

Designing a beautiful Gusto landing page

Show off your expertise, with Gusto

Helping small businesses grow is a passion we share, and we're thrilled to partner with you. When you feature our partnership on your website, clients know you have the tools and expertise to advise them. Whether you're drumming up business or advising long-time clients on how to take care of their team, you can show your acumen by highlighting the benefits you offer with Gusto: innovative technology, peace of mind, and hours of saved time – to focus on work that matters.

What makes a compelling website?

A good website shows what makes your practice unique: your experience, professionalism, and services that set you apart from the competition. We are proud to be part of that, and want to offer a few tips on how to build an effective site – one that explains how you partner with Gusto to provide clients with more value. It boils down to a few basic considerations:

Who's visiting your site? Are your visitors current clients looking for advice? Prospective clients you met at an event? Try thinking about your visitors as an audience with specific questions, goals, and concerns. This way, you can hone in on how to keep them interested with useful information.

What do you want visitors to do? Ideally, this should be as specific as possible and accomplish two key goals: helping clients and growing your practice. Here are some ideas for important visitor actions:

- ✓ **Contact your firm.** If you want people to call you, put your phone number at the top of the page, in a different color font, so it's impossible to miss. You can also ask people to fill out an online intake form, so you have more information to advise them. Make it short and sweet, and easy to find.
- ✓ **Join your firm on Gusto.** If clients love what they see on your Gusto landing page, help them sign up. We've already designed a customized page for your firm, where clients can provide simple information so you can add them to Gusto quickly. Linking to this page from your Gusto landing page can be a great way to serve more clients faster. It also helps you get to a higher tier in our partner program. Find the link to this page on your Partner Dashboard in the 'Firm Details' section, under 'Client Invitation Link'.

What information should you include? With your goal in mind, imagine your website from a small business owner's point of view. What information would answer their questions quickly, inspire confidence, and encourage them to take action? Business owners probably want to know:

- ✓ *What is Gusto?* Describe what we do by choosing selections from our guide to *Introducing your clients to Gusto*, included in this toolkit. There, we highlight Gusto's most important benefits, and include a list of optional benefits to add based on your clients' needs.
- ✓ *How does Gusto help my business?* Showcase how Gusto's beautiful and intuitive tools make work easier for small businesses. We've included a library of high-resolution product images that you can place on your site. Additionally, consider featuring testimonials from clients that show how you and Gusto have supported their small business.
- ✓ *Why is my accountant partnering with Gusto?* Tell the world why you believe in Gusto! Is it time savings? Efficiency? Our all-in-one-platform? Let clients know how Gusto helps you and small businesses succeed together. For extra flair, add your Gusto badge to show your bronze, silver, or gold status.

Get a custom, co-branded logo

Our designers will give you a customized logo featuring your firm's name and the Gusto logo, designed together. To request a co-branded logo, ask your partner advisor. We're happy to help.

Get inspired

In this toolkit, we've designed three model landing pages to help you get started. Feel free to use the design and copy as-is. The first model page is the most comprehensive way to explain how Gusto helps small businesses. The second focuses primarily on Gusto's payroll offerings. The third is text-only, for you to insert into a simple website without graphics or images.

Last steps

Before you publish your Gusto landing page, please let your partner advisor know a week in advance. Our marketing team will review your page to make sure the information is accurate and up-to-date, so we can put our best foot forward together.