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From the December 2005 [Review Website Solutions for Accountants](#)

Tax-Aid, Inc. offers a low-cost web site building service called Accounting and Financial Site Builder (AFSB). The service was introduced in August 2000 and has offered ongoing enhancements on a regular basis, such as an image uploader, integrated client e-mailing, user-optional HTML programming, e-mail forwarding, a setup wizard and optional digital brochures. Sample user sites include the following: www.nelson.acct1.com, www.stevenaberblatt.com, www.hagencpa.com, and www.puhlcpa.com.

Design Theme – 3 Stars

Upon reviewing several different live sites using this service, I think it is fair to characterize the design theme as clean, professional and simple. The design is suitable for creating a simple, informational web site.

Content – 4 Stars

The vendor offers 18 optional digital brochures including topics such as Itemizing Deductions, Your Net Worth, Seniors and Tax Planning. A series of six brochures is available for \$100. All 18 brochures can be purchased for \$194. The price includes posting of the brochures on the web site. Digital Tax-Aid newsletters are provided by AFSB and are updated three to four times per year.

Site Maintenance – 4 Stars

The Image Manager is a utility to upload personalized images, as well as images from the AFSB image library. This utility can also be used to upload *.PDF files. Optional HTML programming services and a web site setup Wizard are available. The site is maintained in a secure off-site data center with redundant connectivity.

Utility Software/Applications – 4 Stars

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AFSB offers an optional search engine registration service that includes a report that provides detailed information on how your site was registered with all of the search engines. This service provides a free sub-domain that is the property of AFSB. However, subscribers can purchase their own unique domain name, as well.

Vendor Service & Support – 3 Stars

AFSB has been offering this site building service since 2000 and has upgraded the features and functions over time. Subscriber statistics were not provided as the vendor does not release such statistics.

Pricing/Value – 5 Stars

AFSB carries no setup fee, and the basic recurring cost is \$14 per month or \$159.80 per year (if using the promotional code TA05). User-owned domain name registration has a \$59 setup charge and includes the first-year registration costs. User-owned annual domain name renewal costs \$45. User-owned domain name transfer has a \$59 transfer charge and includes an additional year of registration. There is a one-time fee for search engine registration of \$30. The price is very reasonable in light of what this site service offers.

Summary

If you are looking for a very simple and practical web site that will allow you to promote your practice with a professional image, AFSB is a top contender because of what you get relative to what you pay.

2005 Overall Rating – 4 Stars

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