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## Overview

AFSB (Accounting and Financial Site Builder) by Minneapolis-based Tenenz is a tool for creating a compelling web presence for a firm. The templates have a simplistic interface, and meet the basic needs of practitioners without overwhelming clients and firms with too many options. Some stock photography is available and included, or users can upload their own pictures for their site. The text and pages are fully customizable by the end user, and additional pages can be easily added using the AFSB web-based WYSIWYG (“what you see is what you get”) editor. AFSB Accounting and Financial Site Builder has a 14 year history with the tax &

accounting community, and is part of Tenenz, who has provided products to the

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service complies with COPPA/CAN SPAM and other regulatory requirements, but requires an additional charge.

Sites can be created using a website wizard and can integrate with a variety of other tools, including PayPal for receiving client payments, Google Maps for directions, and social media widgets to integrate the firm's social presence into the website. Although blogs are not natively supported, users can set up a blog with WordPress or Typepad and simply create a link to the main website.

Basic search engine registration and configuration is included with the application, but as with most entry level packages, users will most likely want to utilize search engine consulting services to enhance the ability of clients and prospects to find the website using keywords.

Data is hosted in a commercial hosting facility with redundancy and daily backup. AFSB reports that their portals are compliant with major regulatory requirements, including HIPAA, GLB, and IRC § 7216.

Introduced in July 1999, AFSB Accounting and Financial Site Builder is now in its 14th year with a mission, per its website, "to offer websites that are affordable, designed just for tax and accounting business, and easy to manage." AFSB is part of Tenenz, Inc., which has served tax and accounting firms for more than 40 years.

AFSB has an excellent WYSIWYG text editor for changing page content with toolbars similar to Microsoft Word. Advanced users can add html code to any page. Although the amount of help in AFSB's Support Center is somewhat limited, users can e-mail technical support with questions. AFSB also provides a service to make changes on a website for its customers at \$100 per hour (\$25 minimum)

## **Search Engines**

Firms can enter a navigation title, page heading, keywords and description for every

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to transfer out and self-administer. Firms may export their own data at no charge, however, licensed images, templates and other copyrighted material may not be exported as firms do not own this information.

## **Hosting**

Data is stored in a SAS 70 Type II facility with redundancy and all site administration is done over SSL. Data is backed up daily. The AFSB integrated portals are HIPAA/GLB/IRC 7216 compliant for secure and encrypted file transfers.

## **Email**

Though not required, e-mail is included in the service for all AFSB administered domains. Up to 20 e-mail accounts are offered (or more upon request), which can be accessed from a firm's e-mail software such as Outlook or from a web browser. AFSB offers the following types of accounts: Forwarding, POP and IMAP.

## **Newsletter Marketing & Content**

Monthly client newsletters are available to all AFSB customers for no charge and it automatically populates to all AFSB websites. It may be e-mailed to clients and prospects with real time reporting. Firms can also add their own content. All AFSB sites have two RSS feed functions: the News Digest from AFSB or the firm's newsletters, both of which a firm's clients can subscribe to. An optional e-mail marketing service is available that has full COPPA/CAN SPAM compliance.

## **Other Features**

Twitter and Facebook are built into all AFSB sites automatically. Because of the html nature of AFSB and the WYSIWYG editor, users can incorporate their social media

tools. Last year, AFSB added the ability to use the Twitter API to automatically post

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In December, AFSB plans to launch its new, robust File Sharing Portal and File Storage function to the web service-again at no additional fee.

**Best Firm Fit:** Firms interested in managing their own web site content any time and from any where to a template-based solution at a low cost.

## Strengths

- With a basic monthly subscription fee of \$31.99 and a 20% discount if paid annually (\$299.99/year, effectively \$24.99/month), AFSB is the least expensive web builder among the products reviewed after the discount.
- Over 140 templates and thousands of variations available, including specialized templates for both CPAs and EAs.
- New templating system uses CSS technology, a billboard homepage feature and Flash
- AFSB's "Website Wizard" guides the user through creating a website step-by-step.
- Users can easily add an events calendar, a PayPal link to accept payments securely, Google Maps showing the company location, and social media widgets and unlimited pages of their own content.
- AFSB Sites come with articles, monthly client newsletters, and financial calculators.
- AFSB has been built on a flexible, open platform that allows subscribers to integrate any of their familiar software programs such as their accounting and payroll software, on-line e-filing programs, archiving tools or blogging engines.

## Potential Limitations

- All of the templates and pages come with pre-filled written content that is fairly basic as is, but all pages are readily edited and customizable to each firm's liking

with AFSB's step-by-step web site wizard.

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easily add their own services.

AFSB's basic monthly subscription fee is \$31.99 and a 20% discount is offered if paid annually (\$299.99/year, effectively \$24.99/month). There are no setup fees or constricting contracts. For an optional one-time \$30 fee, AFSB provides search engine optimization and registration services. If requested, AFSB modifies templates or creates custom site designs for a fee that ranges from \$100 to \$250. Currently, AFSB is offering a 60-day Free Trial.

Firm Management

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