

# ▶ EXECUTIVE SUMMARY

## **Essential Website Builder Features**

- ▶ Professional design templates
- ▶ Simple navigation and editing functions
- ▶ Ability to add firm logos, images and branding
- ▶ Fresh and pertinent financial and tax articles
- ▶ Practice-specific web address  
(www.yourfirmname.com)

## **Beneficial Optional Features**

- ▶ Client collaboration tools: portals, FTP
- ▶ Online storage and backup
- ▶ Firm e-mail associated with web address
- ▶ E-mail marketing tools, newsletters
- ▶ Search engine optimization
- ▶ Optional hands-free, full service