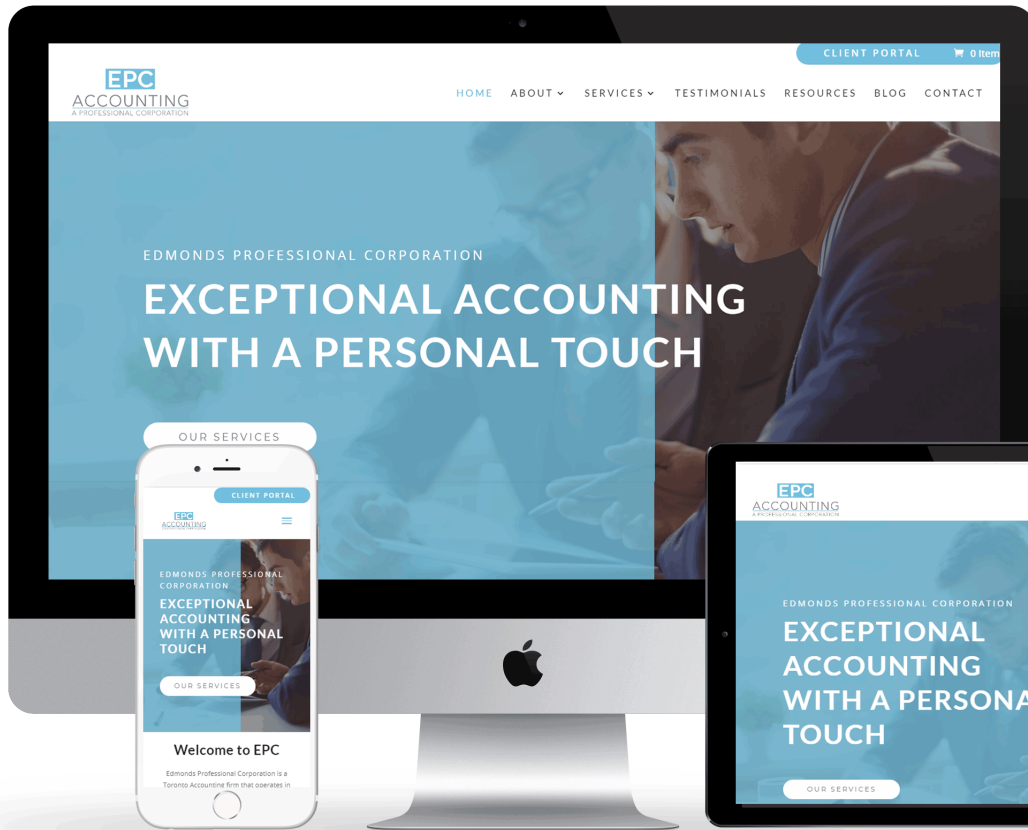
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# 2. Search Engine Optimization

# What is SEO?

- **Purpose:** Tell Search Engines your website is the best choice for the prospect's need.
- **High Ranking = Higher Clicks = More Prospects!**
- **Onsite SEO** – optimize your website so Google knows what to do.
- **Offsite SEO** – creating activity off of your website to show Google you are “active”. Includes directory entries, press releases, online articles.
- **Content Marketing** – fresh content (written/video) on your website shows Google you are serving your prospects. These pages rank!

# High Rank = Website Traffic.

60% To  
Top 3

Toronto Accounting Firm | GTA Accounting Professional Corporation

<https://gtaaccounting.ca/> ▼

GTA Accounting Professional is a chartered professional **Toronto Accounting Firm**. To book a free consultation call +1(800) 993-0633!

→ 37% of Clicks

Stern Cohen | About Us – Toronto Accounting Firm

<https://www.sterncohen.com/about-us/> ▼

Stern Cohen specializes in the areas of tax, **accounting**, **audit**, estate planning, business advisory & bookkeeping in the Greater **Toronto** Area.

→ 14% of Clicks

Stern Cohen | Accounting Services in Toronto & the GTA

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This includes financial statements, tax, advisory, audit, bookkeeping, and a "world-class" client satisfaction rating! ... Stern Cohen - **Toronto Accounting Firm** ...

→ 9% of Clicks

# 3. Content Marketing

# Content Marketing

- Strong content allows you to show your customers who your company is and what your brand represents.
- You must understand your audience!
- Develop a strategy.
- Value based content. Blog posts, videos.
- Email newsletters = huge ROI.
- No content left behind!

# 4. Social Media

# Social Media

- **Allows for interaction between your company and your audience.**
- **Develop a strategy.**
- **Share marketing assets from content marketing.**
- **Determine the right platforms.**
- **Only commit to what you are willing to do!**

# Summary

- We **MUST** earn trust before first contact.
- The Buyer Journey is **FLUID** and the buyer is **EDUCATED**.
- Your reputation is based on what you give them online.
- Powerful websites are fast, minimalist, well written, mobile responsive, and optimized for Google.
- Content Marketing & SEO drive targeted traffic to websites.
- Websites ultimately seal the deal.





# Complimentary Discovery Session

For a complimentary phone consultation to discuss your website,  
please see me after the presentation.