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Dustin Wheeler • Jul. 27, 2012



**GetNetSet**

[www.getsetnet.com](http://www.getsetnet.com)

### **Best Fit:**

Since its websites are not based on templates, GetSetNet is a good fit for a CPA firm that wants a custom design without any up-front design fees. Because websites are built on the popular open-source WordPress software, those familiar with it can easily modify their own websites.

### **Strengths**

- Since the WordPress platform is non-proprietary and with the nearly 20,000 plugins from wordpress.org, there is a great deal of flexibility to add nearly any widget or feature a firm wants.
- For firms that prefer to make website changes themselves, WordPress is a user-friendly and widely-used platform, and GetSetNet provides several training videos on its website.

- Unlike most web builders that only provide coaching, GetSetNet's services include

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- GetSetNet does not offer some of the add-on services (such as accounting software hosting) offered by other vendors.

A relatively new entrant into the CPA firm website builder market, GetSetNet was introduced in May 2009. Rather than a template-based approach, GetSetNet builds custom websites for CPA firms based on their needs and preferences using the open-source WordPress content management system. Firms can either e-mail, fax, or call an assigned "Guardian Webmaster" to do nearly everything related to managing a website, including editing content, adding pages, and publishing images, but not extreme website design changes. Firms that would like to make changes on their own are given login credentials for site administration with WordPress.

## **Search Engines**

All of GetSetNet's plans include submission to search engines, onpage optimization, and META tags. The amount of SEO analysis and keyword research services that are provided depends on the plan purchased by the firm. GetSetNet installs any site statistics capabilities, including Google Analytics, for its customers upon request. Sitemaps are automatically submitted to search engines when pages are edited so they can be quickly re-indexed.

## **Domains**

Private temporary subdomains are used for customers to view a website while it is in the process of being customized. When a website is approved, it goes live on the firm's unique domain name. GetSetNet's customers maintain full ownership and control over the domains. GetSetNet will manage firms' DNS upon request if they want to switch their website over and do not want to deal with the technical side.

## **Hosting**

GetSetNet's servers are managed by LiquidWeb in Lansing, Michigan. The datacenter

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addresses. Assistance with integrating e-mail with Outlook and mobile devices is provided. However, the e-mail service is not required and firms can maintain their own Exchange or other server.

### **Newsletter Marketing & Content**

GetSetNet provides a newsletter that can be automatically populated to its customer firms' websites. Unlike other vendors that release newsletters monthly or bi-monthly, GetSetNet's newsletters are released quarterly. The feedback from customer firms was that monthly newsletters were too frequent, as clients would be more inclined to read it if it came less frequently and clients don't like to be reminded about taxes every month. The content is white label and can be branded to look like it is provided from the firm.

GetSetNet can utilize the RSS feed publication capabilities natively within WordPress, or it can be directed to Google's Feedburner. GetSetNet also integrates with third-party e-mail marketing providers such as Constant Contact, iContact, MailChimp and Vertical Response. Simple e-mail marketing can also be done through a website opt-in form that is COPPA/CAN-SPAM compliant.

### **Other Features**

If a firm has profiles with social media sites such as Facebook, AngiesList, and LinkedIn, GetSetNet will include buttons with links to those sites. Various WordPress plugins also make it possible to push new content and blog posts to social media sites as well. GetSetNet can also add over 100 financial calculators, appointment request forms, payment submission forms, PDF files, and many other features upon request.

### **Summary & Pricing**

GetNetSet offers three tiered pricing plans starting with the Representer plan at \$29

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There is a 10% discount for firms that pay annually. Also, GetSetNet is a proud affinity partner of the National Association of Tax Professionals and offers a 20% discount to all NATP members.

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