

## CLD Accounting - Web Development Brief

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### **About CLD Accounting**

CLD Accounting was formed in 2008 by Kevin Bertelli and Paul Spinelli. Although still in its early growth phase, the firm has built a solid and respected reputation as being NOT JUST TRADITIONAL ACCOUNTANTS!

CLD Accounting has built its reputation on taking a holistic approach to business – going further than just the numbers. We delve deep into the business to uncover key drivers and motivators that make the business tick (current market conditions, internal systems and procedures, human resources, etc) and then recommend success strategies to ensure long-term profitable growth.

The CLD team consists of four accountants, a business strategist, a client services coordinator, and a receptionist, and has access to numerous external consultants. This means that whilst our core business is accounting and finance, we also specialise in business improvement, strategic development and business planning – a one-stop-business-shop!

### **What we do**

CLD Accounting provides quality solutions to both businesses and individuals. Below is a snap shot of our breadth of service.

#### **Business**

1. Set up of Company, Business or Trusts
2. Business Activity Statements
3. Tax Planning and Reporting
4. Profit Improvement and Cash Flow Management
5. General Business Advisory
6. Superannuation Planning
7. Budgets and Forecasts
8. Business Strategy and Planning
9. Marketing and Business Development

#### **Individuals**

1. Tax Planning
2. Income Tax Returns
3. Estate Planning

## Website objectives

The website will form an essential part of the overall marketing strategy by supporting marketing activities such as e-zines, affiliate sponsor links, electronic advertising (SEO, AdWords etc), and event/seminar registrations, to name but a few.

Additionally, the web will;

1. Provide a cost-effective vehicle to reach new markets
2. Further position our brand as credible and knowledgeable
3. Provide a communication channel to 'tell our tale' – who we are and what we do
4. Align our brand (via links) with associated partners and relevant industry authorities
5. Provide the market with helpful business information (Useful Forms – ATO)
6. Provide visitors access to Frequently Asked Questions that may result in further enquiries (lead generation)
7. Measure and collect data (Google Analytics etc)

## Target Audience

We understand that we can't be everything to everyone, therefore we've defined our target audience based on our collective skills sets and capacity. As such our primary target audience is considered within the Small to Medium Enterprise (SME) segment – businesses with 5-50 employees, annual turnover of \$350K-\$5M.

## Functionality

The functional elements of the website will be relatively straight forward, and should reflect the following;

**Home** > single page with menu, what's new, useful links and rotating banner

**About us** > single page with history of CLD and brief bio and pic of all staff

**Our services** > single page with business and individuals (menu of services with short summary of each service offer – business and individuals

**Helpful forms** > multiple pages of pdf and word documents available for download

**News room** > single page of 'CLD in the news' with links to articles and news releases from ATO etc

**Contact us** > single page of contact information and direct email ([email@cldaccounting.com.au](mailto:email@cldaccounting.com.au))

**Frequently asked questions (FAQ)** > single page of FAQ with 'want to know more?' link ([email@cldaccounting.com.au](mailto:email@cldaccounting.com.au))

**Alliance partners** > single page with short bio's and links of alliance partners

## Look and Feel

Very few people get excited about visiting their accountant or business advisor, therefore our positioning strategy focuses more on what clients should be doing with their spare time and money as a result of their successful business.

### Sample 1

**Rotating Banner Ad**

The banner features a central hand-drawn diagram with 'CLD Accounting' in the center. Surrounding it are boxes for 'home', 'about us', 'our services', 'helpful forms', 'news room', 'contact us', 'FAQs', and 'alliances'. To the right, there are two text boxes: 'What's new?' with placeholder text and 'Links' with placeholder text. At the bottom, there are logos for Chartered Accountants, CPA, and CLD Accounting, along with the words 'commitment', 'leadership', and 'direction'.

### Sample 2

**Rotating ad banner**

The banner includes a navigation menu with 'Home', 'Our services', 'Helpful Forms', 'News Room', and 'Contact Us'. Below the menu is a paragraph of text: 'As accountants, we're specialists in our field, and we see accounting and financial management as an integral part of the 'business mix'. The real difference though, goes deeper than just the numbers - by understanding what makes individual businesses tick and implementing success strategies to ensure long-term profitable growth.' A second, identical paragraph is shown below with a small image of a person working. The banner also features logos for CPA, Chartered Accountants, and CLD Accounting, and a graphic of red blocks spelling 'RISK'.

**Contact**

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