

## News You Can Use



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### When Was the Last Time You Cleaned up Your Website?

Once you have a website, that's it, right? You can just leave it alone and it will do all the work for you, correct?

Sorry, that's not quite how it works. Websites need updating regularly, whether that's new information about the company, a content-generating blog or some SEO upheaval. Below are some tips for revamping your online presence.

**Check bad links** Something tedious we can all forget to do, make sure you're regularly checking that all your pages are live. Bad links can put a damper on your search score, so keep them fresh and 404 free. **Delete out-of-date posts** If your website has a blog or a space for changing content, make sure you go through it once a month and delete posts that have out-of-date promotions or aren't doing anything for your Google rating. **Evergreen query-based posts** will always help, but anything outside of that should probably go.

**Keep your information fresh** Maybe you moved offices a little while ago and forgot to update your contact information. Perhaps a member of staff got a promotion and their title needs updating. It could even be that you have changed what services you offer.

**Keeping up to date** with these small things keeps you looking professional and ahead of your game. **Simplify** We have a tendency to overload our websites.

You probably don't need 10 pages to describe that one service. Keep it streamlined and clean looking, and your clients will come to you for information.

## Anchor Clients: What They Are and How to Land Them

Chances are if you own or run a business, you'll have heard the phrase "anchor client" being thrown around: why you should have them, why they're important for your business, but not necessarily how to get some of your own.

But before we drop some tips about how to land, keep and conquer repeat clients, let's define them. To be clear, anchor clients are not the same as recurring clients. Clients who subscribe to your services or are members of websites like Patreon and Kofi are recurring clients, the slightly smaller fish in the business pond. Anchor clients sign on for multiple big projects over an extended time period. If you offer PR services, for example, they may come to you for each major campaign.

### Why are they important to have?

They help you look for other clients that benefit your business. When you can be sure of a large income coming from one client, you can selectively fish for more projects without becoming too hungry.

Anchor clients also allow you to build a niche and rapport. The more you work with one client, the better you know them and the better you'll both work.

### So you've found an anchor client. How do you keep them?

The simple answer? Overdeliver. And not just once. Every single time. Let them know that you've got their best interests at heart and you care about the work you're giving them. If they feel valued, they'll want to keep working with you and perhaps even introduce you to more clients.

