

A Professionally Designed

WEBSITE

for Accountants that doubles as a Marketing Magnet

SBG
accountants & business advisors

Small Business is Our Passion

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SBG Accountants & Business Advisors

If You're Looking for a Business Specialist Who Can Help You Grow Your Business and Your Profits ...

Welcome to SBG Accountants & Business Advisors, a small to medium sized accounting firm who offer business owners a complete range of accounting, taxation, business advisory and financial planning services.

Conveniently located in Market Street on the fringe of the Melbourne CBD, we provide the usual accounting, tax and compliance services you would expect from a traditional Melbourne accounting firm. However, we specialise in helping business owners cut the cost of compliance and grow their business and their personal wealth. Our typical business client wants to grow their revenue, profits and business value so we have evolved into a full financial services firm including a wealth creation arm and self managed superannuation division.

Our clients are almost exclusively business owners and they come in all shapes and sizes including micro, small, medium and large. Over the past 20 years we have developed specialist skills in a number of areas including business start up advice and self managed superannuation funds. We have mentored hundreds of business owners through the business start up phase and watched them grow into thriving, successful businesses. In addition, we have also developed expertise in certain industries and have built a reputation as a specialist with real estate agents, franchises, the harness racing industry, general practitioners and the various building trades including plumbers, electricians and carpenters.

SBG
Accounting & Tax Services for Business

TAX

Self Managed Super Funds
Starting a Business
Accounting for Trades People
Accounting for Harness Racing

A quality website is a necessity for any accounting firm looking to grow. In fact, your website is your 21st century business card that lets you target your niche markets and ideal type of client. Given your website is often the first touch point with a prospective client, what type of impression are you currently making? A website that simply provides the who, what and where of your firm is really just an electronic billboard. Without a website, Gen X & Y perceive you as a dinosaur.

We provide Australian accounting firms with a high quality, user friendly, professional website that is tailored to your firm's corporate image and niche markets. The website suits small to medium sized accounting firms looking to project a professional image and focus their marketing on specific niche

industries and services. It also provides an easy to use email marketing system to promote your services to your clients and build an awareness of your full range of accounting, tax and business services.

The Accountant's Marketing Website is unique. We believe your website should pay for itself many times over by generating new clients and new business. If your current website isn't performing then it's time to invest in the Accountant's Marketing Website. It is simple, affordable and most importantly, effective.

Our designers can deliver your new website in a few days including:

- A customized professional design and layout that matches your firm's image
- Tailored Website content for a select number of your niche areas. You simply choose up to 10 industries and services from an extensive menu (e.g. plumbers, SMSF's, business start ups, hotels, negative gearing, restaurants etc.) and we incorporate the content into your website
- A Content Management System with an inbuilt email marketing system
- Built in Website Analytics to track the performance of your website so you know how many visitors you're getting, what your most popular pages are, where your visitors come from and lots more
- Listings with Google, Bing and all the major search engines so your clients and prospects can easily find you
- Several hundred pages of professionally written website content optimised for the search engines
- Facebook and Twitter page links
- 100% money back guarantee

View a sample of our work at www.lindamcgowan.com.au.

The Accountant's Marketing



Niche Markets

The Accountant's Marketing Website is designed to be a marketing tool for your accounting practice. The website offers specific content for up to 10 different niche services and industries that you select from the menu below.

We are constantly adding new industries to these lists and can tailor content to any industry or niche you serve. With each of the industries you get comprehensive website content and a downloadable brochure. These industry brochures are all customised with your firm logo and contact details and are recognised by the search engines.

- Automotive Mechanics
 - Beauty Therapists
 - Builders
 - Computer & IT Consultants
 - Cleaners
 - Carpenters
 - Cafes & Coffee Shops
 - Dog Wash and Pet Grooming
 - Earth Moving and Excavation
 - Electricians
 - Florists
 - Franchises
 - Gyms & Personal Training
- Harness Racing
 - Hairdressers & Barbers
 - Hotels & Bars
 - Importers & Wholesalers
 - Landscape Designers
 - Lawn Mowing Contractors
 - Manufacturers
 - Masseurs & Wellness Centres
 - Medical
 - Mortgage Brokers
 - Motels & Accommodation
 - Musicians & Artists
 - Pet Shops
 - Painters
- Plumbers
 - Physiotherapists
 - Pharmacists
 - Real Estate
 - Restaurants
 - Retailers
 - Solicitors
 - Tradesmen
 - Travel Agents

Service Niches

- Business Start Ups
- SMSF's
- Negative Gearing

LINDA MCGOWAN
Strategies & Solutions for Business

Home
About Us
Services
Industries We Serve

- Automotive Mechanics
- Beauty Therapists
- Builders
- Cafes & Coffee Shops
- Carpenters
- Cleaners
- Computer & IT Consultants
- Dog Wash & Pet Grooming
- Earth Moving Excavators
- Electricians
- Florists
- Franchises
- Gyms & Personal Trainers
- Hairdressers & Barbers
- Hotels & Bars
- Importers & Wholesalers
- Landscape Gardeners
- Lawn Mowing Contractors
- Manufacturers
- Masseurs Wellness Centres
- Medical
- Mortgage Brokers

Phone (03) 9383 2700
E: admin@lindamcgowan.com.au
A 1st Floor, 52 Holmes Street Brunswick Vic 3056

Accounting for Restaurants & Bars

Establishing and running a restaurant, bar or café is challenging. Apart from the usual small business compliance issues of GST, BAS, PAYG and superannuation you have to contend with heavy regulation including liquor licensing laws, food handling regulations and council permits. The hospitality industry is also characterised by irregular trading hours, erratic and seasonal trade, casual employees and a combination of dry and wet goods.

Thinking of Starting a Restaurant, Café or Bar?

We are a business start-up specialist and if you are looking to open a restaurant, coffee shop, café or bar there are numerous issues to consider. Over the years we have helped clients with every aspect of starting their business including site selection, business structure, tax registrations, insurances, their retail lease and accounting software selection. In addition, we can assist you with preparing a business plan, payroll and HR issues plus finance applications for a shop fit out, car, van or equipment purchase. On an operational level, we understand what is required for a successful opening and we can even assist you in executing the successful launch of your restaurant, bar, café, bistro, theatre restaurant or coffee shop.

We have developed a range of spreadsheets and tools including a comprehensive start up expense checklist to help you identify every possible start up cost. This checklist is broken down into categories including leasehold improvements, IT, marketing, capital equipment, furniture & fittings, professional services, licenses and permits, initial stock and working capital. These figures then automatically feed into an integrated cash flow budget to help you identify your finance requirements.

Accounting for Plumbers

Accounting for Plumbers

Accounting for Restaurants, Cafes & Bars

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Accounting for Plumbers

Accounting for Plumbers

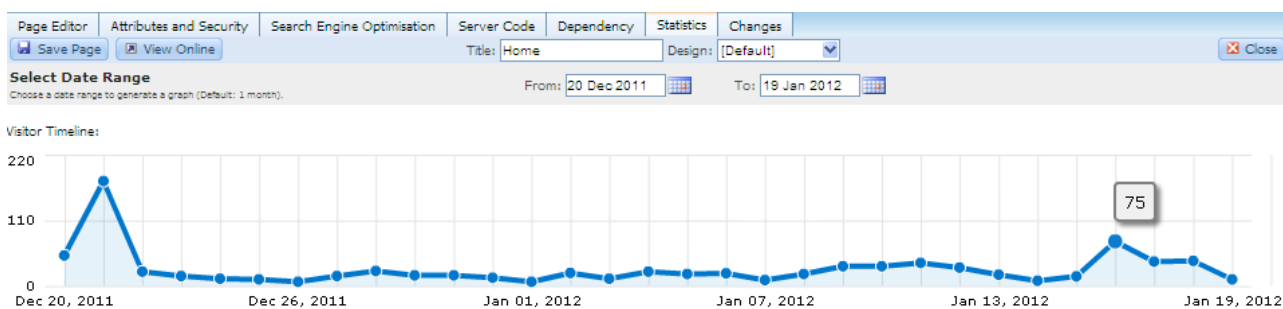
The Accountant's Marketing



Analytics & SEO

You can't measure what you don't monitor so the analytics on your website are very important.

The Accountant's Marketing Website comes with in-built analytics so you can track the performance of your website. At a mouse click you can see how many visitors you're getting each day, which pages are your most popular, where your visitors are coming from (state, suburb and country).



To really monitor your website's performance you can see in real time who is online at any time and what they are doing. The system will display a list of members who are either currently viewing your website or one of your emails along with their recent activity. By monitoring live activity you will get a better feel for what marketing is working and you can analyse email reads, clicks, bounces and unsubscribe statistics. You can also create groups within your members so you can then target them with direct emails.



Current Sessions

Please choose from the options below.

Who's Online

The following 4 people are currently browsing your website.

Last Activity	Member	E-mail	Location	Client	Pages Visited
11 seconds ago	Camm, Pat	pat@pjcam.com.au	Melbourne VIC, Australia	Firefox 3.6 WinXP	/admin/community/current_sessions/ /admin/ /admin/ /admin/ /industries-we-serve/plumbers/ /industries-we-serve/
37 seconds ago	? Guest		Melbourne VIC, Australia	IE 9.0 Win7	/industries-we-serve/ /client-newsletters/ /client-services-directory/ /articles/negative-gearing-and-property/
4 minutes ago	? Guest		Melbourne VIC, Australia	IE 9.0 Win7	/
6 minutes ago	? Guest		Melbourne VIC, Australia	Firefox 3.6 WinXP	/

Search Engine Optimisation (SEO)

SEO is the process of improving the visibility of a website or a web page in the search engines (e.g. Google) via unpaid (organic) search results. Generally speaking, the higher the ranking and more frequently a website appears in search results, the more visitors it will attract.

SEO considers how the search engines work, what people search for, the search terms and key words they enter in their search. Optimising a site involves editing content and also building inbound links to your website. The content management system also lets you specify keywords for each page.

The Accountant's Marketing



You can manage your entire web site in a browser which means you can update and monitor your web site from your office, home, on your notebook or even at an internet cafe. It also lets you:

- Create news articles and blogs to keep your web members coming back
- View your entire site in a tree structure and create a more organised site
- Optimise individual pages to achieve higher rankings on the search engines
- Create private or restricted access pages and give your site exclusive functionality

PRICES



The website is available for an establishment fee of \$3,950 and a monthly ongoing investment of \$121. Some of the extras features to consider include:

• Corporate e-Brochure (or any single e-Brochure)	\$110
• Complete Set of 9 e-Brochures & e-Booklets	\$440
• Secure Client Login	POA
• Shopping Cart	\$100
• Quarterly Client Newsletter (On The Money)	\$220
• Blog	POA
• Build 20 + Inbound Links	\$250
• Professional Photography - Staff & Office Photos	\$200

There are no fixed contracts and you can cancel at any time. Getting your accounting practice online has never been simpler, easier or more affordable. You can be live in a few weeks and it comes with a full money back guarantee. We manage the site for you and the monthly maintenance fee of \$121 includes any content changes, technical updates and upgrades to the content management system.



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Frequently Asked Questions

Q. My domain is already hosted, do we need to switch to your website hosting?

A. No. You can retain your existing service provider.

Q. Is hosting included with your package?

A. No, but if required, we can help you with the establishment using an affiliate partner.

Q. I don't have a domain name – can you help me?

A. No problem. We can organize that for you.

Testimonials

“We are absolutely delighted with our website and its performance has exceeded our wildest expectations. We worked with Pat to develop some content for a particular niche industry that alone generated more than \$50k of new business last year. This is in addition to the significant amount of new business the other niches have attracted. It is like having our own marketing manager on staff and it attracts new business clients each and every week.



We get a lot of calls and positive comments regarding the website and it continues to pay for itself many times over which allows us to reinvest in the site. We are now starting to use the marketing tools behind the website and it is just so powerful. The support has been sensational and the SEO is just brilliant because we are on the top of so many pages for accountant Google searches like plumbers, cafes and musicians. We previously used a templated website that generated next to nothing but this website is a marketing machine and our marketing hub.”

Linda McGowan – Linda McGowan Pty Ltd

Order Your Website Today ...

**Getting your firm online has never been simpler,
easier or more affordable.**

Simply call us today on (03) 9824 5300.

The Accountant's Marketing



Is Only Part Of The Marketing Puzzle...



Looking To Grow Your Accounting Firm?

- Increase Your Profits?
- Rejuvenate Your Ageing Client Base?
- Attract More of Your Ideal Type Of Client?
- Improve The Value Of Your Practice?
- Get More Client Referrals?
- Want To Focus On Niche Markets?
- Have a Website That Generates New Business?
- Have a Marketing Plan For The Future?
- Produce a Quarterly Client Newsletter?
- Build a Brand?

Contact Us Today!



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