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## Solutions for Accountants

The main point to take away from this review is that you should be thoughtful in the design and development of your web site. It will likely become the primary place where you conduct business. I believe that based on the demographics of the majority of readers of this publication, the two primary objectives we should focus on are simplicity and utility.

Therefore, the web site building tools and services reviewed here are based on a “template” model that allows you to get your web site up and running with minimal effort. We are not fashion designers nor are we creative marketing professionals. Rather, we're accountants and the quality and content of our web site information should be the primary objective. So unless you are trying to appeal to the aforementioned markets, keep your focus on what your clients really want from your firm — useful and reliable information.

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