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Dec. 01, 2008

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

Drake Technologies, Inc. offers custom design web site building services to accounting firms. These web sites are built from scratch using the firm's own graphics as well as local news, attractions and events. The company's CPA Sites.com service was introduced in 1997. The following are sample user sites: www.isler.com, www.orlandocpa.com, nethawayclausen.com, www.scottmcelveen.com, and www.earney.net.

Design Theme – 5 Stars

CPASites.com does not offer design templates per se. As noted above, the company focuses on custom developed web sites that are created from scratch and can provide Flash animation, custom graphics and drop-down menus.

Content – 5 Stars

CPASites.com offers a menu of options regarding content, ranging from a basic set of financial calculators, web site links and databases to a full-service offering that adds an exclusive newsletter (by territory) that is updated monthly, newsletter archiving and reference links to all 50 states. So you can pick the option that is best suited for your needs and budget.

Site Maintenance – 4 Stars

The site is hosted by Hosting.com, one of the largest hosting companies in the country located in Louisville, Ky. CPASites.com's offering includes up to half an hour per month of site maintenance and update support.

Utility Software/Applications – 3 Stars

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While the vendor would not disclose the current number of firm web sites utilizing its service today, users can take some comfort in the fact that it's been around for several years. Monthly subscription costs include a given amount of time for edits and are performed by the vendor's technicians upon a customer's request.

Pricing/Value – 4 Stars

There is no setup fee, and the monthly recurring cost ranges from \$25 to \$150. Originally focused on larger firms, the vendor is now going after the smaller firm market, and that resulted in the elimination of its setup fee.

Summary

CPASites.com features three levels of service, including full service with one half hour of updating service monthly. After reviewing more than a half dozen web sites of firms that subscribe to this service, I was impressed by the fact that each firm's site had a unique and distinct design on the front end. The back-end content (i.e., newsletters, calculators, etc.) used the same template. The bottom line is that you'll find a nice balance between unique design themes and template-based content with CPASites.com.

2005 Overall Rating – 4 Stars

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