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CPAsites.com

From the 2020 reviews of website builders for accounting firms.

CPAsites offers complete, custom website design and setup. Suitable for firms of any size, CPAsites offers four subscription levels to choose from including Platinum, Gold, Silver, and Bronze. All CPAsites websites are created from scratch, with no templates ever used in the website creation process.

The first step to working with CPAsites is for those interested to sign up with application, later providing them with all relevant details that need to be included on the website, such as branding materials, a current firm logo, services offered, key personnel, along with any other information that should be on the website.

The custom website design and setup is completed at no cost, with firms then required to pick a subscription level from one of four options listed below.

The Platinum level subscription offers seven options including the following:

- A newsletter written by CPAs
- A resource section that contains useful links and tax rates
- Financial calculators
- Search engine optimization (SEO)
- A secure client portal
- One hour of website editing each month
- A newsletter exclusive to a particular market

The Gold level subscription plan includes numbers 1-5 listed above, the Silver level includes numbers 1-4 above, and the Bronze level subscription offers a choice of one of the options listed above.

Along with pertinent information about their firm, subscribers can also provide

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As a completely customizable site, CPAsites handles all futures edits, though users do retain the option to make very minor changes to the completed site. Though most changes that are requested can be made within an hour, and change that requires more than one hour of work by designers will be billed to the firm at \$50 per hour.

For firms that would like to keep their current website but would like to subscribe to the services offered by CPAsites, they can opt to have their current website hosted by CPAsites, eliminating the need to create a new site, while being able to have access to the features and functions available.

Because all websites are created from scratch, CPAsites requires all new users to sign a one-year contract for services. At the end of the first year, the website becomes the property of the firm, though any content provided by CPAsites will automatically revert to them.

CPAsites offers several benefits, including a newsletter written by CPAs, along with numerous financial calculators all stored directly on the website, giving clients easy access, while keeping them on the site. In addition, CPAsites includes a secure client portal that allows users to share files with clients. Firm clients can sign up for portal access from the website, using the portal to share documents. Any document that is stored in the portal are completely encrypted for security purposes. The application can also link to all popular social media sites including Facebook, LinkedIn, and Twitter. All websites created by CPAsites also include complete Search Engine Optimization (SEO) capability as well.

CPAsites is a good option for firms of any size looking for a complete hands-off approach to creating a website. Aside from providing pertinent information about their firm, subscribers only have to approve the initial design, with no work required from them. In addition, all subsequent edits are completed by CPAsites, so users won't be bothered with making updates. To avoid the appearance of a stagnant

website, CPAsites frequently changes website content, so information appears fresh

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Strengths:

- Custom website design is included at no cost
- Four plans to choose from
- Most edits completed by CPAsites

Potential Limitations:

- One-year contract required
- Not suitable for firms that need numerous website changes

2020 Rating: 5 Stars

Benefits • Firm Management

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