



COACHING, WORKSHOPS, EDUCATION

WORKSHOP

PERILS OF PROFESSIONAL SERVICES WEBSITES

Your website is your most important marketing tool, yet there are still hundreds of professional services firms with out-dated and bland websites or, more alarmingly, without a website at all.

With more and more people searching online for your services, find out how your website stacks up against best-practice.

In this session, JMA will show you what you can do now to optimise your online presence and drive more enquiries and leads.

Content

Topics covered include:

- what should your website do for you?
- top 10 mistakes of professional services websites – and how to avoid them
- how to convert website visitors into paying clients by creating a lead generation machine
- new rules of online marketing – strategies that make the difference
- how to measure tangible return on investment.

Outcomes

After the session, participants will understand what they need to do to ensure their website is optimised to drive new enquiries and business.

Audience

Anyone responsible for business development, from marketers to managing partners.

Delivery

1 hour interactive workshop.

Many of our workshops may be eligible for CPD points. Contact us to find out more.

☎ +61 2 9968 4168 | @ julianmidwinter@julianmidwinter.com.au |

🌐 julianmidwinter.com.au | ✉ Suite 16, 357 Military Road, Mosman NSW 2088

