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Overview

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Firms can create an unlimited number of mailboxes for staff which are hosted on the Build Your Firm website, or they can operate their own dedicated e-mail server at their own expense. One internet domain (yourcpafirm.com) is included with the price of the subscription, and users can add additional domains as desired for a small fee. Firm pictures, stock photos, and videos can be added to the website to give it a personalized feel.

The base service includes file transfer, a client facing portal, e-mail newsletters, newsletter management tools, e-commerce integration, a page for promoting publications and events, and spam filtering. Optional add-on services include tools for managing Google Adwords and other pay-per-click (PPC) campaigns. WordPress blog hosting can be integrated into the custom website for an additional fee.

The service does not currently have a social media templating toolset, although the company made significant enhancements to its client e-mail communication system for 2013, including tools for reputation management, automated birthday e-mails, creation of e-newsletters, and routine client correspondence. The base service includes a form for self-service e-mail newsletter subscription maintenance, financial calculators, and basic search engine optimization (SEO). The default statistics package is Awestats, but the company supports integration of the industry standard Google Analytics stats application upon request.

Best Firm Fit:

Build Your Firm provides customized content and web design for a unique website solution designed to meet the needs of each individual firm. Practitioners with specialized or nontraditional practices should be a good fit for this solution.

Strengths

- A library of e-mail newsletter articles are provided to subscribers.

- An optional WordPress blog can be added for a small additional charge.

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Summary and Pricing

Pricing is variable based on a wide range of available services and add-ons, and starts at \$83.33 per month (\$1,000 per year), with no set up fee for a basic Premier website, and base setup fees of up to \$1,500 for customized Niche websites. Websites are offered with a 60-day free trial.

Firm Management

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