DIGITAL EXPERIENCE HEALTH CHECK

Future-proofing your practice

Having a digital presence is no longer optional - it's critical to business survival. To help you understand your firm's digital experience through the eyes of your customers, we've prepared the following three stage mystery shop process along with some top tips:

Online Discovery

How easy are you to find and what sort of first impression do you make?

Key pages to consider:

- Your Google Business Listing
- Your practice's LinkedIn profile
- Your individual professional LinkedIn profile

Top tips:

- Ensure critical contact details are up to date (phone, address and opening hours)
- Include a variety of professional images
- Include your Google business reviews
- Link to your website & other social pages
- Integrate with a direct booking system (such as Calendly) to enable customers to jump straight to making an appointment with you that sync's in both your calendars.
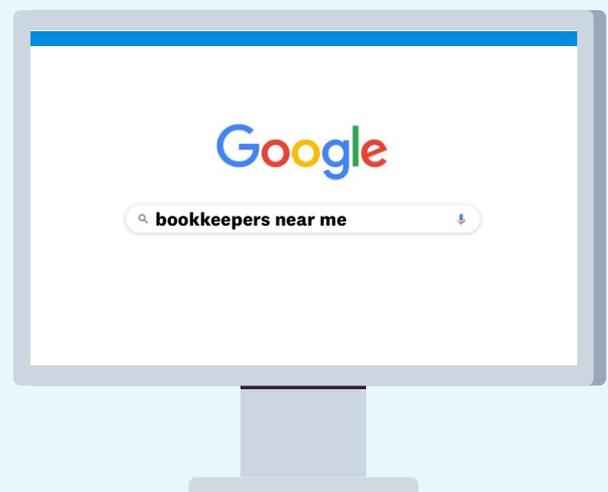
Online Consideration

How well does your website represent you when you can't?
How well does it build customer trust and confidence?

Top tips:

- Consider your website's most important tasks, what are customers needing or looking for? i.e.
  - — Checking your opening hours
  - — Looking for help with specific services (conversion to Xero)
- Then for each of those tasks, count the time and clicks to completion
- Add FAQs
- Keep content short, sweet and easy for non-industry experts to understand

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Online Commitment

How effective are your online processes in sealing the deal?

Top tips:

- Think about what commitment means for your business - a call, an email enquiry, request for call back or appointment booking
- Then, make sure your website is optimised to drive that action – make those calls to action unmissable
- Test not just the enquiry process but also the post-enquiry process – do you have auto-responses like confirmation emails set up for example?
- Time the process and speed of response – response rates are key, work as close to immediate as you can