CPA
Practice Advisor

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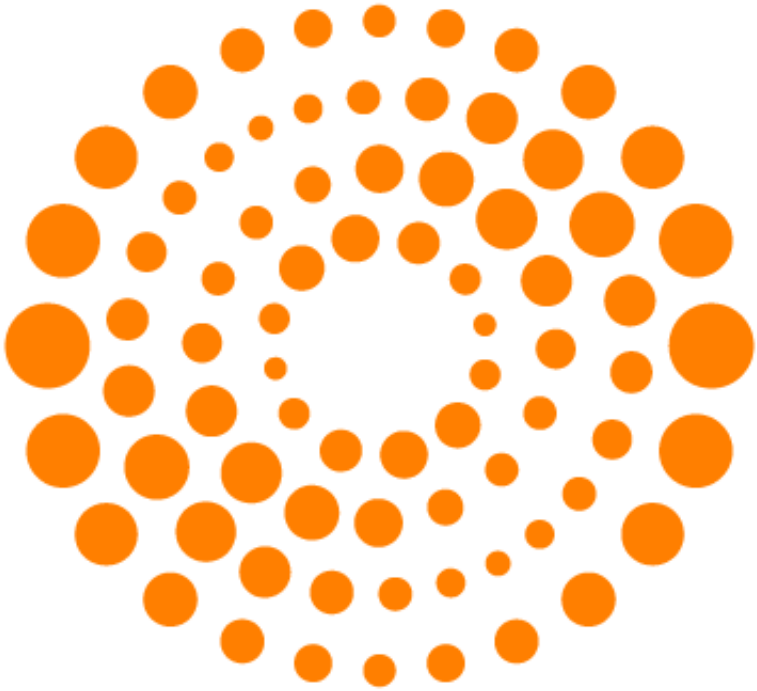

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Web Builder CS

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https://cs.thomsonreuters.com/web-builder

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offers more than 70 templates in a variety of styles, with both classic and mobile friendly designs available. Users can choose to use a standard template, or have Web Builder CS designers enhance a selected template with custom colors, a firm's logo, and custom fonts. Custom website design is also available for those that do not want to use a template. To get started, users can sign up on the Web Builder CS website and choose the template they're interested in. Web Builder CS creates the initial site, with users able to make any subsequent changes as they desire.

Web Builder CS templates include a variety of default content, and users are able to use the content as it appears on the template, or edit it to better reflect their firm. A variety of standard pages are offered in the templates including Home, About Us, Services, Client Login, Contact Us, and Tax Tools, which includes a variety of tax-related resources for clients to access directly from the newly created website. Also included is a News page, Financial Guides, Referrals, and a Links page. The Tax Tools option in particular, can help clients with various tax issues. In addition, more than 120 financial calculators are offered, which clients can use when planning for life events such as marriage, tuition expenses, buying a home, retirement, savings, and investments.

Web Builder CS offers both daily news and monthly newsletter options that clients can subscribe to, or simply read from the website. Firms can also choose to add custom content and news items to the newsletter if desired. Premium content items are available, which can also be used when creating a blog designed to reach both current and potential clients.

Web Builder CS includes a variety of domain services including registration and domain transfers. A new domain can also be added, with all services handled directly by Web Builder CS. In addition, each firm is provided with five firm-branded email

addresses, with the ability to purchase additional addresses available in the

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Both templated and custom websites are automatically submitted to popular search engines such as Google, Yahoo, and Bing, and users can link their website to social media sites such as Facebook, Twitter, and LinkedIn. Both custom keywords and unique pages can be added to any website, and users can link their site to Google Analytics in order to view web visitor statistics.

In addition to the newsletter option, Web Builder CS also includes complete blog capability, with the blog automatically integrating with popular social media sites. Integration with Google Maps allows new clients to easily obtain driving directions to a firm, and the Request an Appointment option allows new clients to request an appointment directly from the website. A client portal is also available, providing confidential document exchange, and the enhanced portal option provides easy document exchange with other CS Professional Suite applications.

Web Builder CS includes excellent product help and resources that are readily available through the Thomson Reuters Help and How-to Center, which can be accessed from anywhere in the application. Toll-free support is available during regular business hours, with email support available as well.

Web Builder CS from Thomson Reuters is suitable for firms of any size, and can be used as a stand-alone web builder application or integrated with other CS Professional Suite applications. Web Builder CS offers both standard and enhanced web templates to choose from, with a custom design option available as well. Those interested in the application can visit Web Builder CS to view a product demo. Pricing for Web Builder CS is available directly from Thomson Reuters upon request.

2019 Overall Rating: 5 Stars

Firm Management

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