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### **www.CPAsites.com**

CPAsites.com is a traditional web design firm specializing in custom websites to meet the unique needs of accounting firms. Its business model is to have its professional design staff do all creation and modification using materials, text and images supplied or licensed by its clients. While most hosting plans include monthly or quarterly site updates by CPASites.com, an included website management application makes it possible for sophisticated firms to modify and maintain their own websites. Typical sites will have about 10 pages of content unique to the firm, and about 100 pages of stock content provided by CPASites.com, although there is no set maximum number of pages. The customization provided by the vendor's web designer helps the website convey the firm's individualized messaging, as well as a look and feel consistent with the firm's existing marketing plan.

All domain names, whether new or existing, are owned by the firm, although CPAsites.com can handle all registration of new names, or the movement of domains to its hosting site. Should the firm decide to move their site later, there will be no fees or issues about ownership of content. Sites are located in a secure data center, which provides high up-time, redundant power and Internet connectivity, and nightly backups. Firms can either use the basic e-mail functions provided with their hosting plans or operate their own server Adobe Flash technology is supported, as well as basic Web visitor and search engine statistics.

Since CPAsites.com is exclusively focused on tax and accounting firms, it has developed and licensed relevant content to flesh out a site. This includes features such as calculators, links to federal and state reference pages, and a quarterly newsletter. Generic newsletters are available for distribution or customized newsletters with content specific to a firm's metropolitan area can be purchased for an additional charge. A variety of service plans are available based on the need for

features such as calculators, content, search engine optimization and update

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offering. The service carries no setup cost with an annual contract, and monthly recurring fees will range from \$25 to \$150, depending on the customized services desired.

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Technology

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