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which is ideal for very small firms, and includes up to seven website pages. The Representer edition does not offer a client portal, nor dedicated email addresses.

Mary Girsch-Bock • Jul. 18, 2016



www.getnetset.com

Best Fit: GetNetSet is well suited for small to mid-sized accounting firms that are interested in a more hands-off approach to website creation and management. The product is currently available in three editions, making it suitable and affordable for even the smallest accounting firm.

Product Strengths:

- Well suited for even the smallest accounting firm
- Product is scalable, with three editions available
- Website design is included in the monthly fee
- Users can opt to make changes themselves or use GetNetSet personnel to make all changes

Potential Limitations

- Product offers no integration with tax or accounting products at this time

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portal and online payment options. Firms using this version will also receive 10 email addresses which utilize the firm domain. The Recruiter edition offers all of the same features found in the Retainer version along with additional storage options and better SEO tools.

GetNetSet is designed exclusively for accounting firms. To get started, firms simply select a template that will be used as inspiration for the website design, which is completely handled by GetNetSet personnel. Each firm is assigned a 'Guardian Webmaster,' who will be the go-to person for creating the initial site, as well as making any requested updates. GetNetSet estimates that the initial design will be completed in 2-3 days. At that time, users can review and send back any edit requests to their guardian webmaster, or make changes themselves. For users opting to make any web changes in house, the product offers a good selection of user tools that help with common editing functions.

The included product dashboard provides users with an easy way to make updates if they choose by clicking on the Pages option to display all pages. Users can then choose the page they wish to edit and make edits as desired. Other edit options include the ability to post text directly from a word document, link to other website pages, add a paragraph to a page, and upload a new image. Conveniently, all deleted images, pages, and documents are retained by GetNetSet and can be easily retrieved if desired.

TEMPLATES/CUSTOMIZATION 4.5 Stars

GetNetSet offers users a good selection of website templates for users to choose from over 75 template designs. The template is only used as a suggestion for the website design, with GetNetSet designers providing custom details to each template such as brand colors, logos, and local landmarks added at no additional cost. Page layouts

can be easily changed from the original template design, and the product supports

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offers custom writing services which range in price from 0.072 per word for general expert writers, to .30 per word for verified financial experts.

AUTOMATED CONTENT 4.75 Stars

The Retainer and Recruiter editions of GetNetSet offer over 100 financial calculators for clients to easily access. Users are also provided with a newsletter that can be automatically updated to their website and distributed to their client base. Firms can also provide their clients with other tools such as easy access to IRS publications and forms, a comprehensive tax center, a tax retention guide, and access to current tax rates. All GetNetSet users will also have access to the newsletter archives.

MARKETING/SEO/CLIENT TOOLS 4.75 Stars

All editions of GetNetSet offer SEO features such as SEO friendly pages, easy site submission to major search engines, custom META keywords, Google Analytics integration and automatic sitemap submission. The Retainer and Recruiter editions of GetNetSet offers even more SEO features such as Personal SEO Analysis, Monthly Search Reports, Top Search Queries, Google Places Optimization, and Google AdWords conversion setup. The product also offers integration with external email marketing applications such as Constant Contact and iContact. The product easily links the newly designed website to social network sites such as Facebook, LinkedIn and Twitter.

Firms can easily accept online payments either through PayPal, or by integrating with iTransact, which offers firms the ability to accept both debit and credit card payments on their website. Blog capability is also provided in GetNetSet, with a WordPress interface that easily allows firm employees to blog. The product also offers a secure client portal that allows users to easily share files safely and confidentially with clients. An add-on product (Right Signature) is also available

that will allow firms to offer clients the ability to sign important documents

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GetNetSet support via email for any questions not covered on the website.

Summary

GetNetSet is a scalable product, making it suitable for even the smallest accounting firm, as well as small to mid-sized firms. Mentioned earlier, the product is available in three editions; Representer, which is suitable for the smallest firms, and currently runs \$29 per month. Both Representer, priced at \$49 per month, and Recruiter, priced at \$99 per month are better suited for mid-sized firms with a larger client base and more complex needs. All product editions offer a free 30-day trial period, and there are no setup fees or long-term contracts to sign.

2016 Rating 4.75 Stars

Firm Management • Technology

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