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E-TOOLS

Build Your Firm — Website Development and Internet Marketing

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www.buildyourfirm.com

Build Your Firm is a marketing and practice development consulting firm focused on accounting and tax practitioners. The company's website building product can be used on a stand-alone basis, or as part of a firm's system for marketing and selling professional services to new clients. Their Website Development and Internet Marketing product is used by more than 300 firms, and includes advanced features such as Flash-enabled pages and integration with the firm's social media presence on sites like Facebook, Twitter, YouTube and LinkedIn.

The website development plan offered by Build Your Firm is that they will write almost all of the content, with custom text and images supplied by the firm as appropriate. Build Your Firm offers sophisticated syndicated content, including a tax due-date calendar, records retention guides, online tax organizers, tax rates and tips, financial calculators, and many other self-service functions. This method allows the accounting or tax professional to focus their time on client matters instead of worrying about making site updates, upgrading server software and the like. Build Your Firm is so confident in their search engine optimization and online marketing skills that they offer an "ROI Guarantee," which provides for fees to be refunded to

the firm if the amount of new business obtained using the new site for one year does not exceed the entire cost of website service.

A typical website developed by Build Your Firm will have about 25 pages of unique content and a total of about 100 pages including standard content. Build Your Firm assigns one of its Website Consultants to each firm, who will serve as the primary contact throughout the process of building and maintaining the website. The vendor's advanced visitor traffic analytics and experience marketing similar organizations around the country help the firm evaluate the effectiveness of their online marketing program and make adjustments, as necessary.

Each client firm has a unique primary domain name, and Build Your Firm will assist with registering a new domain or with moving an existing domain to its hosting facility. The firm owns their own domain name, and there is no fee for any future move of the domain to another hosting service. A commercial data center is used to host its services, with 24x7x365 staffing and monitoring, hardened physical security, redundant Internet connections, multiple power sources, and periodic offsite backups.

Build Your Firm offers integrated secure client file transfer capabilities and supports almost any email scenario, including an external server or ISP hosted email. Its basic website package includes 10 email accounts with 200MB of storage. Access is provided via web interface, common email clients (POP, IMAP and SMTP) and mobile devices, and includes spam filtering and antivirus scanning of inbound messages. Many advanced features are included with Build Your Firm websites, such credit card processing through PayPal, gateway links to third-party payroll and accounting services, software purchase via download, affiliate programs such as QuickBooks, client newsletters, etc.

Build Your Firm's website and Internet marketing services starts at about \$84 per month. To see a complete list of features, examples and to start a free trial, visit <http://websites.buildyourfirm.com>.

Websites created using Build Your Firm's Website Development and Internet Marketing:

www.1stchicagoaccounting.com

www.columbus-cpa.com

www.monarchcpas.com

<http://bmichaelcpa.com>

<http://sawyercpa.com>

www.peoplepay.net

www.thomasjpalm.com

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