



Platform **CMS**
For Accountants



What is Platform CMS all about?

Platform CMS is a family of website **Content Management Systems** (CMS) created specifically for your business. In short, it's a website that offers you far more than just a 'presence' on the web. Embedded within the Platform CMS framework are powerful features that enable your business to get the most out of the Internet:

You're in control - Upload and remove text and images yourself, using a simple back-end interface, giving you the power to make your content as dynamic as you want.

A powerful marketing tool - Keep in constant contact with your clients using the newsletter function, generate traffic by publishing articles on the blogging facilities or simply keep track of how many people are frequenting your website using the comprehensive web statistics module... to name a few.

A business tool - Use Platform CMS to keep your staff informed, or manage bookings and orders from clients.



Ok, that sounds great, but it must be expensive right?

Not so. Platform CMS utilizes a combination of the best Open-source (free) software available from around the world. All the software used is extensively researched and tested to give you the best final product. This enables us to deliver a package that gives you amazing value at a highly competitive price.

Everything Accountants need

As an accountant in private practice or professional accounting consultancy, our experience says that you need to provide a professional impression to your clients and prospective clients while giving them accurate information about your products and services. You want to create the facility for your clients to find important information about the profession and allow them to easily make contact with you if they have any queries. You would like to provide news about your organization and the industry as a whole to build your credibility with clients.

You don't want to be stuck in admin. You don't want delays in getting your information onto your website. Most of all you don't want your time wasted by things that are not core to your business – especially technology issues.

What does the Platform CMS For Accountants package look like?

Pages & functionality

- Basic, dynamic content pages (home, About Us, Contact, Services)
- Tax information
- Your own company blog
- News page
- Newsletter publishing facilities
- Comprehensive Webstats
- Downloads page
- Calendar

+ **Hosting:** All hosting is done using our hosting facilities, ensuring that your website is well looked after and maintained.

+ **Open-source codebase:** Wordpress

The Proactive Web Coach

In professional sports, for example tennis or golf, a coach will work with the player to achieve maximum results. The coach has particular expertise and allocates time to develop strategy leaving the player to focus on preparing for and playing the game. The coach will evaluate the competition, understand all considerations around the game, make recommendations and hold the player accountable to their specific strategic plan.

Web Coaching Role

Your Pro-active Web Coach plays a very similar role – each month your Web Coach will work with you to ensure that your businesses online game plan and strategy is up to date, on track and being implemented in practical steps.

NB: The Proactive Web coach is an extra feature over and above the basic packages. It is designed as an enhancement to enable businesses to get the most out of their package.

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