

Online success for leading accountant

The innovative website of a firm of chartered accountants based in the West Midlands is proving a huge success with more than 26,000 hits a month.

The circus-themed site for Tildesley and Tonks Limited – www.tildesley-tonks.co.uk - is attracting new clients to the firm as well as providing important services for existing ones.

The website, as well as carrying information about the background and ethos of the established Wolverhampton firm, has an interactive facility – DocSAFE – which allows clients secure access to an on-line “safe” where they can securely store and retrieve important information such as back up copies of their accountancy and payroll data.

Mark Evans, managing director of Tildesley and Tonks, said he was delighted with the response the firm has had to the website, which was relaunched at the end of last year and designed by Online Practice, a firm based in Harborne, Birmingham, that specialises in creating interactive websites for accountants. “We wanted a website with some useful client tools but one that also allowed potential clients an all-round view of the services we offer.

The website shows that we are a progressive firm which has the ability to help people grow their businesses – not just a company who prepares your year end accounts and tax returns. “As a marketing tool, the website is excellent as it allows us to fully explain our full range of services and, by including an expanding portfolio of ‘client profiles’, allows businesses interested in using us to see that we are a commercial and professional firm with our clients’ financial health as our utmost concern.”



The site is not just a useful business tool but is easy to navigate and interesting to view as indicated by the increasing number of web pages viewed per visit,” added Mark. Key interactive areas of the site include facilities for clients to check customer’s credit ratings, a regularly updated section on businesses for sale, a calendar with key tax dates and a range of tax calculators.

Users of the website can also subscribe to a monthly free tax newsletter and also view hot topics with up to the minute tax and financial news. However, of all the on-line attractions, Mark said that clients found the DocSAFE facility the most valuable for its ability to keep vital documents secure but also easily assessable. “DocSAFE is essentially an on-line safe which is an encrypted part of the server meaning no-one else but us and the client can access it.

We use it to send them an extra copy of their year end or management accounts which they can run off as and when required in a PDF format and clients use it to store their own vital information with some even using it store to their own personal documents by scanning in their passports and birth certificates.”

DocSAFE can be accessed from anywhere in the world so if you lost your passport on holiday all you would need to do is log on at an internet café and then run a copy off – it’s that simple.”