

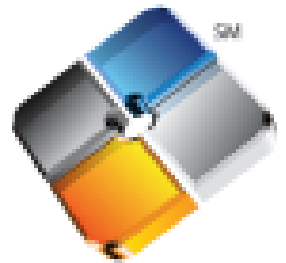
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accounting practice via the cloud. The suite, called the Power Practice System, consists of bookkeeping, write-up, trial balance, document management, after-the-fact-payroll and the website builder reviewed here.

John Higgins • Aug. 08, 2014

Accountants FirstSM ...only at
AccountantsWorld[®]



AccountantsWorld (AW) offers a bundled suite of cloud-based applications to run an accounting practice via the cloud. The suite, called the Power Practice System, consists of bookkeeping, write-up, trial balance, document management, after-the-fact-payroll and the website builder reviewed here.

It is important to evaluate the Website Relief website builder application in the context of AW's Power Practice System. The new accounting technology paradigm is based in cloud and mobile computing, and AW provides you the opportunity to put your practice in the cloud easily and inexpensively. Website Relief's most compelling feature is the ability to integrate your website with your AW client applications.

Website Relief provides a comprehensive website tool that makes it easy to build and maintain your website. AW has recently announced a major redesign of the platform. Some of the key features that distinguish Website Relief include:

- Gallery of accountant-centric website design templates, including a library of photos, images, and sliders.

- Search engine optimization for Google and Bing that will help you get your

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Insert links to your LinkedIn, Facebook and Twitter pages.

- Set up an integrated blog to keep your clients and prospects coming back to your website for more information.

In addition to the website building tools, AW provides unlimited technical support to help you with your website. AW's Premier Website Services will design and create your website on a fee basis. This may be the best way to go because you can leverage their experience with helping other CPA firms.

Best Firm Fit

AW's value is at its highest for firms that use the other Power Practice Suite of cloud applications. However, Website Relief can be a viable solution by itself for any sole practitioner or small firm.

Strengths

- Ability to embed custom forms on your web site
- Direct integration with the complete Power Practice System suite of cloud applications to create an interactive client portal.
- New integration with LinkedIn, Facebook and Twitter
- Ability to mark any page as "draft" so that it will not be displayed in your web site while you are working on it.

Potential Limitations

- Power Practice System does not include tax preparation
- Less value for firms that do not use the Power Practice System

Summary and Pricing

As a standalone solution, Website Relief is priced at \$59 per month, \$595 per year and

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