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Relief offers accounting firms the option to create their own website using the easy-to-use tools provided, or request a custom designed website created by Website Relief ...

Mary Girsch-Bock • Jul. 18, 2016



www.accountantsworld.com

Best Fit: Website Relief is well suited for accounting firms of all sizes that currently utilize Accountants World's Power Practice Suite of applications. The product can also be used as a stand-alone product as well.

Product Strengths:

- Excellent integration with AccountantsWorld Power Practice Suite
- Users can create an unlimited number of web pages
- Contains integrated blog capability
- Offers excellent marketing and SEO tools

Potential Limitations:

- Product does not have an integrated tax-preparation system available

EASE OF USE 5 Stars

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create a company profile, Website Relief creates suggested text for all standard pages, including both the home page and the About Us page. Users can choose to use the pages as is or simply customize the pages using the Editor function. All subscribers receive a free custom domain name that reflects the firm's branding, and each firm receives a complete email system with five email addresses and 10 GB of storage, with added email addresses available at an additional cost.

The dashboard also provides firm users with a complete display of statistics and other vital information about the website. For those using other AccountantsWorld applications, clients can also enter tax data online for easy integration into other AccountantsWorld applications.

TEMPLATES/CUSTOMIZATION 4.5 Stars

Website Relief makes it easy to customize a website . The product provides a good selection of standard pages, including a home page, About Us, Partners' Profile, Services, Useful Resources & Links, FAQs, Testimonials, and a Contact Us page. Along with these standard pages, Website Relief also offers a Tax Center Page, a Payroll Center, Tax Refund Pages, Financial Calculators Page, and a Newsletters Page.

Users can also create their own custom pages and simply upload them to Website Relief, with no limit on the number of pages that can be created. Pages can be interactive, with potential clients easily able to request an appointment or additional information on services. Firms can also offer an interactive survey to gauge the level of interest in a particular service. Website Relief also allows users to add custom items such as logos, videos, and also supports the use of animated banners. Website Relief also allows firms to add and update site content using RSS feeds, and the product also supports mixed media such as sound-bites and short clips.

A solid variety of website styles are available for users to choose from and all text can

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Website Relief offers users professionally written content that can be used on the website, including articles on specialized practice areas, with users able to edit the article or newsletter content to make it more relevant to clients. The product also offers a host of interactive features such as financial calculators, tax calendars, payroll calculations, and links to tax related data and refund information. The product also features web optimization, making it easy for clients to view and access website features from their tablet or smart phone.

MARKETING/SEO/CLIENT TOOLS 4.75 Stars

All firms subscribing to Website Relief receive a basic listing in the 'Find a Local Accountant, CPA or Tax Professional' directory at no cost. Users can also upgrade to a premium listing if desired. The forms option, mentioned earlier, provides firms with an excellent mechanism for marketing their services to potential clients via their website. Website Relief offers an unlimited number of integrated client portals at no additional cost, so firms can easily share, store and retrieve documents securely. All Website Relief portals are hosted on Amazon.com's EC2 infrastructure, which is considered one of the most secure hosting platforms in the world.

For firms interested in SEO, the product also offers a web-based tutorial that guides users through various search engine optimization options, and assists with the submission of the website to search engines such as Google, Bing and Yahoo! Users can also increase SEO by customizing their website using keywords that will assist in getting the firm noticed by potential clients. Website Relief also allows users to link their website to Facebook, Twitter, and LinkedIn accounts, and a customized link to Google Maps will allow new clients to easily find their way to the office. Website Relief also allows firms to create their own custom blog, and have it integrated directly into the website. Unlimited number of integrated client portals at an additional cost. Users can also integrate Google Analytics onto their dashboard, so users can easily view website data and relevant statistics.

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SUMMARY & PRICING

An excellent solution for those using AccountantsWorld applications, Website Relief is currently priced at \$595 per year, if paid annually. Monthly pricing is also available at \$59 per month. The product also offers a money-back guarantee if the subscription is cancelled within the first 30 days of service.

2016 Rating 4.75 Stars

Firm Management • Technology

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