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### **Best Fit:**

Firms using the CCH ProSystem *fx* Suite and firms that want to add state-specific tax alerts or premium content (such as the CCH Tax Guide and toolkits) not offered by other vendors.

### **Strengths**

- Integration with ProSystem *fx* Portal, CCH File Share, GainsKeeper, and ProSystem *fx* Tax Notebook.
- The ability to easily preview changes made to a page before publishing.
- A questions/comments button that launches a contact form. The built-in Lead Generator module tracks contacts obtained from completed forms.
- Excellent newsletter content from CCH, with many options for displaying and distributing newsletters, including monthly eMarketing of newsletters to customer base.
- Scrolling tax alerts, both federal and state. Firms can select to only show tax alerts for certain states.
- Color-coded events calendar can be used to display tax and firm events.
- Expansive library of interactive financial tools and calculators.
- Available as an eContent solution for firms with existing websites in need of dynamic updates. eContent package allows firms to plug in newsletters, tax alerts, and financial tools to their existing website.

### **Potential Limitations**

- No built-in blogging engine. However, users can link to an external blog.

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Editing and styling text with Site Builder is as easy as working with a Microsoft Word document. The interface is also very intuitive for uploading images and adding custom pages.

For firms that want something different from the templates offered, CCH has a custom design team on staff. CCH quotes a fee for this service after a consultation.

## **Search Engines**

Users can easily enter meta tags for keywords and descriptions for each page within the “edit pages” screen. The search engine optimization configuration is included with a CCH Site Builder subscription. CCH offers SEO consulting service packages for an additional fee.

CCH Site Builder has a basic built-in analytics tool, but firms can also easily integrate a third-party application such as Google Analytics to monitor site traffic with more detailed information.

## **Domains**

Domain names are unique and owned by the firm. The domain registrar owns and maintains the DNS records.

## **Hosting**

CCH Site Builder uses a IBM Tier IV data center in Hazelwood, Missouri. With connectivity at 99.9 percent, CCH utilizes industry standard redundancy and disaster recovery procedures to maximize data protection. CCH reports that encryption is up to HIPAA standards.

## **Email**

CCH offers e-mail hosting, but it is not required for firms that create and host a

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an easy-to-use eMarketing module.

## **Other Features**

For firms that do not use the ProSystem *fx* portal, CCH Site Builder offers File Share as a secure web application for exchanging documents with clients. Firms using File Share receive a firm-specific URL and 50 MB of storage space with the ability to purchase additional storage space in 100 MB increments. However, File Share is not available for users testing CCH Site Builder.

CCH Site Builder includes a social media module to add icons and links for Facebook, Twitter, LinkedIn and YouTube. The Social Network icons can be displayed on the Home and Contact Us pages.

## **Summary & Pricing**

CCH Site Builder is a strong template-based product, and because of its user-friendly interface, it is ideal for firms that want to build a site quickly and have control over customization and making changes. Its integration with the ProSystem *fx* suite makes it a good candidate for firms using other CCH applications, and firms may also want to consider it because of its impressive set of calculators, resources included in the premium content, and eNewsletter content with federal and state tax alerts.

The standard package costs \$1,290 in the first year including setup. The annual renewal cost is \$995. Other features, such as the CCH Tax Guide, toolkits, and e-mail are available at additional costs. Potential customers interested in custom website design packages and search engine optimization services should contact CCH for a quote. CCH offers a free 30-day evaluation period (no credit card required).

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