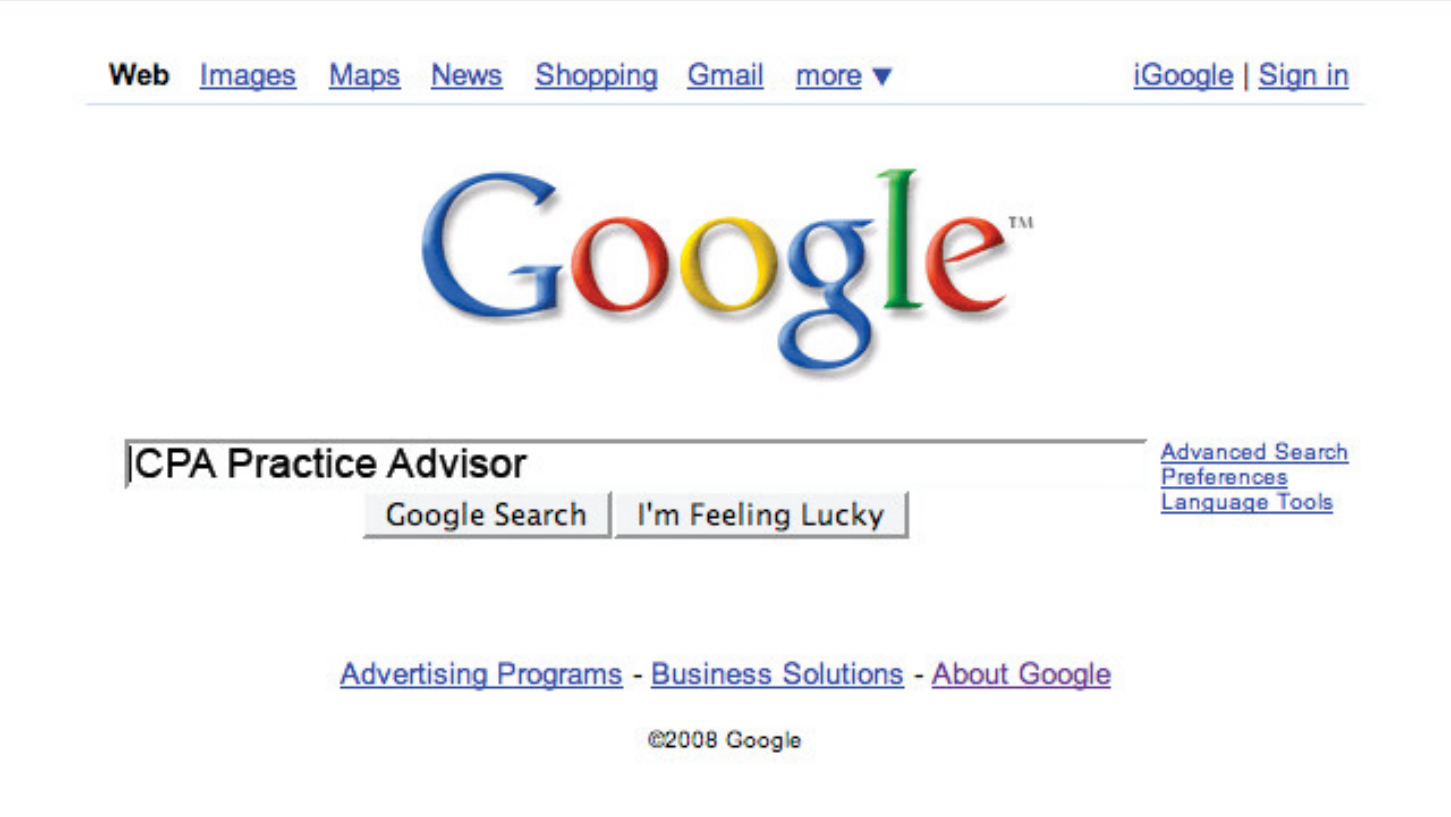
Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

your firm by creating a website that visitors will happily visit on a regular basis.

Mary Girsch-Bock • Dec. 21, 2020



With more business being conducted over the internet than ever before, shouldn't you be sure that your website is presenting your electronic visitors with a good first impression? This is more important than ever before because potential clients will use that site to determine whether they want to hire your services or not. They won't be visiting your office, sitting in your comfortable office chairs or sipping coffee in your spacious meeting room. Instead, they will be browsing your website to see what services you offer, your expertise in the areas that matter to them, and ultimately whether they want to pursue a professional relationship.

Is your website up to the task?

If you're not sure, here are a few things you can do to make sure that your web

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

- **Give your web visitors something for free.** Everyone loves free stuff, and visitors to your website are no exception. Offer a free white paper to download, provide some financial calculators to access, or send them an electronic version of your monthly newsletter. Ask visitors to sign up, and give them something as a reward for doing so.
- **Be sure that your website is mobile friendly.** While it's great that your site looks good on a desktop system, chances are high that your web visitors will be using their mobile phone to access your website. Make sure it's designed to look as good on their phone as it does on their computer.

Luckily, you don't have to pay thousands of dollars for a professionally created website. In fact, you may be surprised by just how easy it is to create a website using one of the products reviewed in this issue of CPA Practice Advisor. These do-it-yourself applications include:

- Integer from Tenenz
- CCH Site Builder from CCH-Wolters Kluwer
- CPA Site Solutions

If the do-it-yourself option leaves you cold, there are also several custom website options available, all from reliable vendors who specialize in creating custom websites for accounting firms and CPA firms. These products include:

- Build Your Firm Accounting Website Packages from Build Your Firm
- CPAsites from CPAsites.com
- GetNetSet for Accounting Firms from GetNetSet LLC

Although we did not review them this year, there are also options from vendors that make broad suites of technology for accounting firms, such as AccountantsWorld and Thomson Reuters, and include website building functions as a part of a practice

management or portal management. These links lead to our most recent reviews of

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved