

# IRIS OpenWebsite

*Flexible, affordable website creation and maintenance services*

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IRIS website services take the effort out of developing and managing an effective website for your practice. They enable you to build an interesting and informative online presence without diverting time and energy from your business.

## **Choose the services that are right for your business**

Through IRIS OpenWebsite experienced web design experts can provide:

- *A brand new website for your practice and host it for you too*
- *Newsworthy content to refresh your existing website or the one we build for you*
- *An affordable, monthly tax newsletter to send to your network of clients and prospects*

## **End-to-end website services**

We deliver complete website projects, from the design and build stages right through to hosting and maintaining your website.

The design of your new website can be based on a standard style that complements your practice branding, such as your existing website, stationery and corporate colours. Alternatively, we can build a bespoke website for your practice from the ground up.

You can leave everything to us, indicate the style of website you'd like, or provide a design for us to work to. The choice is yours. You'll receive a graphical mock-up of your site for your approval. Amend this as required until you have a website you'll be proud to use. To communicate the personality of your practice, we can incorporate audio from a selection of pre-recorded clips or create a bespoke recording especially for you.

## **Key benefits**

- *The modern way to market your practice, with every support to drive traffic to your website*
- *Reinforce your professional reputation by sharing timely, relevant information with clients and prospects*
- *A choice of services to suit your budget and growth ambitions, delivered by experienced web professionals*
- *Low annual subscription - with no surprises*

We'll host the website and will supply a domain name free of charge or you can continue to use your existing domain name. Your site will be submitted to all the major search engines, with on-page search engine optimisation to ensure that it can be easily indexed. We can also advise on the best ways to achieve off-page search engine optimisation by encouraging good quality links from other sites to yours.

As part of the service, you'll receive a template of three different letters and emails to promote your new website to your clients and prospects.

From then on, it's essential to regularly update your website, not least because search engines notice websites that change. You can make changes at any time, either directly using the content management system or by emailing the required changes to us for a fast turnaround.

*"I really appreciate the way you guys will always go the extra mile. You add value - right, left and centre. It is unbeatable value for money for any accountancy firm looking to set up a new website."*

Macrays

# IRIS OpenWebsite

*Newsworthy content to keep visitors returning to your website*

*Fees are incredibly low, starting at the equivalent of just £58 a month for a professional site styled with your practice branding and colours or £101 a month for a fully bespoke website, including optimisation for viewing on mobile devices. There are no setup charges or hidden costs.*

*Fees payable in a single annual subscription instalment.*

With this service, we will propose new content for your website every month, including time-critical tax related news items and budget/pre-budget reports. Simply accept the new content to provide this valuable information to your clients. Nothing will identify it as coming from an external source.

### **Build client loyalty with a regular tax newsletter**

Sending out our taxEZINE is a great way to maintain the regular contact that helps build a loyal client base. Every month, you'll receive a professional looking HTML and text email newsletter, containing tax tips and news, to distribute to your clients, prospect and contacts.

The newsletter is written, designed and personalised to your practice logo, name, telephone number and colour scheme. You can simply send out the supplied content or edit the content and add your own wording.

*"Awesome, I've been signing up £10,000 worth of new work per week over the last 2 months and our website is central to our marketing activities."*

LessTax2Pay



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