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2020 Review of Build Your Firm Accounting Website Packages

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2020 Rating: 5 Stars

Build Your Firm Accounting Website Packages offers a variety of custom website building solutions suitable for firms of any size. Build Your Firm offers flexibility, with three website design plans available as well as three hosting plans. All Build Your Firm plans include complete SEO capability as well as an email newsletter, secure file sharing capability, a complete content library, and a social media posting wizard. In addition, all Build Your Firm created websites use responsive website design, making the website easily accessible from any type of device.

Build Your Firm's Essential and Niche designs start with a template, from which designers customize the content with unique content, photos, video and images to suit the needs of each firm. Firms can make edits themselves, or can have changes and edits performed by Build Your Firm. Once a firm has chosen the website package and hosting options, Build Your Firm designers create firm sites based on their preferences, staff and partner details, and key employee bios, along with a complete list of services offered by the firm. Custom logo creation services are also available.

To better manage the site internally, Build Your Firm includes a client dashboard, where users can access website information, email, lead generation options, and other tools. In addition, users can access the email newsletter, access the portal, and open a support ticket directly from the client dashboard.

All Build Your Firm hosting plans include integration with a tax center that includes a tax organizer, tax tip articles, and the ability for clients to track their refund. All plans include a newsletter tool with more than 400 accounting and tax related articles, a complete content library, a social media posting wizard, and blog integration, as well as a variety of forms that can be downloaded by potential customers who share contact information.

Email addresses are also included in each hosting plan, with users able to obtain a new domain address through Build Your Firm if one is required. Complete domain management is included with all hosting plans, with an option to work with existing hosts or transfer the domain to Build Your Firm.

All new Build Your Firm subscribers will be assigned a consultant that will be the main point of contact throughout the website design process and beyond, assisting with everything from initial design to site edits and domain registrations.

Along with standard web content, Build Your Firm offers a content library that contains hundreds of tax and accounting articles. The application also offers productivity tools such as the file share option which makes it easy to share files with clients. In addition, the Platinum hosting option from Build Your Firm includes BizPayO, an online payment processing portal that helps firms get paid faster. BizPayO is a tool which provides online engagements, payment processing (credit cards and echeck, one time and recurring payments), and Google reviews (reputation management).

The Platinum Plus options include the Content Marketing in a Box service which is well beyond just reputation management and includes social media marketing on the firm's behalf (article posting, video posting, blog posting, LinkedIn and Facebook management, etc.).

Build Your Firm offers the option to integrate a blog for an additional fee, with an existing blog easily migrated over to the new site if necessary. Complete integration with popular social media sites is also available, with a social media wizard available that simplifies the process of sharing posts on the different sites.

Build Your Firm is an excellent option for firms looking for a completely customized website. Currently, Build Your Firm offers three different website types: Essential, Niche, and Custom, with hosting options priced separately. The Essential plan does not charge a setup fee, so the monthly hosting fee is the only cost Essential subscribers would pay. Build Your Firm also offers a Niche website option, which has a setup fee starting at \$500 and going up to \$1,550. The Custom plan is the most comprehensive, with a setup fee of \$2,500. Any plan can be hosted at any level, with Professional level hosting starting at \$69.99 (billed annually) with Platinum hosting running \$99.95 per month and Platinum Plus running \$399.95 per month. A free trial is available, and a one year "return on investment money back guarantee" is included, if the website does not provide adequate leads.

Strengths:

- Multiple web plans and hosting plans available
- File sharing portal available
- Social media posting wizard for easy sharing to social media sites

Potential Limitations:

- All changes handled by Build Your Firm
- Many features only offered in very expensive plan