



# Welcome to the **2012 Spoton.net Conference**



# Agenda for the day

## **9:30 Meet and greet with refreshments**

### **10:00 Welcome & update**

This section will contain information and update from head office on various topics including; over view of the last 12 months, upcoming developments, clarity on the design process, new demo site, update from the admin system, competition and marketing plan.

As we discuss the various areas, we welcome comments and feedback on the topics raised.

**Development** - Stephen

**Finance** - Joanne

**Marketing** - Karl

**Mobile sites** - Karl & Kevin

**Design Process** - Kevin

**New demo site** - Kevin

**Competitor Analysis** - Dan

## **11:30 Morning refreshments**

### **11:45 Group workshops for all**

on rotation each session will last 15/20 minutes

**Demo Site** - Kevin

**Social Media** - Karl

**Domain names** - Dan

**SEO** - Stephen

## **13:15 Lunch**

### **Franchisees Presentations**

**14:00 Phil Jaggers:** Overcoming objections

**14:20 Steve Axtell:** Customer retention

**14:40 Oliver Brook:** Sales presentation

### **External Presentations**

**15:00** Pauline Young: Telesales

Opportunity for refreshments before Charlie's session

**15:30** Charlie Lawson from BNI

**16:15** Open panel for general discussion

This section allows questions / concerns / ideas / enquiries from franchisees not raised throughout the day.

**17:00** End



# Current positioning

2012 – developing new packages and services

2013 – improving and consolidating what we have

# Company Performance

2011/12 Total Sales: £791k **+51%** on LY

2012/13 Total Sales (5 months): £398k **+31%** on LY

TY Total Sales estimate: £1.1m **+39%** on LY

WEBSITE SALES 8 months to August: **+62%** on LY





# Franchisee progress

## Website Sales:

Oliver - 180

Phil - 161

Jim - 154

Steve - 117

Helen - 102

## Customer Retention:

Steve 92% but >

Suzy and Sue 100% !!!



# Developments 2011/2012

**it'seeze 'Lite'**

**it'seeze 'Mobile'**

**SEO services**

**Sale Force CRM**

**Site Beam website analysis**

**It'seeze system developments**

'Pay now' PayPal button

Mail Chimp integration

Comments component

**New it'seeze corporate and regional site design**



# Developments 2011/2012 (cont.)

## Operations

Automation of tasks

Improved/more detailed management information

Enhanced invoicing system

## **'How to' training videos introduction**

Mail Chimp

Facebook

Twitter

YouTube

**New it'seeze client demo website**





# Development



# Last year's developments

**it'seeze**

Creative, Flexible **and** Affordable  
Website Design

Oct      Nov      Dec      Jan      Feb      Mar      Apr      May      June      July      Aug      Sept



# Resizing images on upload

?


All Images

Images can be uploaded by clicking the 'Select files...' button below.

- You can select multiple files at once by holding down the Control key (or Command on an Apple Mac)
- Images must be in one of the following formats: JPG, PNG, or GIF — JPG and PNG are preferable as these formats produce smaller file sizes
- Large images are resized to 1000 pixels wide before uploading; this may take several seconds if you upload many large images at once

Select files...

Cancel



Text equivalent:

Link to:

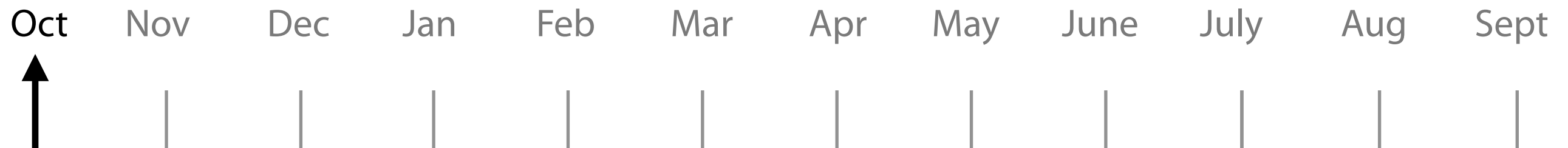
Dimensions:

350 × 230

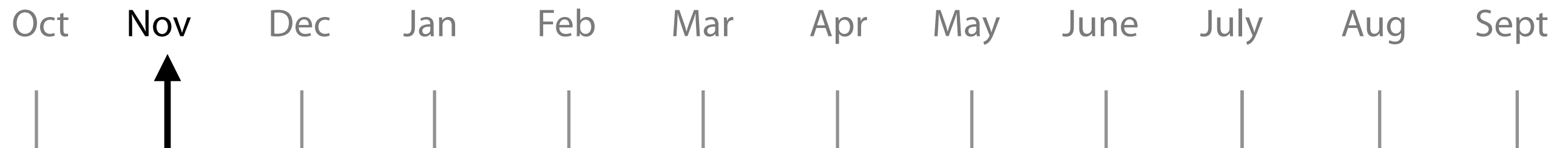
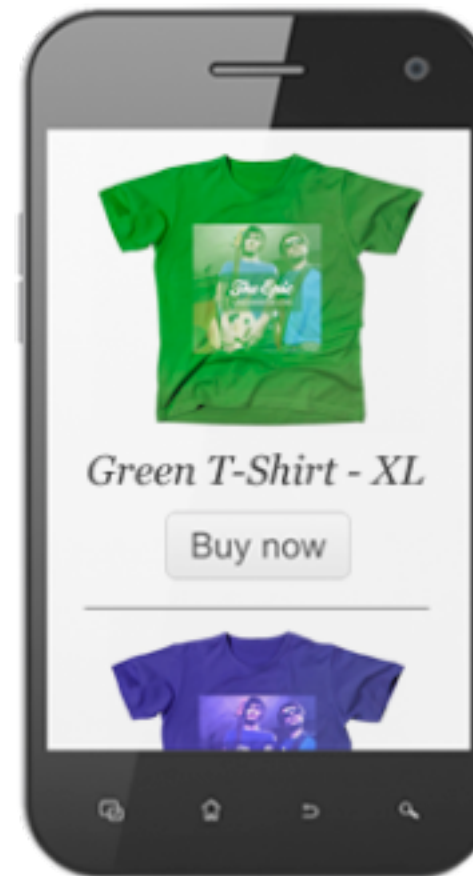
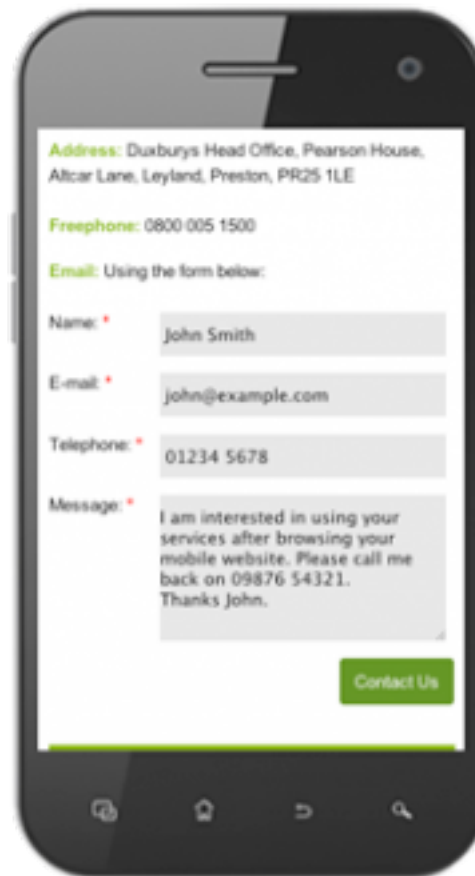
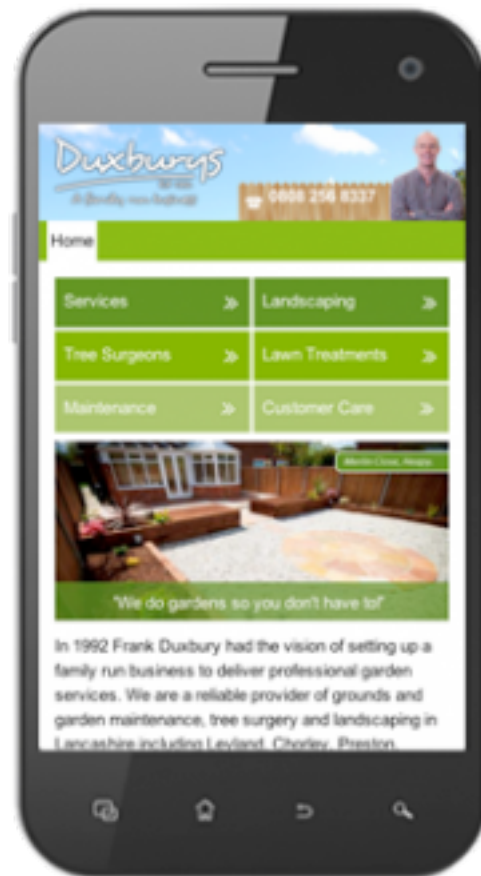
☐ Lightbox (show large image when clicked)

Save

Cancel

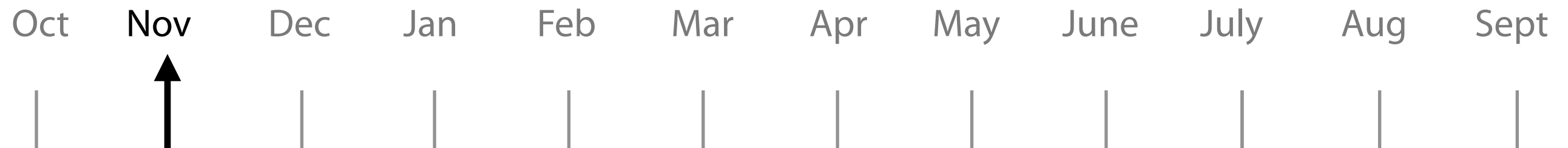


# Mobile sites





# QR codes

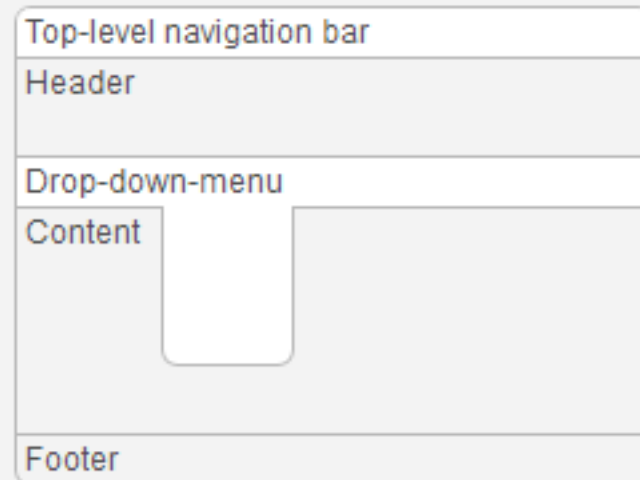


# New layout choices

## 2. Choose your layout

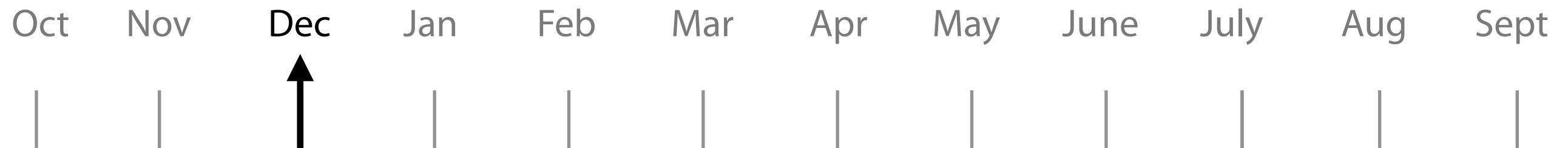
Please select a layout for your site. Your layout choice sets the position of the main parts of the page — headers, footers, navigation, and content areas.

### Drop down menu (“dropdown”)



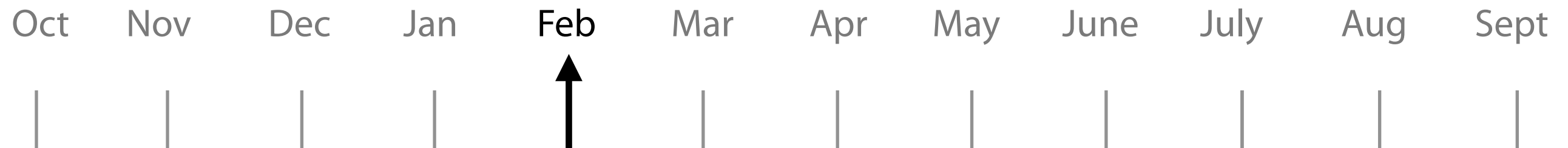
A top-level navigation bar above the header and a full-width drop down menu below the header. Drop-down menus are particularly suited for sites with a shallow structure consisting of content pages directly within category pages.

Choose this layout



# Web fonts

	!	"	#	\$	%	&	'	(	)	*
	!	"	#	\$	%	&	'	(	)	*
+	,	-	.	/	0	1	2	3	4	5
+	,	-	.	/	0	1	2	3	4	5
6	7	8	9	:	;	<	=	>	?	@
6	7	8	9	:	;	<	=	>	?	@
A	B	C	D	E	F	G	H	I	J	K
A	B	C	D	E	F	G	H	I	J	K
L	M	N	O	P	Q	R	S	T	U	V
L	M	N	O	P	Q	R	S	T	U	V
W	X	Y	Z	[	\	]	^	_	`	a
W	X	Y	Z	[	\	]	^	_	`	a
b	c	d	e	f	g	h	i	j	k	l
b	c	d	e	f	g	h	i	j	k	l
m	n	o	p	q	r	s	t	u	v	w
m	n	o	p	q	r	s	t	u	v	w
x	y	z	{		}	~	ı	¢	£	¤
x	y	z	{		}	~	ı	¢	£	¤



# Comments component



Pending3

Approved4

Spam0

## Pending comments

These comments are pending — they are new comments that do not appear to be spam.

Pages: 1

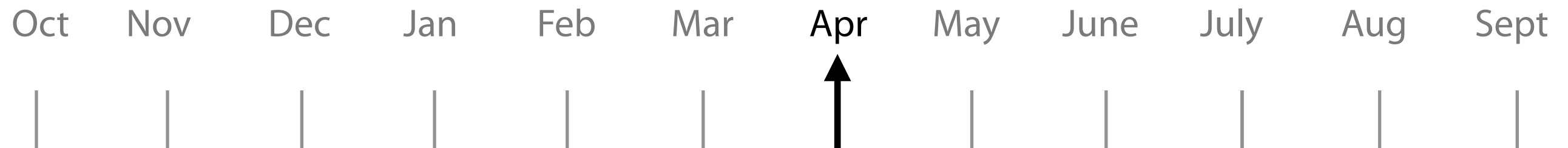
---

In response to "**Why no-one backs up**":ApproveMark as spamDelete

**On 11th April 2012 at 15:57:14, Stephen Morley wrote:**

Apple's Time Machine software made it easy to set up incremental back-ups, with one exception: network drives (more formally called network-attached storage, or NAS). Time Machine only directly supports drives formatted with Apple's HFS+J file system, and will eventually use all disk space on the drive.

Pages: 1



# Shop tree navigation

Shop 

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Ladies

Shoes and Boots

**Jewellery**

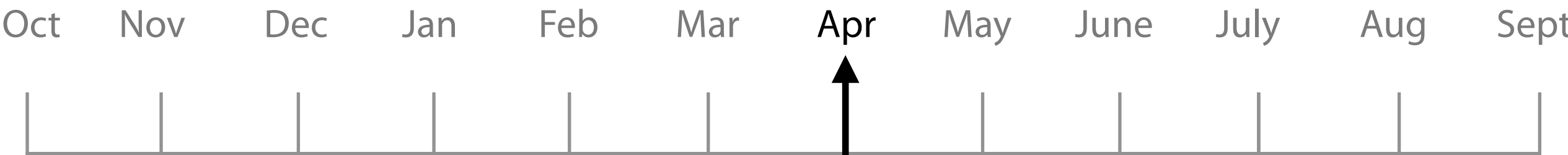
Rings

Necklaces

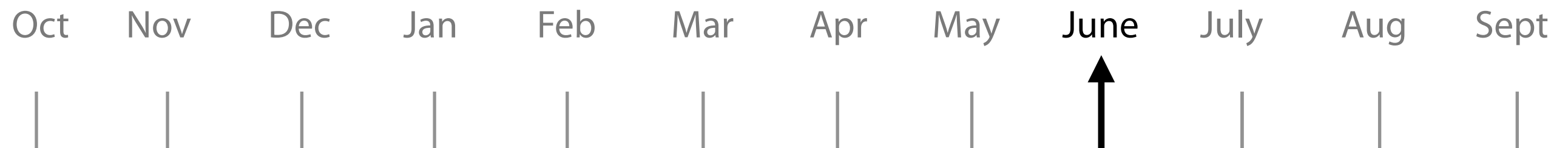
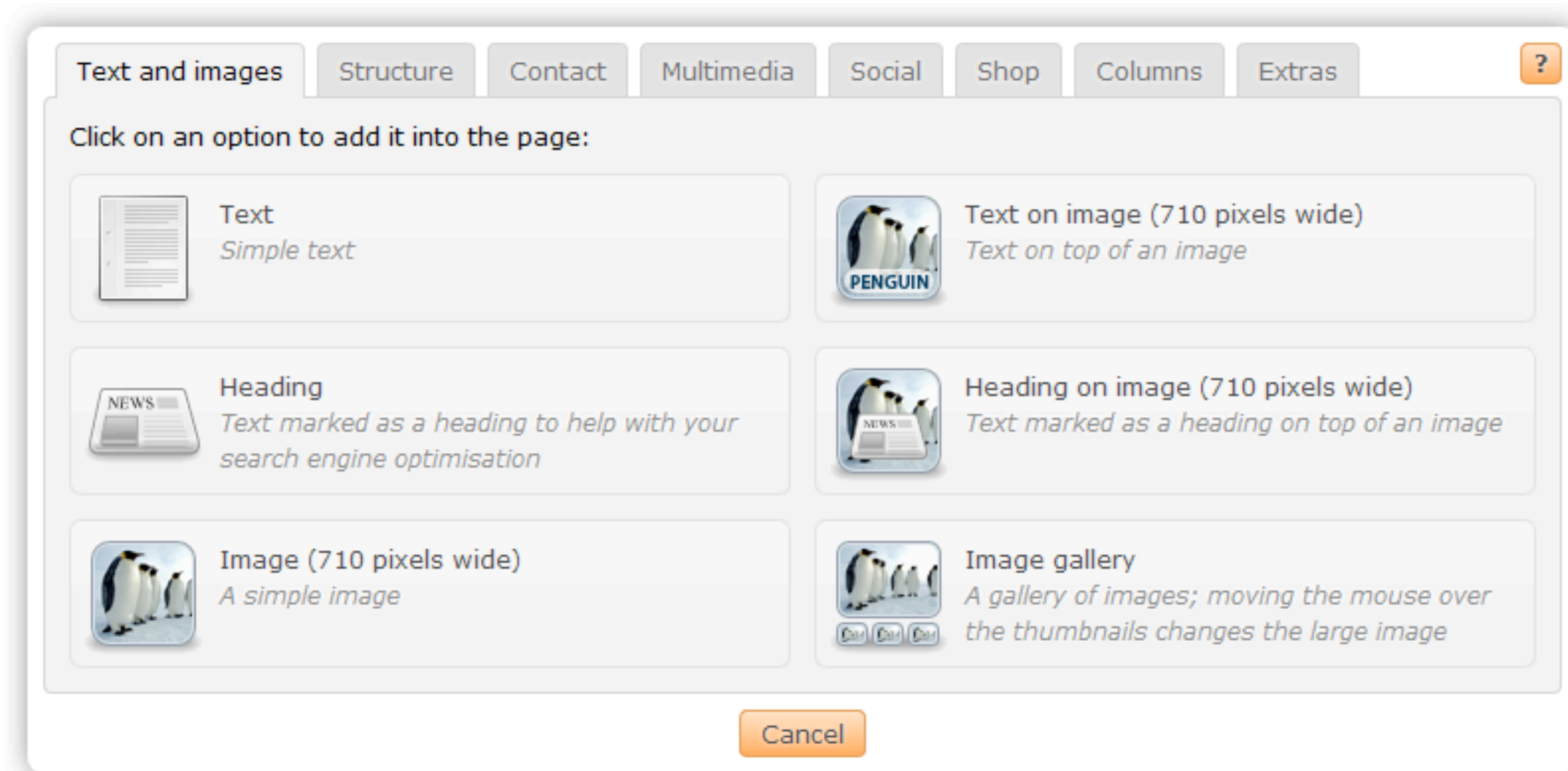
Watches

Hats

Mens



# New options box



# PayPal button component

PayPal button?

E-mail address:

paypal@example.com

This is the e-mail address of your PayPal account

Description:

Hand-made pearl tiara

This is the product description shown on PayPal

Price:

64.00

GBP (British pound)

Button label:

Buy now


Button alignment:

Centre

OK


Cancel

Oct    Nov    Dec    Jan    Feb    Mar    Apr    May    June    **July**    Aug    Sept





# Integration management



Integration management

Google Analytics

Google Webmaster Tools

MailChimp

## Google Analytics integration

Google Analytics provides advanced statistics on how your visitors use your site.

### Accounts

After registering for Google Analytics and entering the details of your site, you will be given a *tracking ID* (also known as a *property ID*). This is an account number of the form UA-12345678-9. Enter the account number below and this account will be connected to your site. You can have several accounts connected to your site at a time. Note that for a period of up to 24 hours after connecting to a new account, Google Analytics may continue to report that the tracking code was not found on the site.

UA-12345678-9

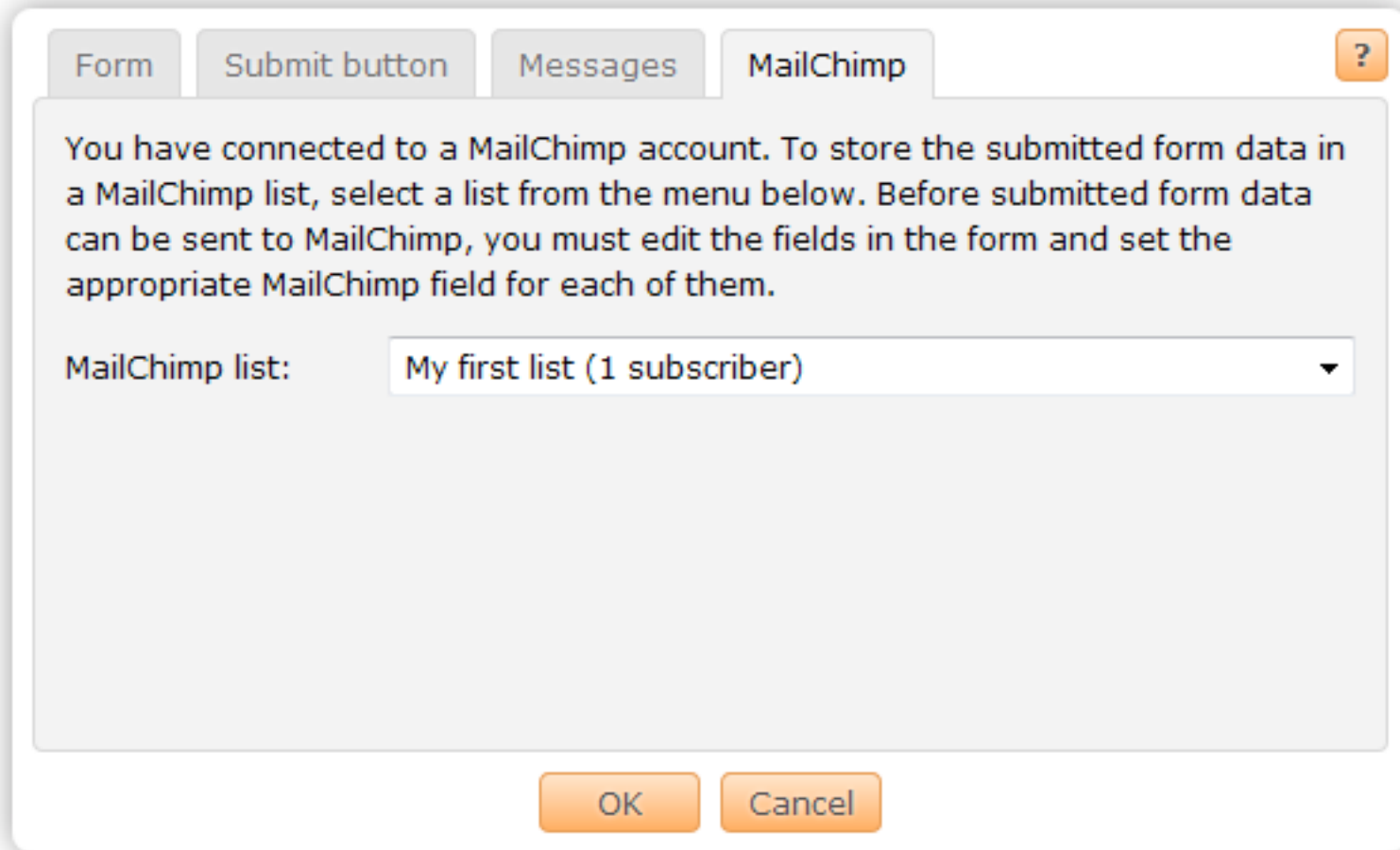
Connect

UA-24879087-2

Disconnect

A horizontal timeline with months labeled from Oct to Sept. A black arrow points upwards to the label 'July'.

# MailChimp integration



A dialog box with four tabs: 'Form', 'Submit button', 'Messages', and 'MailChimp'. The 'MailChimp' tab is selected. The dialog contains a text area with instructions, a dropdown menu for selecting a MailChimp list, and 'OK' and 'Cancel' buttons at the bottom.


Form Submit button Messages MailChimp ?

You have connected to a MailChimp account. To store the submitted form data in a MailChimp list, select a list from the menu below. Before submitted form data can be sent to MailChimp, you must edit the fields in the form and set the appropriate MailChimp field for each of them.

MailChimp list: My first list (1 subscriber) ▼

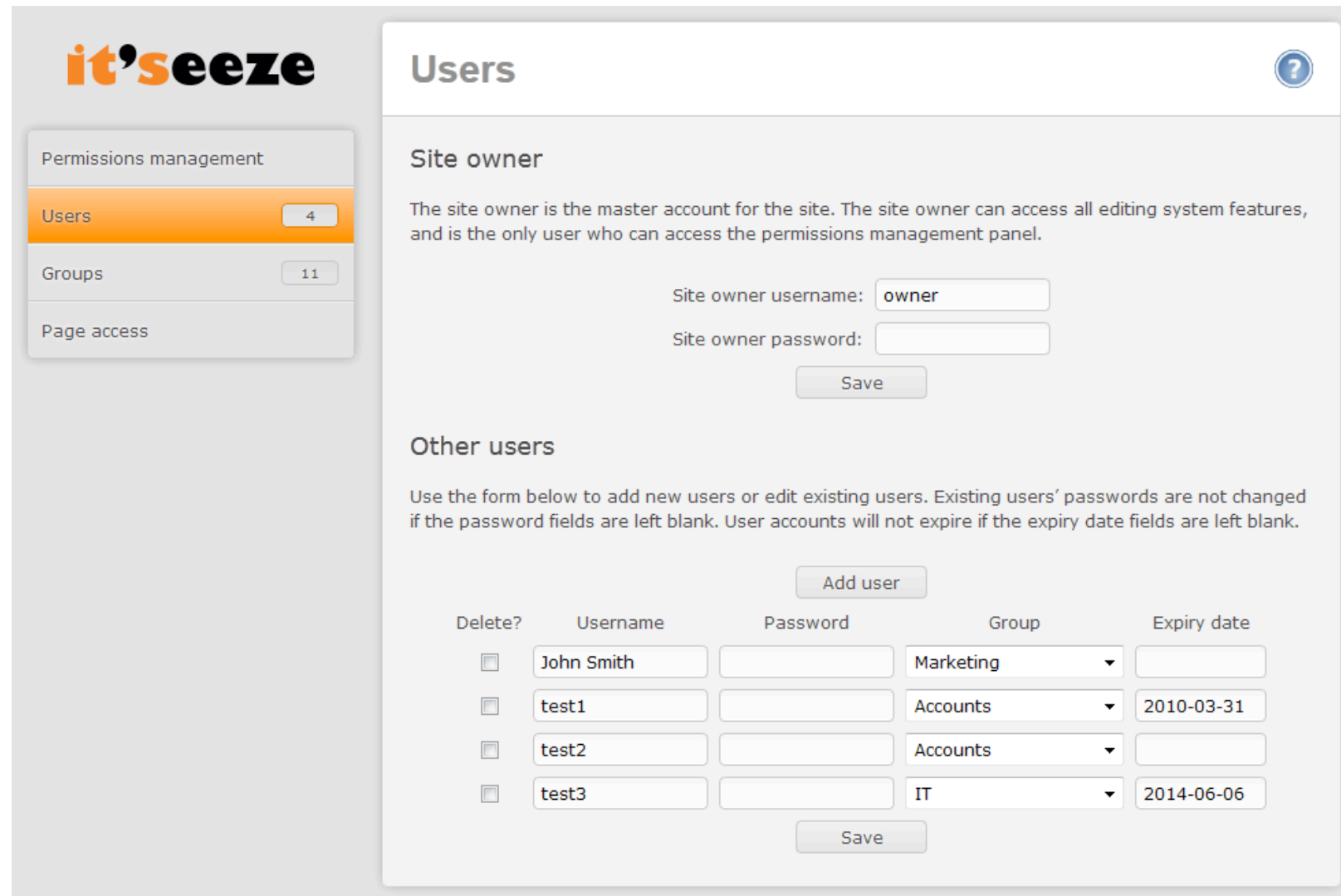
OK Cancel

Oct Nov Dec Jan Feb Mar Apr May June July Aug Sept



A horizontal timeline with vertical tick marks for each month from October to September. An arrow points upwards to the 'July' tick mark.

# Permissions management



The screenshot shows the 'it'seeze' Users management interface. On the left is a sidebar with 'Permissions management' and three sub-items: 'Users' (4), 'Groups' (11), and 'Page access'. The main content area is titled 'Users' and contains two sections: 'Site owner' and 'Other users'.

**Site owner**

The site owner is the master account for the site. The site owner can access all editing system features, and is the only user who can access the permissions management panel.

Site owner username:

Site owner password:

**Other users**

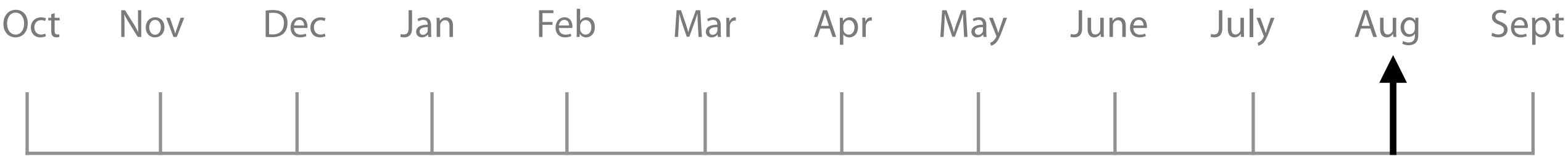
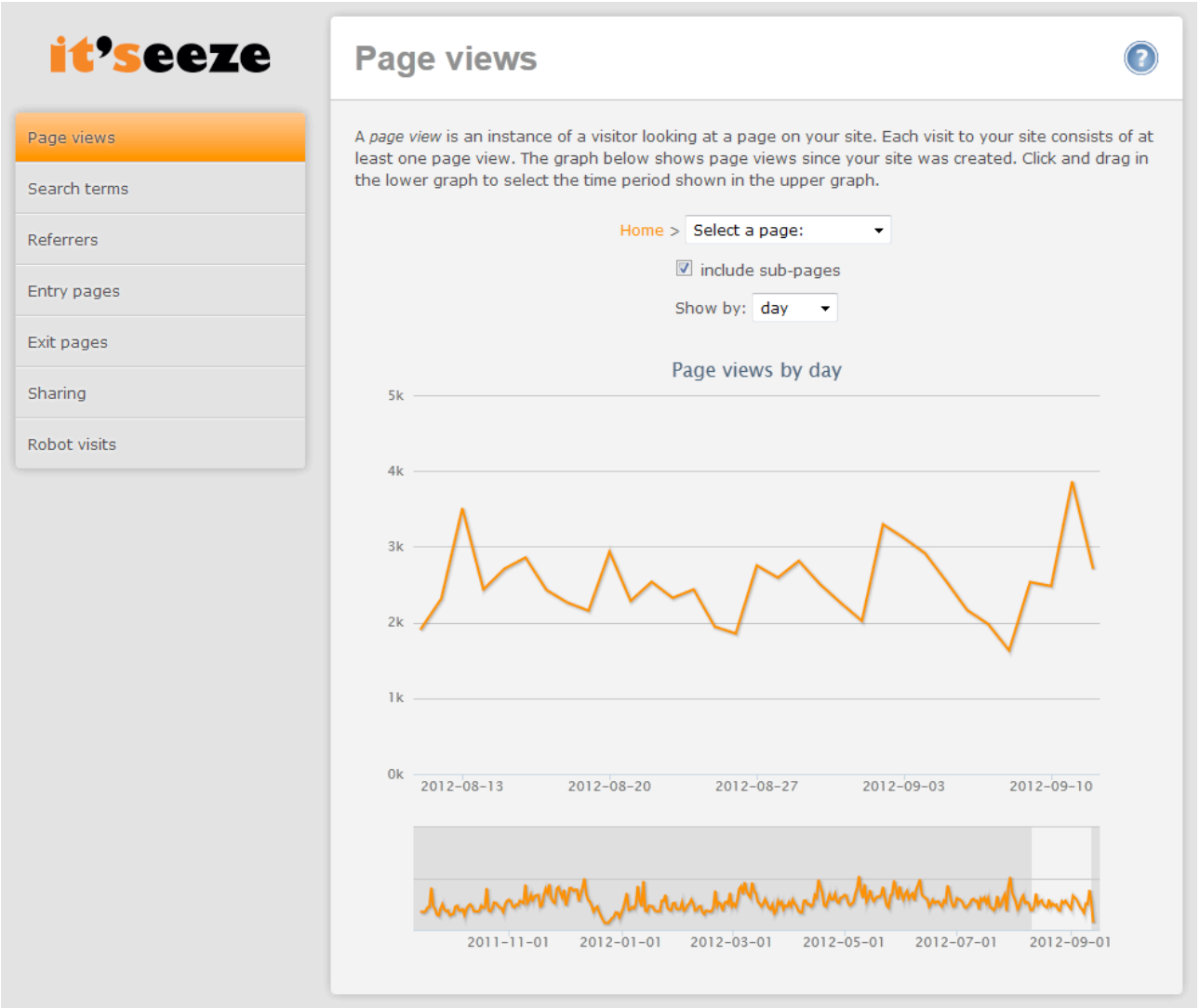
Use the form below to add new users or edit existing users. Existing users' passwords are not changed if the password fields are left blank. User accounts will not expire if the expiry date fields are left blank.

Delete?	Username	Password	Group	Expiry date
<input type="checkbox"/>	John Smith	<input type="password"/>	Marketing	<input type="text"/>
<input type="checkbox"/>	test1	<input type="password"/>	Accounts	2010-03-31
<input type="checkbox"/>	test2	<input type="password"/>	Accounts	<input type="text"/>
<input type="checkbox"/>	test3	<input type="password"/>	IT	2014-06-06

Oct    Nov    Dec    Jan    Feb    Mar    Apr    May    June    **July**    Aug    Sept

↑

# Improved statistics



# Guest checkout

## New customer?

Please fill in the form below. We will use this information to contact you about your order.

First name:  \*

Last name:  \*

Company:

E-mail address:  \*

Telephone number:  \*

Enter a password below if you want to create an account. **You do not need to create an account to make an order.** However, if you do you will be able make orders more quickly in future.

Password (optional):

Re-type password:

 Continue

## Returning customer?

If you have an account with us, please enter your e-mail address and password to log in.


E-mail address:

Password:

[Click here if you have forgotten your password.](#)

 Log in

Oct    Nov    Dec    Jan    Feb    Mar    Apr    May    June    July    Aug    **Sept**



# Upcoming developments:

- shop interface improvements: front-end and back-end
- product options for the PayPal component
- touch-optimised navigation
- YouTube search in edit mode
- improved image manager

# And finally

## IMAP and Webmail

The screenshot displays the 'it'seeze' webmail interface. At the top, there's a navigation bar with links for 'About' and 'Get support' on the left, and 'imap@spoton.net' and 'Logout' on the right. Below this, the 'it'seeze' logo is on the left, and 'Mail', 'Address Book', and 'Settings' are on the right. A toolbar with icons for Refresh, Compose, Reply, Reply all, Forward, Delete, Mark, and More is positioned above the inbox. The inbox itself is a table with columns for Subject, From, Date, and Size. It contains four messages, all from Stephen Morley, with subjects 'Another test' and 'Test'. The 'Test' message is selected. Below the inbox, a summary bar shows 'Messages 1 to 4 of 4' and navigation controls. The selected email is displayed below, showing the subject 'Test', the sender 'Stephen Morley', and the date 'Wed 16:17'. The email body contains the text 'Test', a signature for Stephen Morley, and a disclaimer.

About Get support

imap@spoton.net Logout

it'seeze Mail Address Book Settings

Refresh Compose Reply Reply all Forward Delete Mark More

All

Subject	From	Date	Size
• Another test	Stephen Morley	Wed 16:34	1 KB
• Another test	Stephen Morley	Wed 16:33	1 KB
• Another test	Stephen Morley	Wed 16:25	1 KB
• Test	Stephen Morley	Wed 16:17	1 KB

Select Threads Messages 1 to 4 of 4

**Test**

From **Stephen Morley** Date **Wed 16:17**

Test

--  
Stephen Morley  
Development Director, Spoton.net Limited

Disclaimer: We do not enter into contracts by e-mail; nothing in this message shall be construed to establish a contractual relationship. We cannot guarantee any attachments are free from malware; you should use a virus checker to scan attachments before opening them.





# Updates to the Administration system



# Introduction to the new Terms of Sale replacing the (Rental Agreement)

- 1) Initial Terms - website type, setup fee, monthly fees and term.
- 2) Supplementary Terms - when monthly fees increased eg purchase of additional domain names.
- 3) Bespoke Terms - when extra one off fees charged.

Customers will be required to agree to these Terms of Sale every time they make either an initial payment, a one off payment, or add a feature that will increase their subscription.

Copies of agreed Terms of Sale will be saved as PDF files and available for download.



I agree

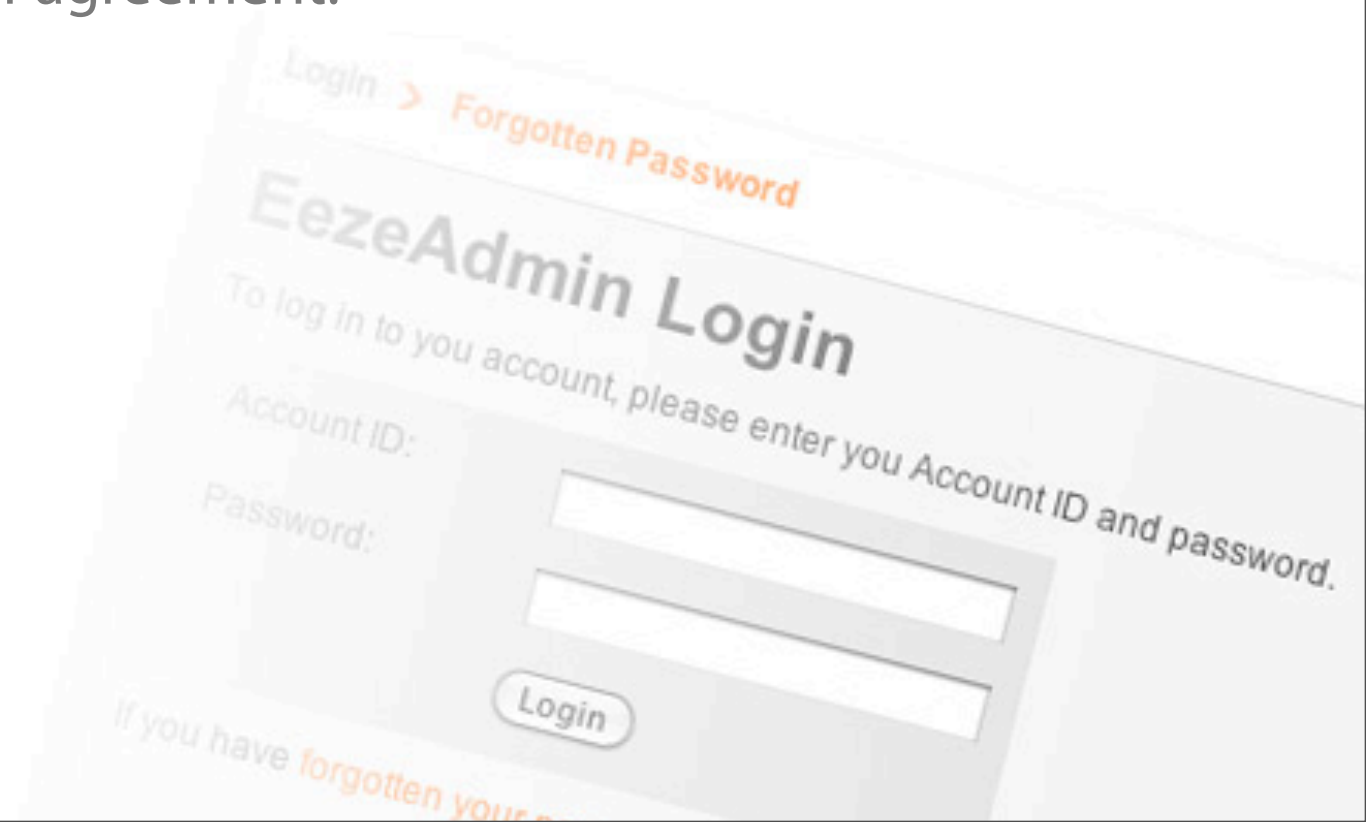
# The account creation process

Log in the client for all screens relating to Terms of Sale, payment and DD set up - (one continuous process).

Content cannot be uploaded without DD/Subscription in place.

If the client is not with you, email the links (as before).

IP addresses will be traceable for proof of agreement.



# New payment method

Non standard payments may now be entered on the Admin system (Cheque /BAC's)

Enter client and website type on the admin system

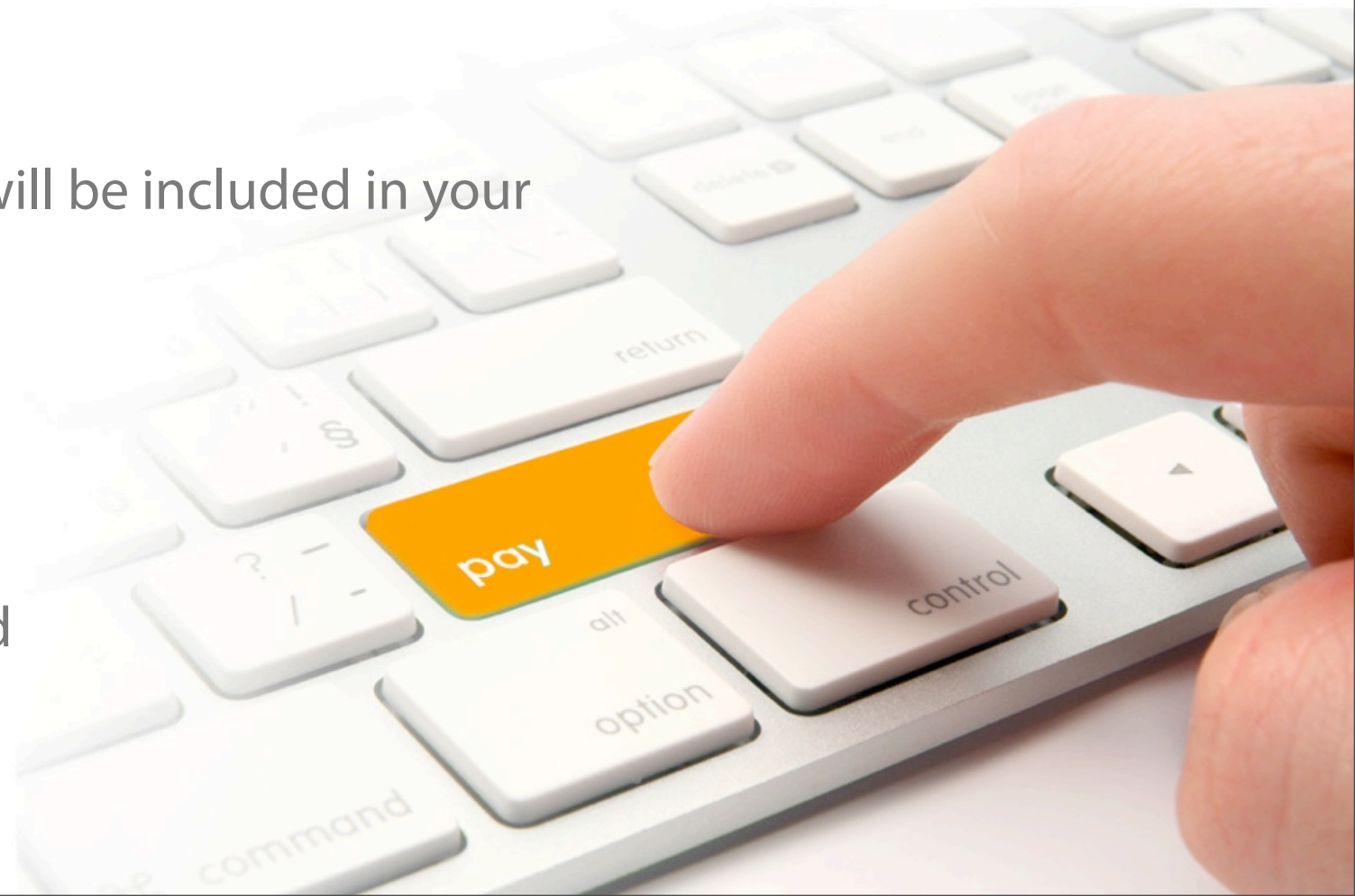
Contact Finance to enable non standard payment BEFORE reaching the "Pay Now" button.

Content may be entered for non standard payments when a subscription is set up (6 or 12 months in advance) but not submitted until marked as paid.

Commission for these transactions will be included in your monthly income report.

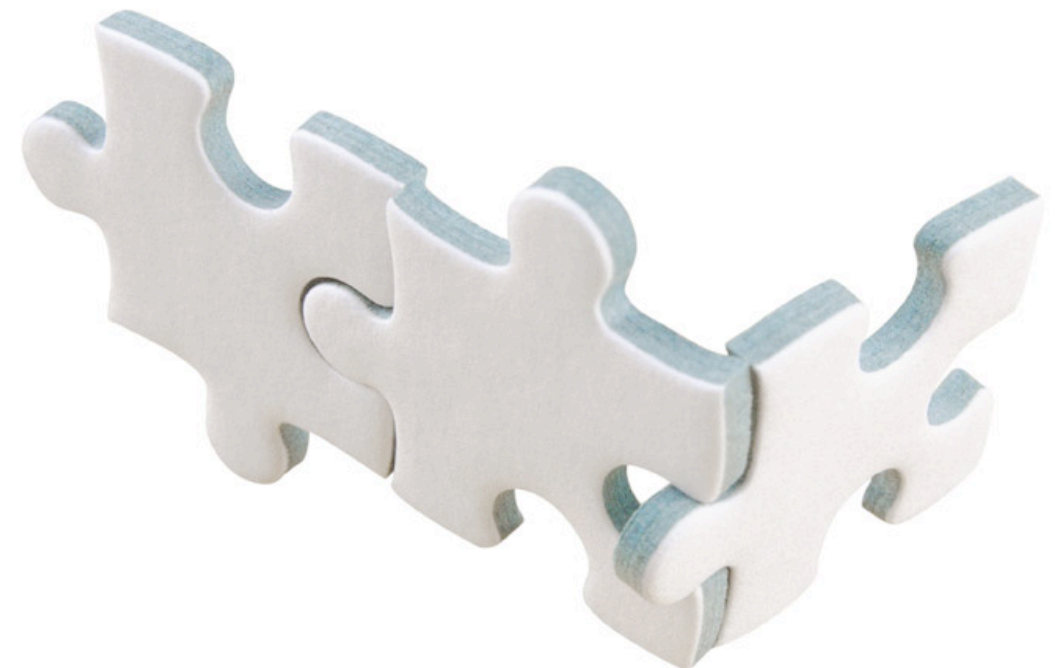
No further manual commission invoices will be required.

New style branded emails generated by the admin system.



## Planned features to follow -

- Advance Invoices
- Separate self-billing invoices for Franchisee commission from the customer.
- Revamp of the Feature Selection and Payment Flow
- Revamp of the content submission
- Revamp of the domain selection system
- Revamp of the quotation system





# Marketing Plan

Gaining more exposure



# What You Said

marketing questionnaire





WHAT DO YOU CONSIDER TO BE ITSEEZE'S USP'S & WHAT  
GENERATES THE MOST INTEREST FROM POTENTIAL CUSTOMERS?

SET UP COST CMS

LOCAL SUPPORT

DESIGN

EASE OF EDITING

HOW DO YOU PROMOTE ITSEEZE IN YOUR AREA?

FACE TO FACE

WEBSITE

NETWORKING

COLD CALLING

REFERRALS

PPC

EMAIL MARKETING

OTHER COMPANIES

PAID ADVERTS

SOCIAL MEDIA

DIRECT MAIL

WHERE DO THE MAJORITY OF YOUR LEADS & SIGN UPS  
COME FROM?

COLD CALLING

SOCIAL MEDIA

REFERRALS FACE TO FACE

NETWORKING

NETWORKING

COLD CALLING

FACE TO FACE

REFERRALS

SOCIAL MEDIA

PPC

WEBSITE

PAID ADVERTS

REFERRALS

DIRECT MAIL

OTHER COMPANIES

SOCIAL MEDIA

EMAIL MARKETING

FACE TO FACE

COLD CALLING

NETWORKING

HOW DO YOU THINK HEAD OFFICE COULD SUPPORT YOU IN  
CARRYING OUT YOUR INDIVIDUAL MARKETING ACTIVITIES?



**SOCIAL MEDIA** **TELESALES**  
**EMAIL MARKETING**  
**NATIONAL ADVERTS PR PPC**  
**LINKED IN** **SEO**

# What To Take From That

how we can help you?



WE NEED TO  
**GENERATE AN INTEREST**  
NATIONALLY

DO ALL THE BACKGROUND STUFF TO  
**INCREASE EXPOSURE**  
AND REALLY GET OUR NAME OUT THERE

WHICH WILL THEN ENABLE TO YOU CONCENTRATE ON  
**DIRECT SELLING**

How will that work?  
the funnel



HEAD  
OFFICE

USP'S

EASE OF EDITING

DESIGN

SET UP COST

LOCAL SUPPORT

CMS



HEAD  
OFFICE

USP'S

EASE OF EDITING

DESIGN

SET UP COST

LOCAL SUPPORT

CMS

INCREASE  
EXPOSURE

SOCIAL MEDIA

REVIEWS

VIDEOS

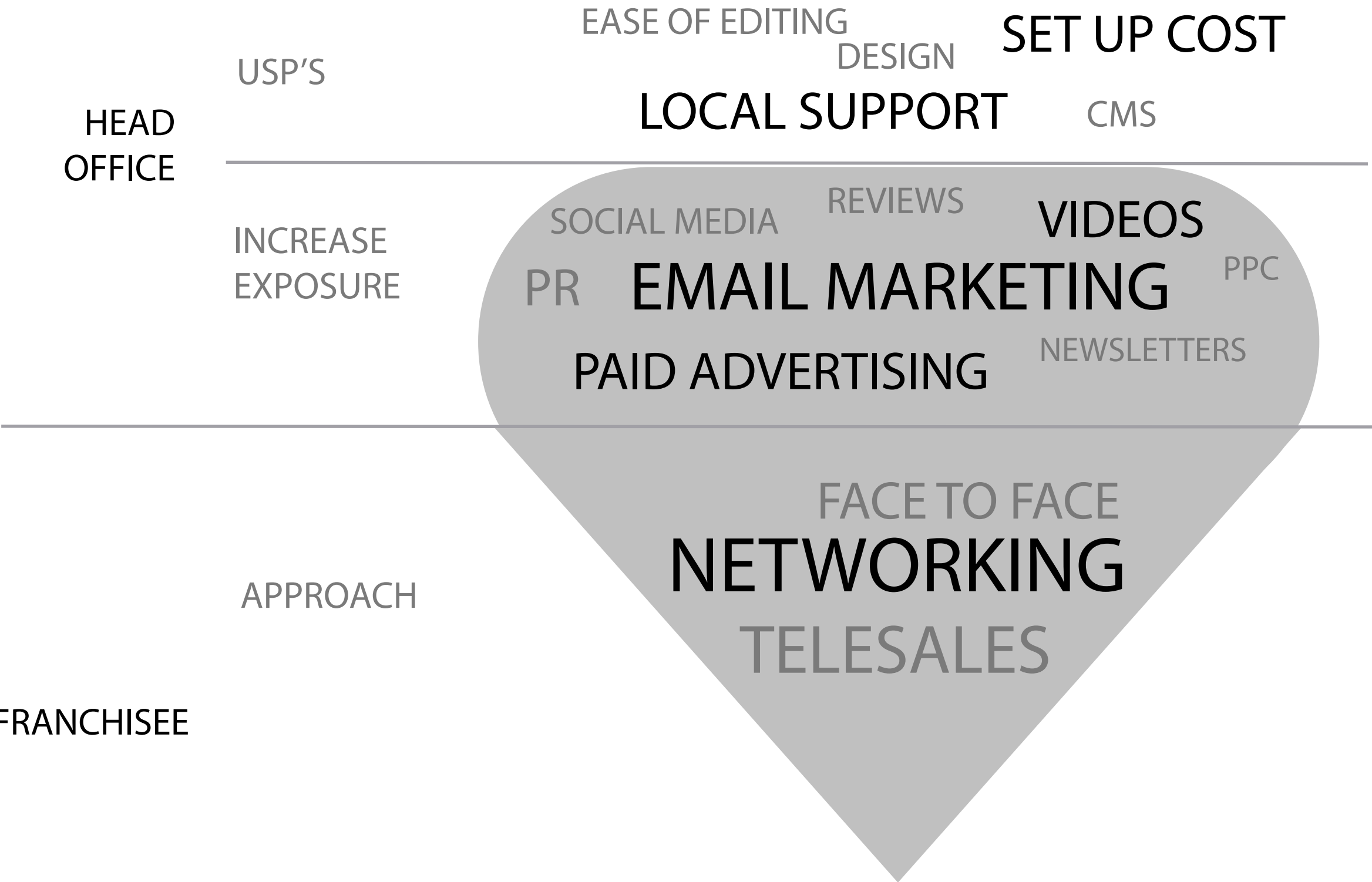
PR

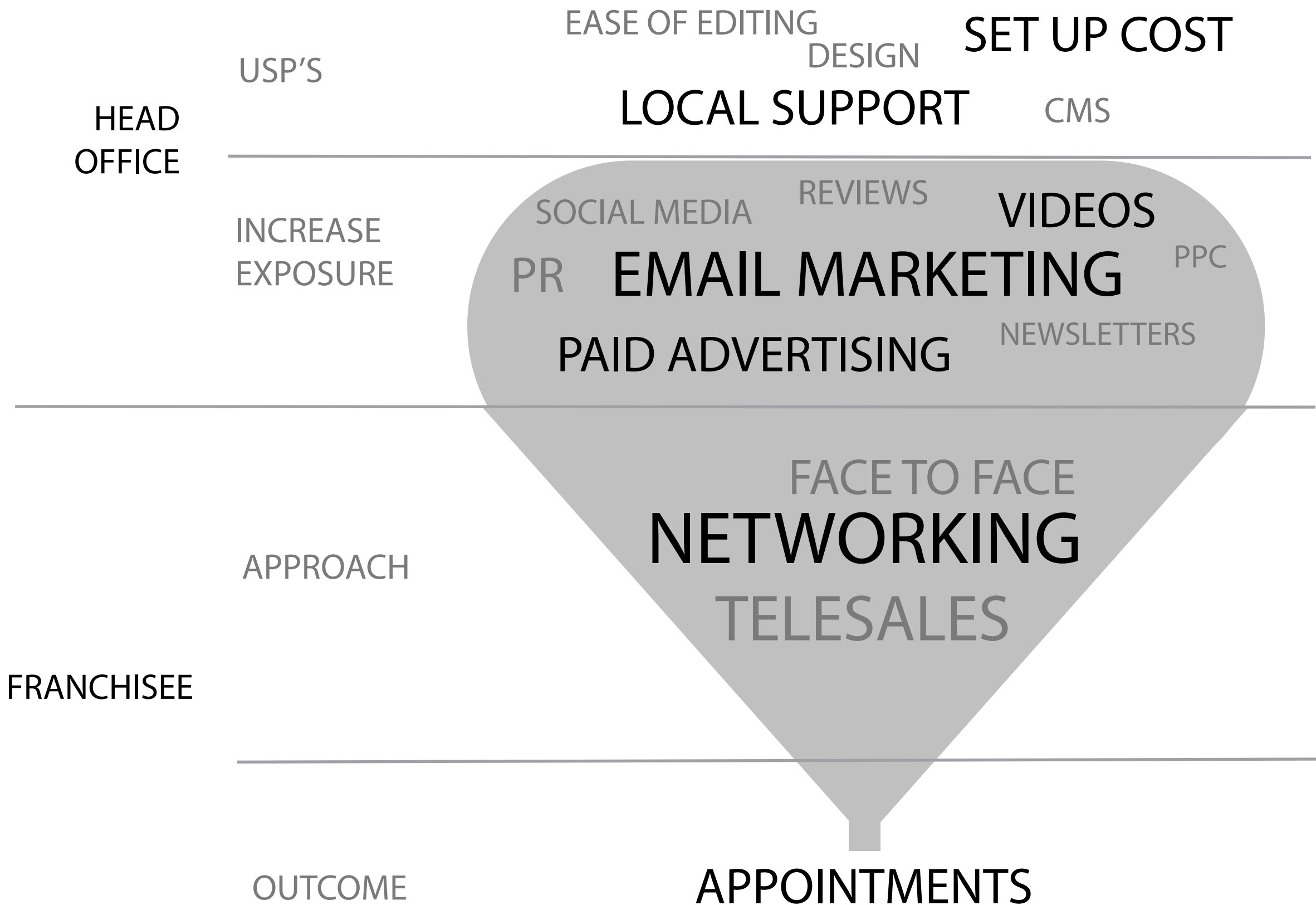
EMAIL MARKETING

PPC

PAID ADVERTISING

NEWSLETTERS

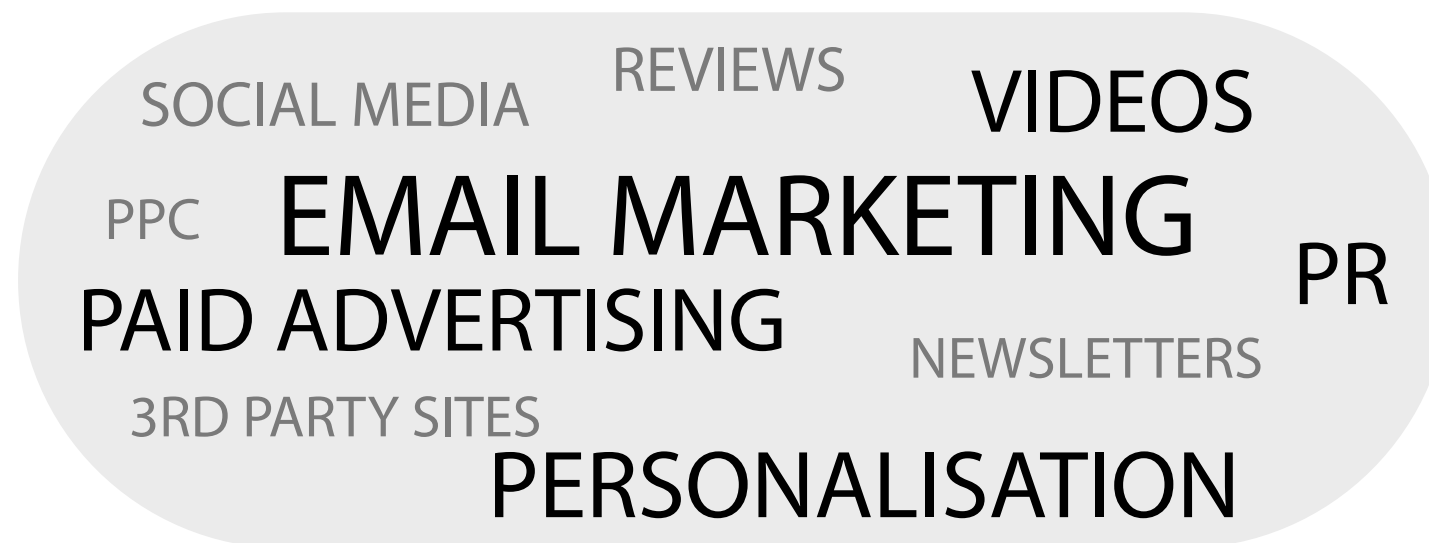


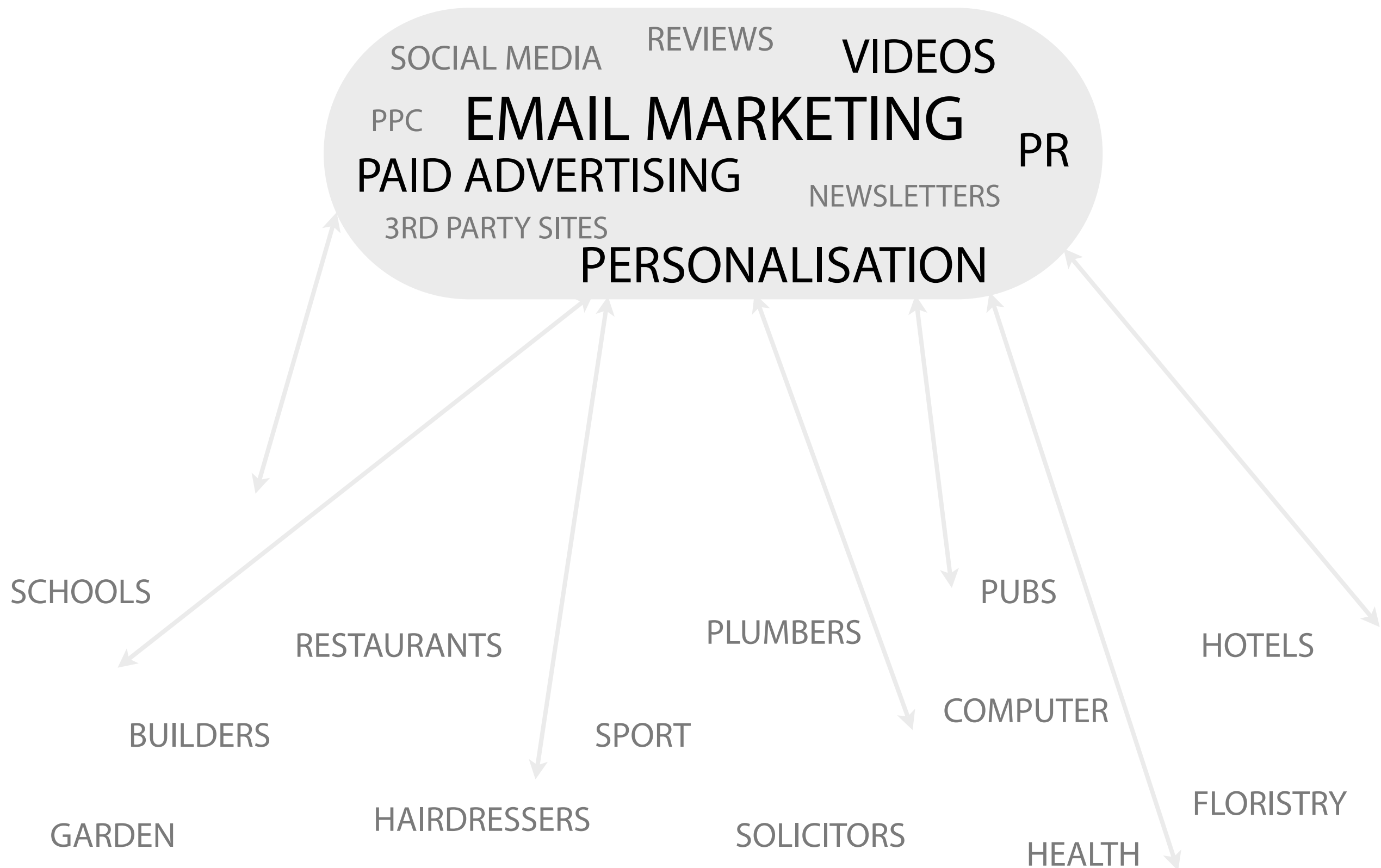




# Increase exposure and targeted marketing

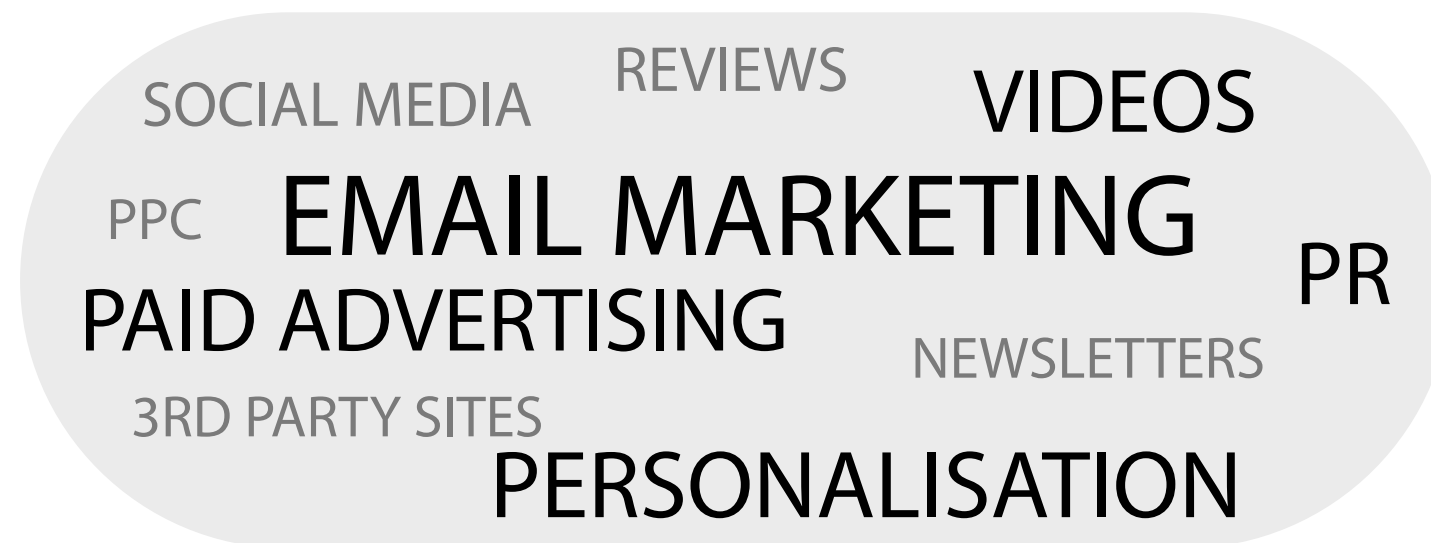








HAIRDRESSERS



# GENERATE AN INTEREST

NATIONAL EXPOSURE

PR: PRESS RELEASES, BLOGGERS, REVIEWERS

INDUSTRY SPECIFIC

TARGET & MARKET TO INDUSTRY SECTORS

WORK WITH FRANCHISEES



# A Closer Look

what will we be doing?



# VIDEO

NOW BECOME A MAJOR FACTOR IN ANY MARKETING PLAN

IT ACCOUNTS FOR A HUGE 90% OF WEB TRAFFIC

ENCOURAGES VISITORS TO STAY LONGER

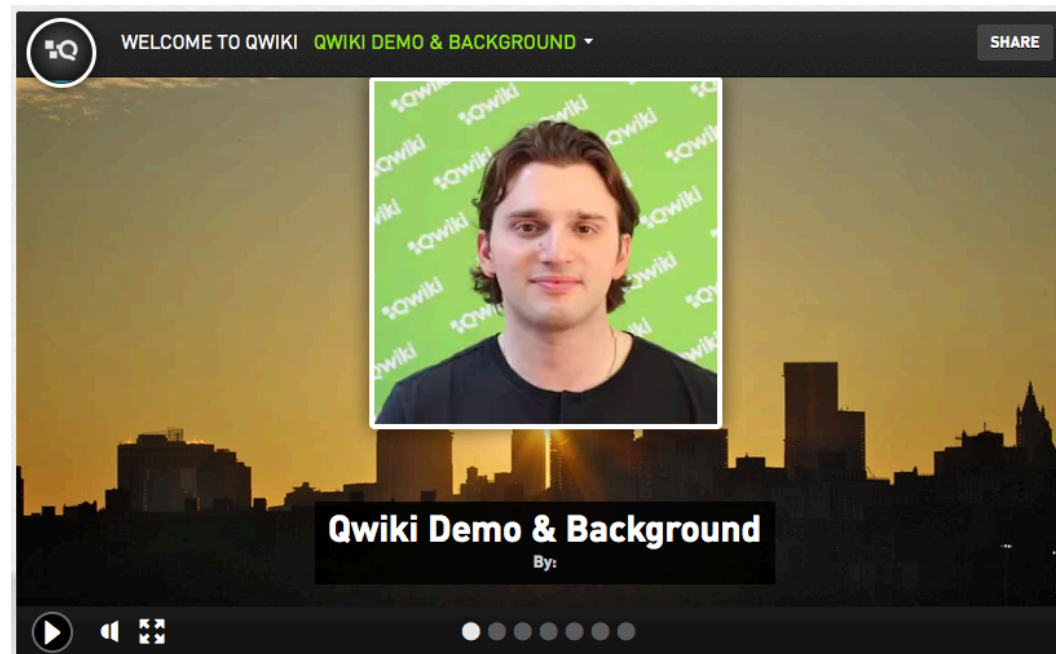
PEOPLE ARE MUCH MORE LIKELY TO LISTEN TO YOUR MESSAGE

IT HAS BEEN SHOWN TO INCREASE EMAIL CLICK THROUGH RATES  
BY OVER 96%



# 3 TYPES OF VIDEO

## 1. NEWSLETTERS



INFORMATIVE

LATEST NEWS

INDUSTRY SPECIFIC

LETS PEOPLE KNOW WHATS BEEN GOING ON

INTERACTIVE

# 3 TYPES OF VIDEO

## 2. PROMOTIONAL



ANIMATED

SALES DRIVEN

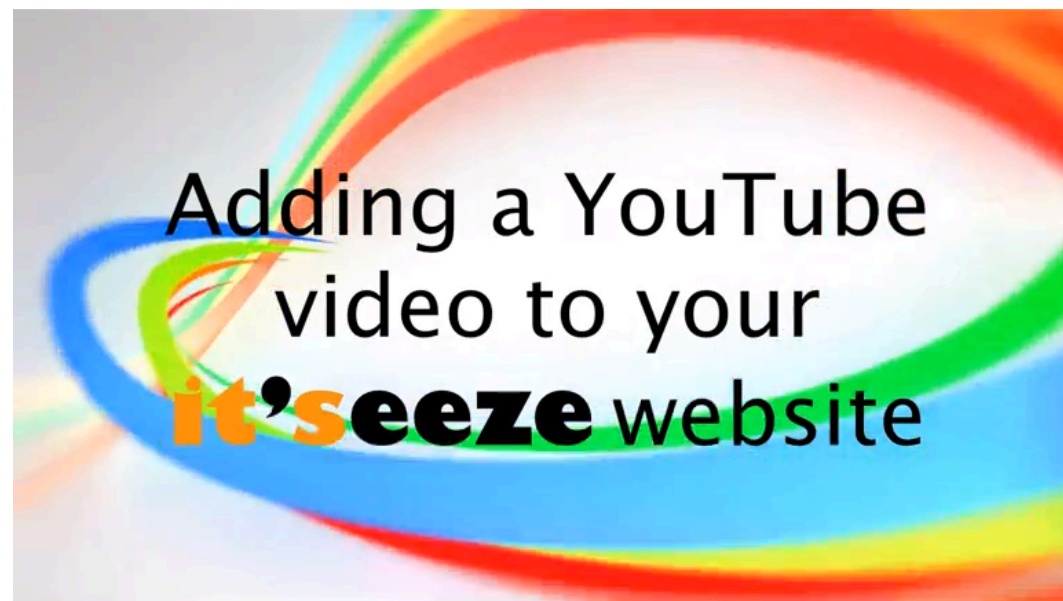
WHY YOU SHOULD HAVE A WEBSITE

INDUSTRY FACTS AND FIGURES

WHY ITSEEZE CAN HELP YOU

# 3 TYPES OF VIDEO

## 3. HOW TO



HELPS CUSTOMERS

IMPROVES RETENTION

SHOWS OFF OUR SYSTEM TO POTENTIAL CUSTOMERS

FREES UP FRANCHISEES TIME

FREES UP HEAD OFFICES TIME

# E-MAILERS

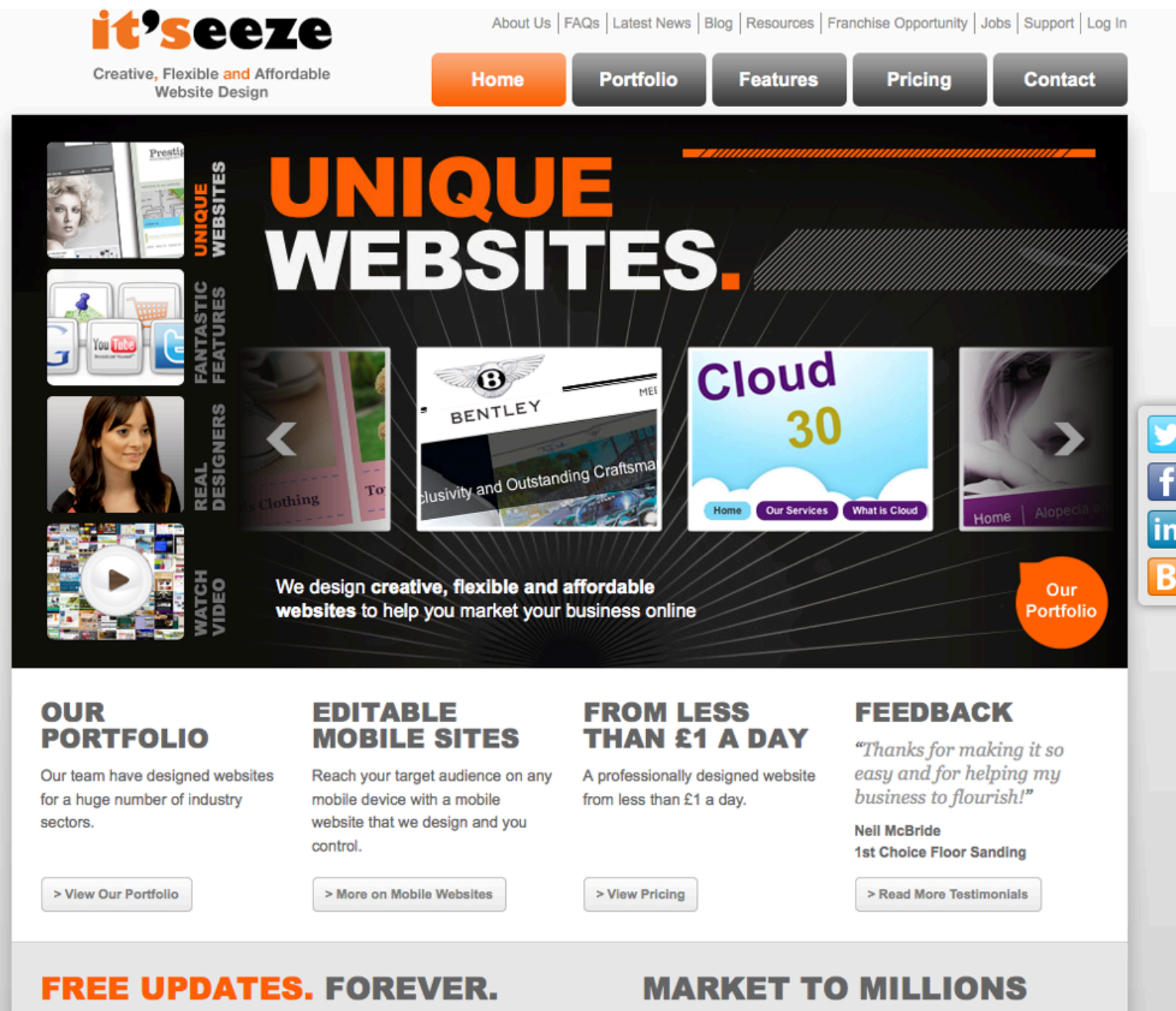
TARGETED EMAILERS

CONTAINING: LATEST NEWS, CASE STUDIES, TESTIMONIALS ETC

NEW DATABASE OF LEADS

FRANCHISEE REPORTS WHO'S CLICK ON WHAT & WHEN

# WEBSITE



UNIQUE LANDING PAGES

BACKING UP WHATS IN  
EMAILERS & VIDEOS

MORE 'SALESY'

ADDED  
PERSONALISATION

# PR

WORKING WITH AN EXTERNAL COMPANY

BLOGGERS

LOCAL MEDIA

GET REVIEWS

# PAID ADVERTISING

## 3RD PARTY SITES

GENERAL TO INCREASE EXPOSURE ON  
RELEVANT SITES



## PPC

WILL HELP BUILD AWARENESS WHEN  
TARGETING INDUSTRIES



## PRINTED MEDIA

GENERAL TO INCREASE EXPOSURE AND BUILD  
AWARENESS WHEN TARGETING INDUSTRIES



# SOCIAL MEDIA

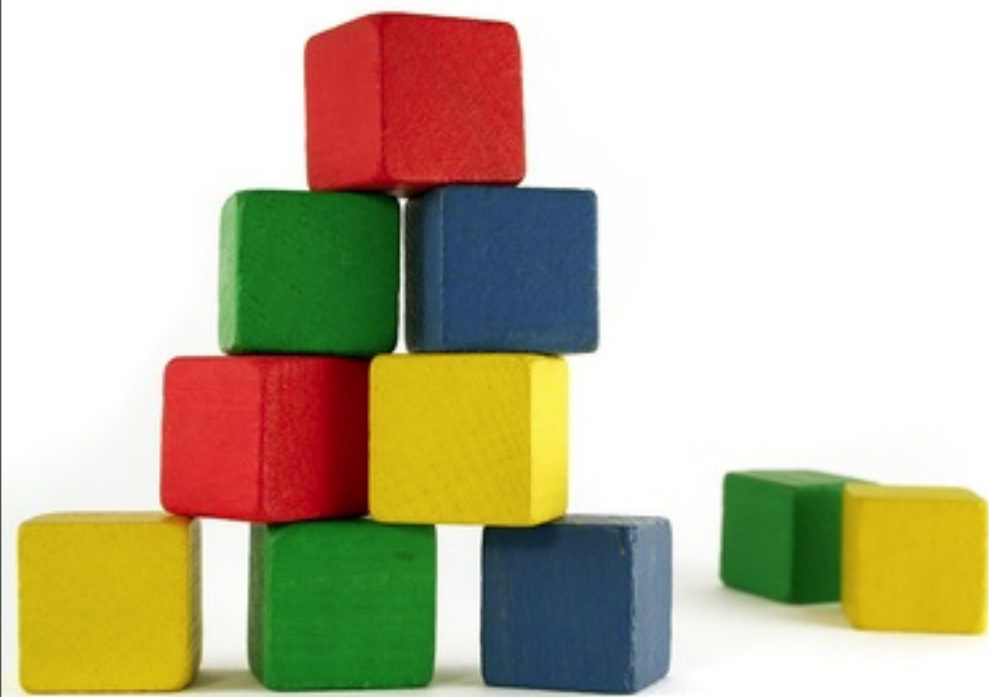
WE WILL USE THIS TO TARGET RELEVANT PEOPLE

USE PPC ON LINKED IN AND FACEBOOK



USE IF NOT THIS THEN THAT & HOOTSUITE  
TO AUTOMATE THINGS





# How It Fits Together

piece by piece

# WEBSITE

INHOUSE NEWS	NETWORKING	BUSINESS TIPS	VISUAL PORTFOLIO
DESIGN INFO	TRADE ASSOCIATIONS	DEVELOPMENTS	INTERACTION
THOUGHTS	INDUSTRY SECTORS	NEW SITES	
		INTERACTION	

# WEBSITE

YOU TUBE



VIDEOS



BLOG



LINKEDIN



TWITTER



FACEBOOK



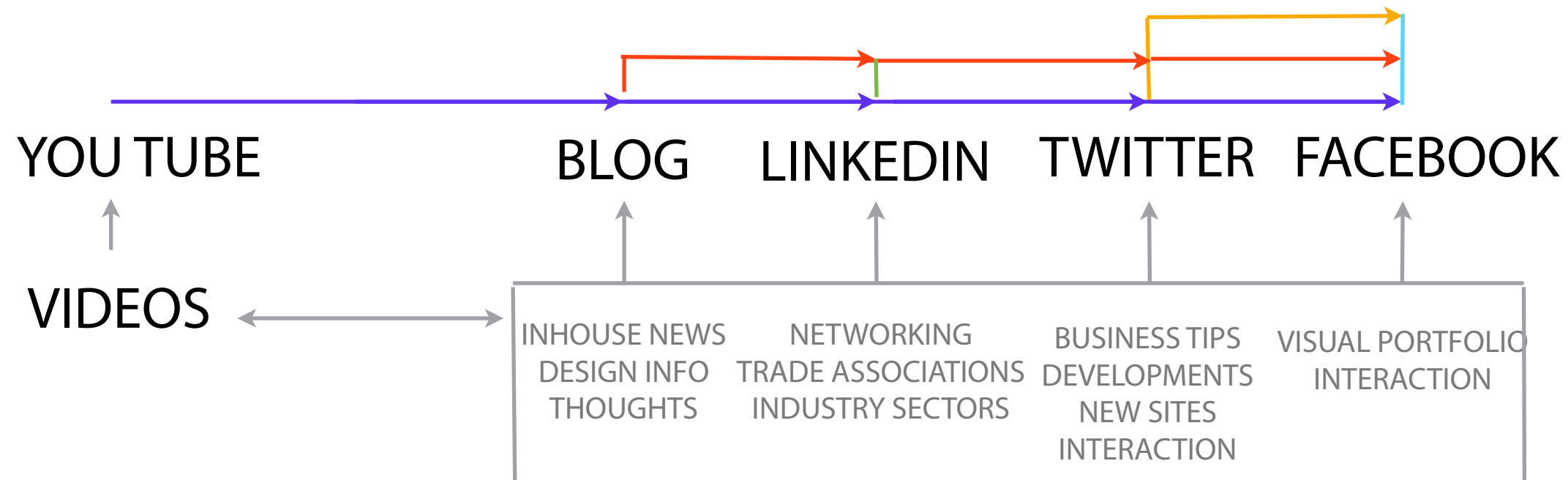
INHOUSE NEWS  
DESIGN INFO  
THOUGHTS

NETWORKING  
TRADE ASSOCIATIONS  
INDUSTRY SECTORS

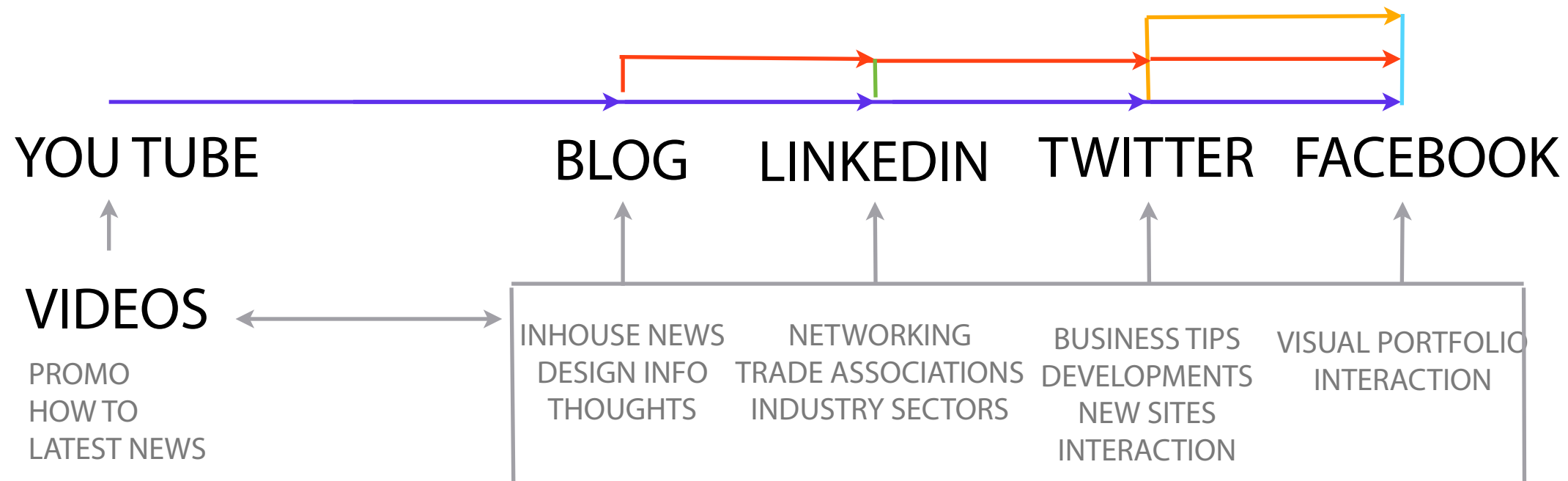
BUSINESS TIPS  
DEVELOPMENTS  
NEW SITES  
INTERACTION

VISUAL PORTFOLIO  
INTERACTION

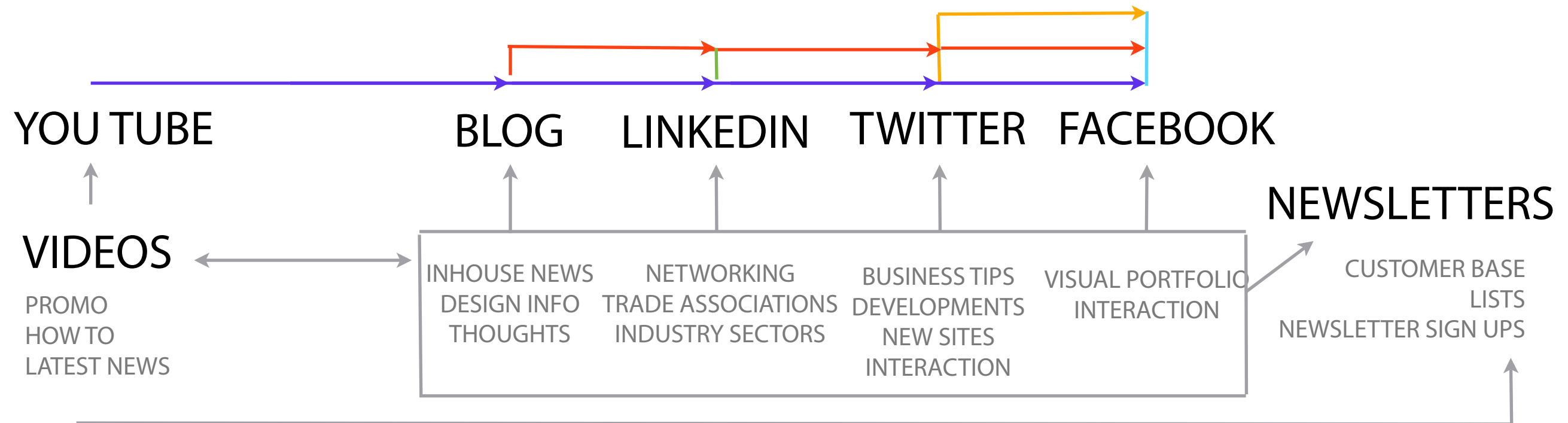
# WEBSITE



# WEBSITE



# WEBSITE



# WEBSITE

PERSONALISATION

INDUSTRY

PUBS / BARS  
RESTAURANTS  
HAIRDRESSERS  
PLUMBERS  
BUILDERS  
SOLICITORS

YOU TUBE

BLOG

LINKEDIN

TWITTER

FACEBOOK

NEWSLETTERS

VIDEOS

PROMO  
HOW TO  
LATEST NEWS

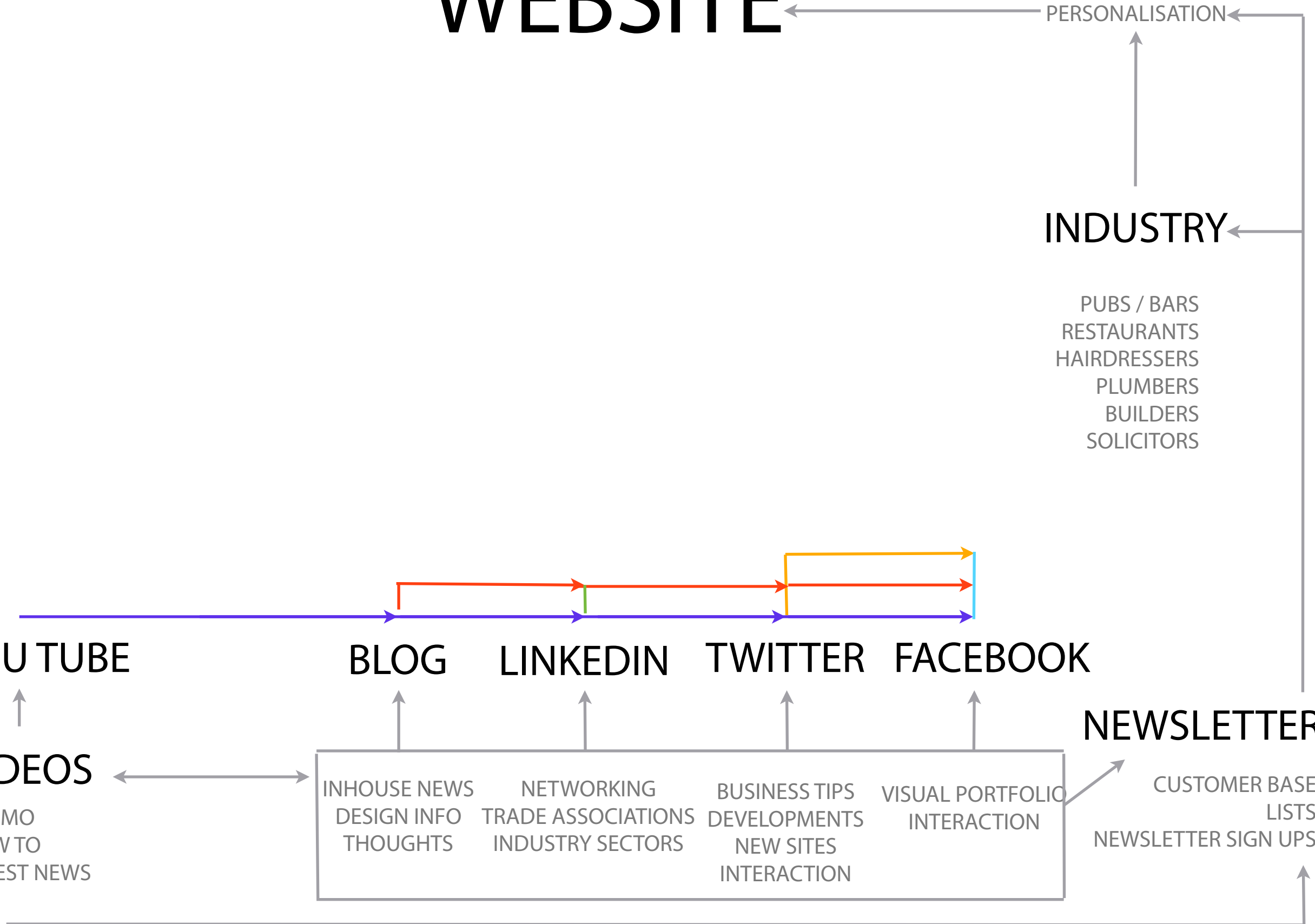
INHOUSE NEWS  
DESIGN INFO  
THOUGHTS

NETWORKING  
TRADE ASSOCIATIONS  
INDUSTRY SECTORS

BUSINESS TIPS  
DEVELOPMENTS  
NEW SITES  
INTERACTION

VISUAL PORTFOLIO  
INTERACTION

CUSTOMER BASE  
LISTS  
NEWSLETTER SIGN UPS



# WEBSITE

PERSONALISATION

INDUSTRY

PUBS / BARS  
RESTAURANTS  
HAIRDRESSERS  
PLUMBERS  
BUILDERS  
SOLICITORS

PPC

YOU TUBE

BLOG

LINKEDIN

TWITTER

FACEBOOK

NEWSLETTERS

VIDEOS

PROMO  
HOW TO  
LATEST NEWS

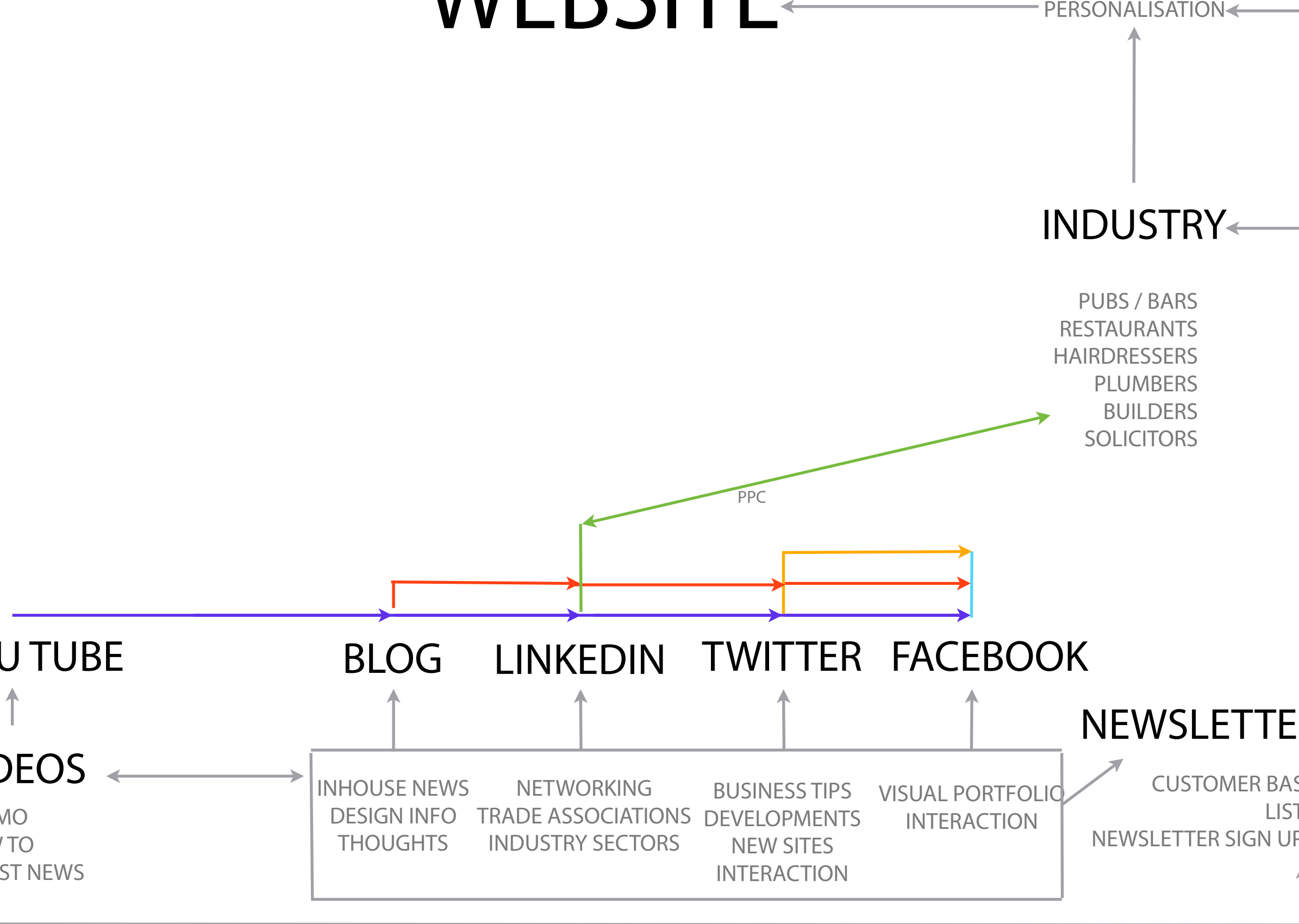
INHOUSE NEWS  
DESIGN INFO  
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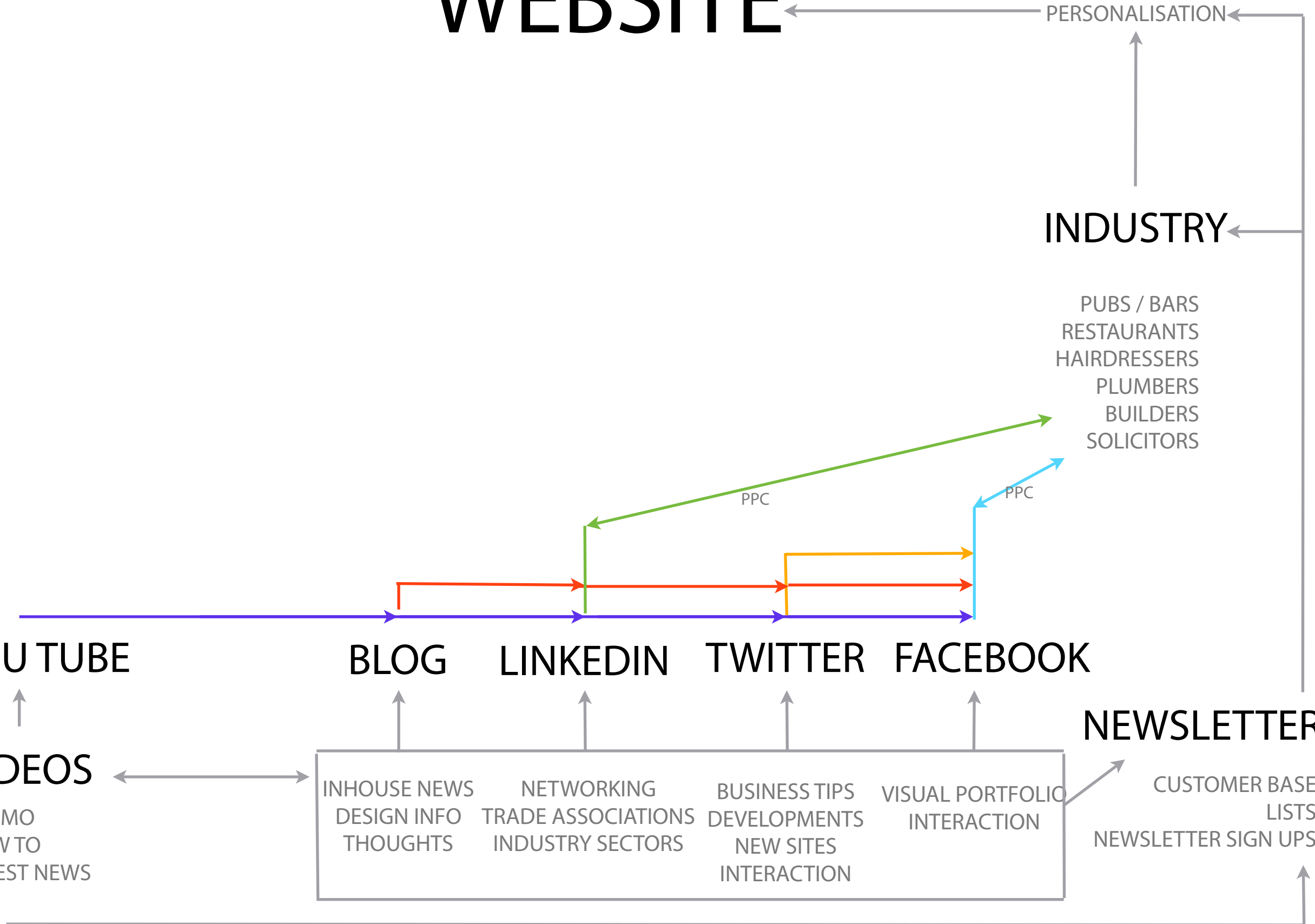
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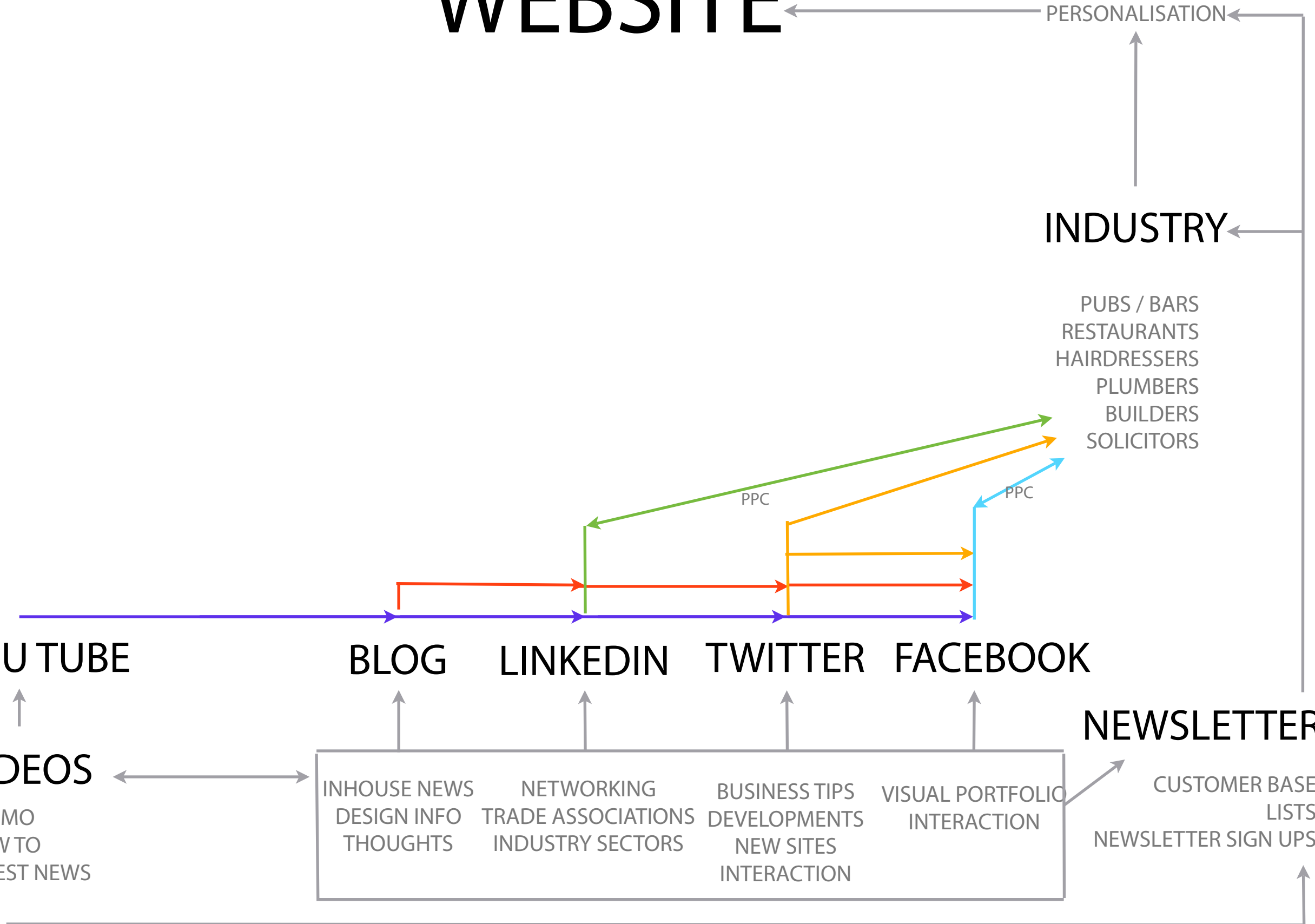
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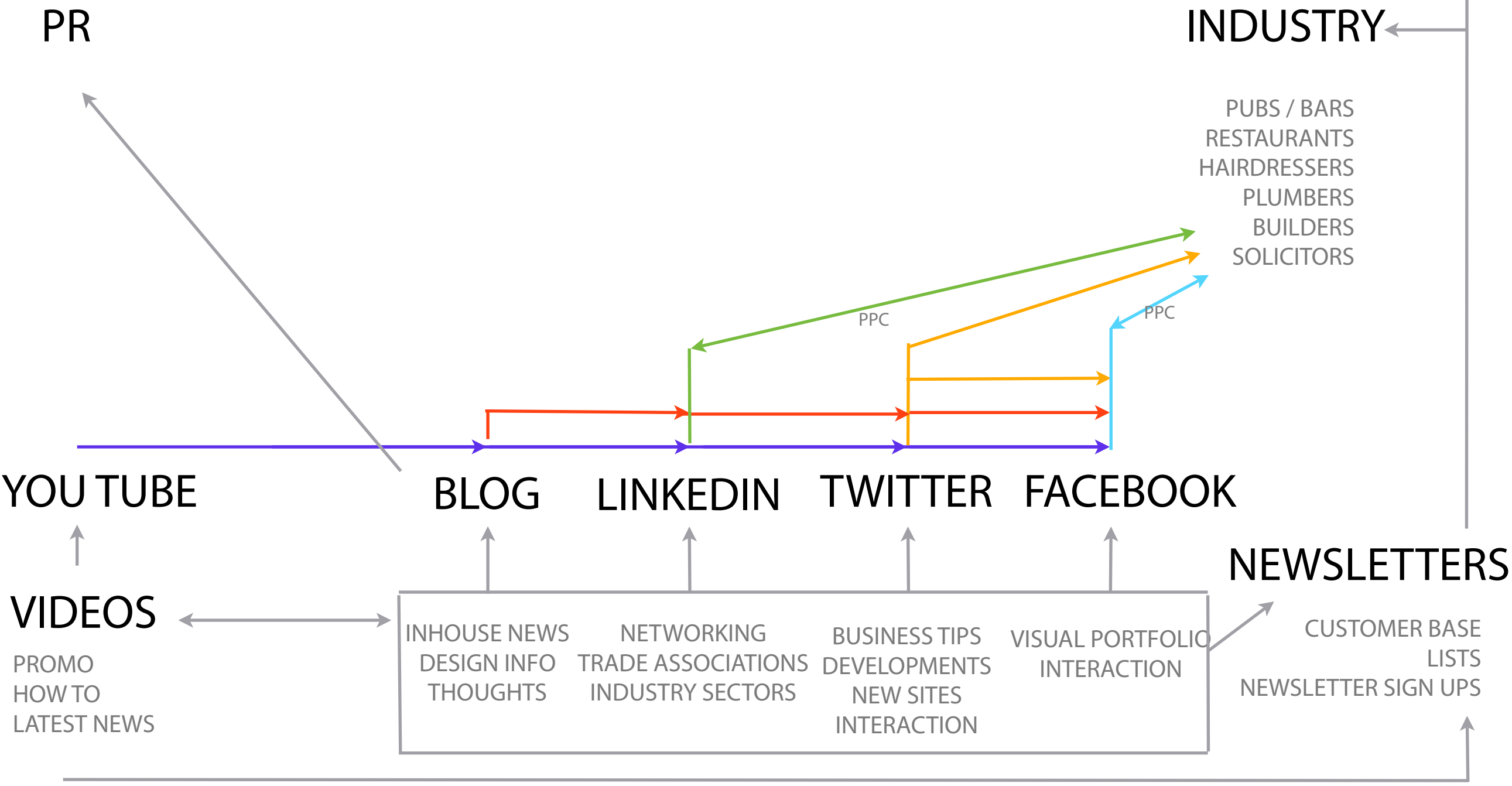
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# WEBSITE



# WEBSITE

REVIEWS  
BLOGGERS  
PRESS

PERSONALISATION

PR

INDUSTRY

PUBS / BARS  
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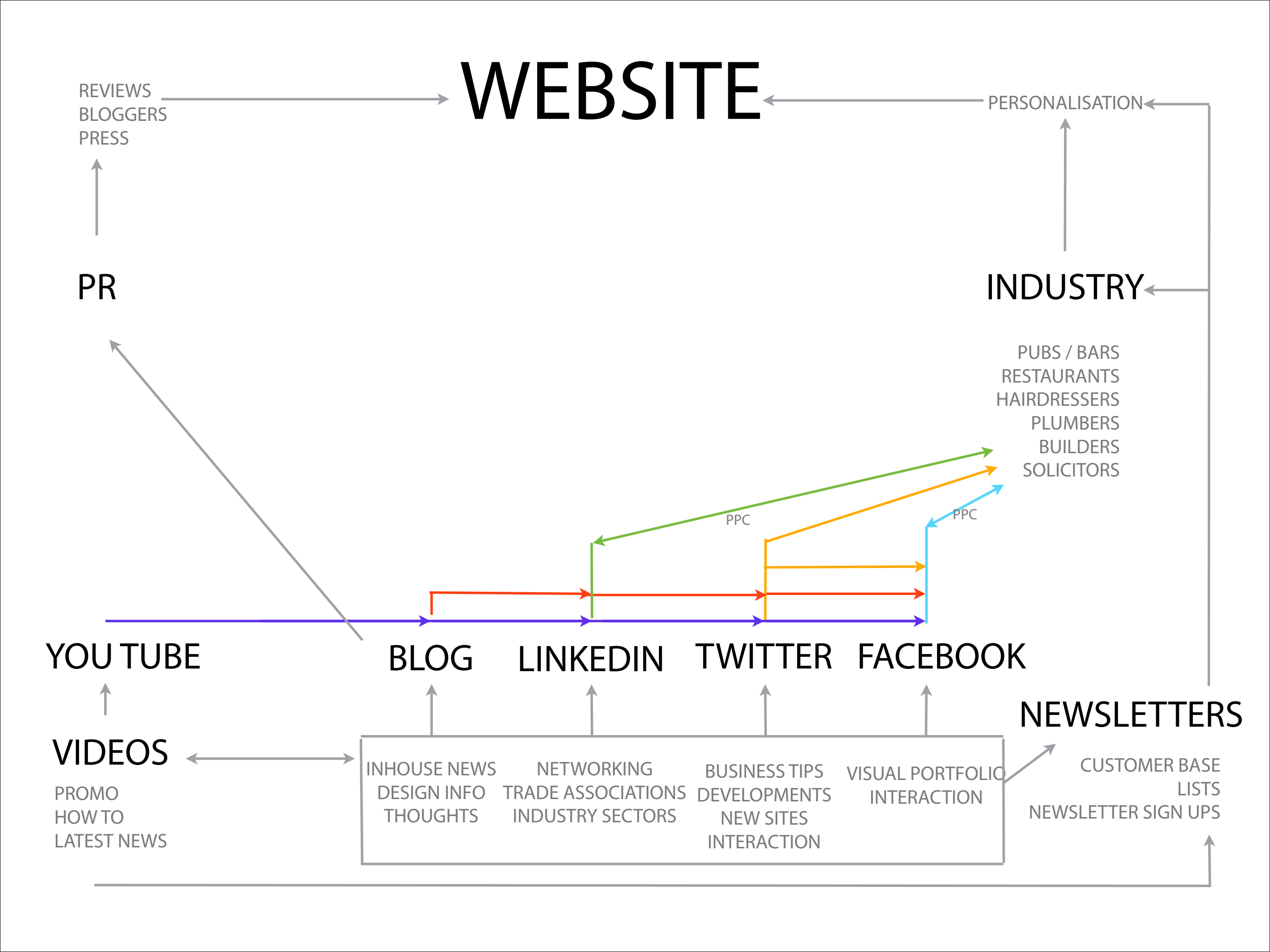
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# WEBSITE

REVIEWS  
BLOGGERS  
PRESS

PERSONALISATION

PR

3RD PARTY SITES

INDUSTRY

SMALL BUSINESS COMPUTING  
WWDC  
BUSINESS START UP  
IT BUSINESS EDGE

PUBS / BARS  
RESTAURANTS  
HAIRDRESSERS  
PLUMBERS  
BUILDERS  
SOLICITORS

PPC

PPC

YOU TUBE

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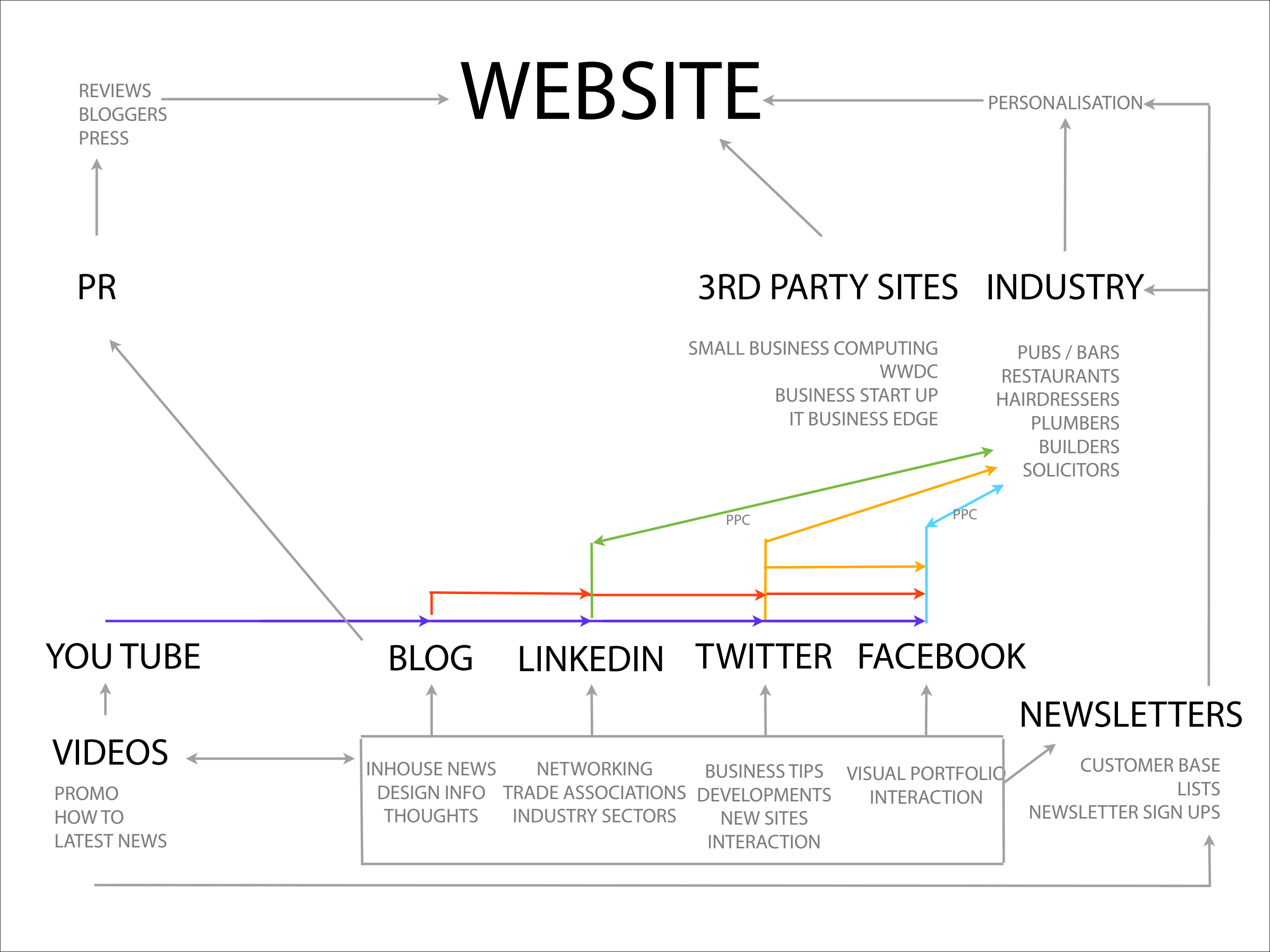
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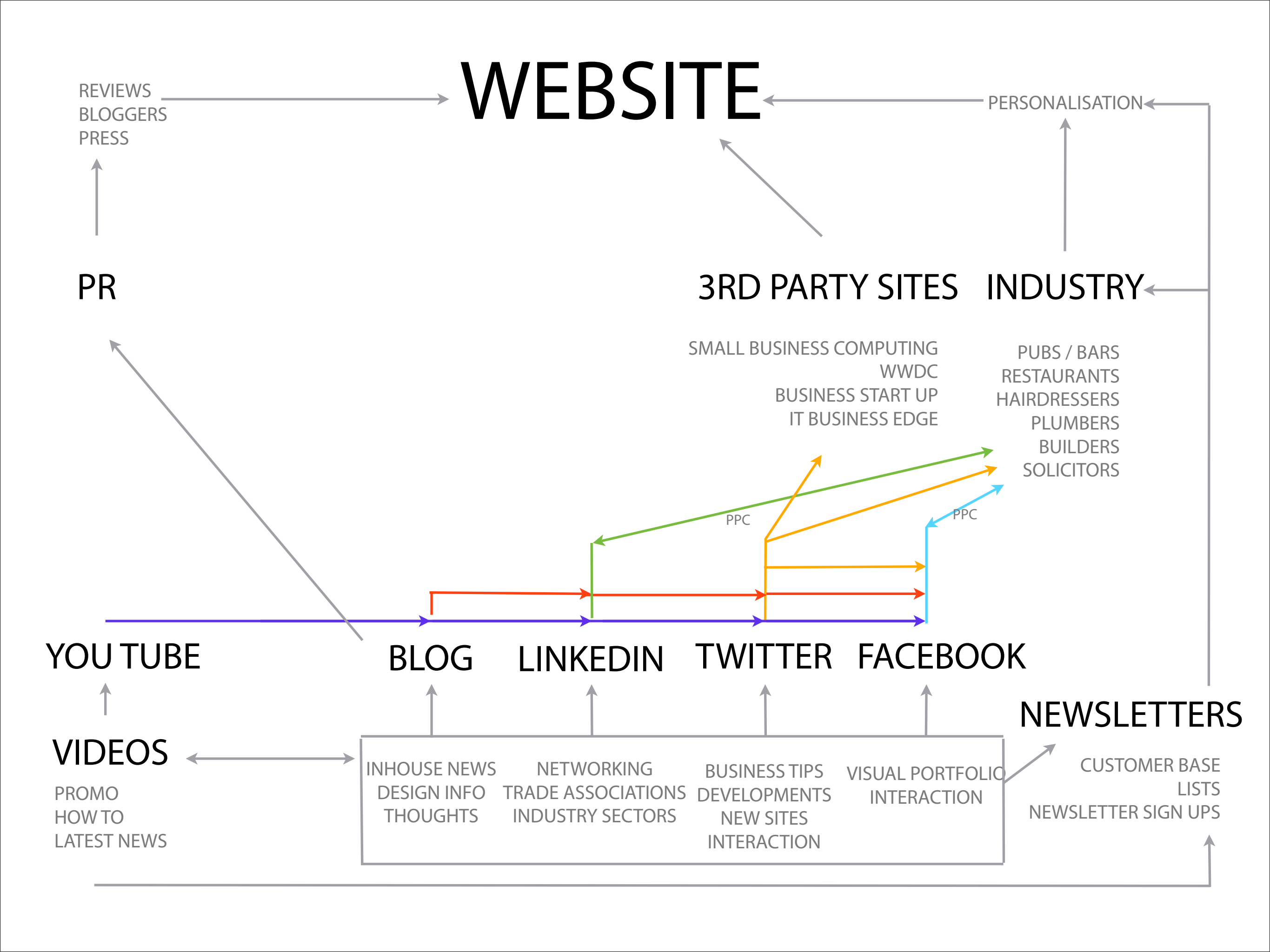
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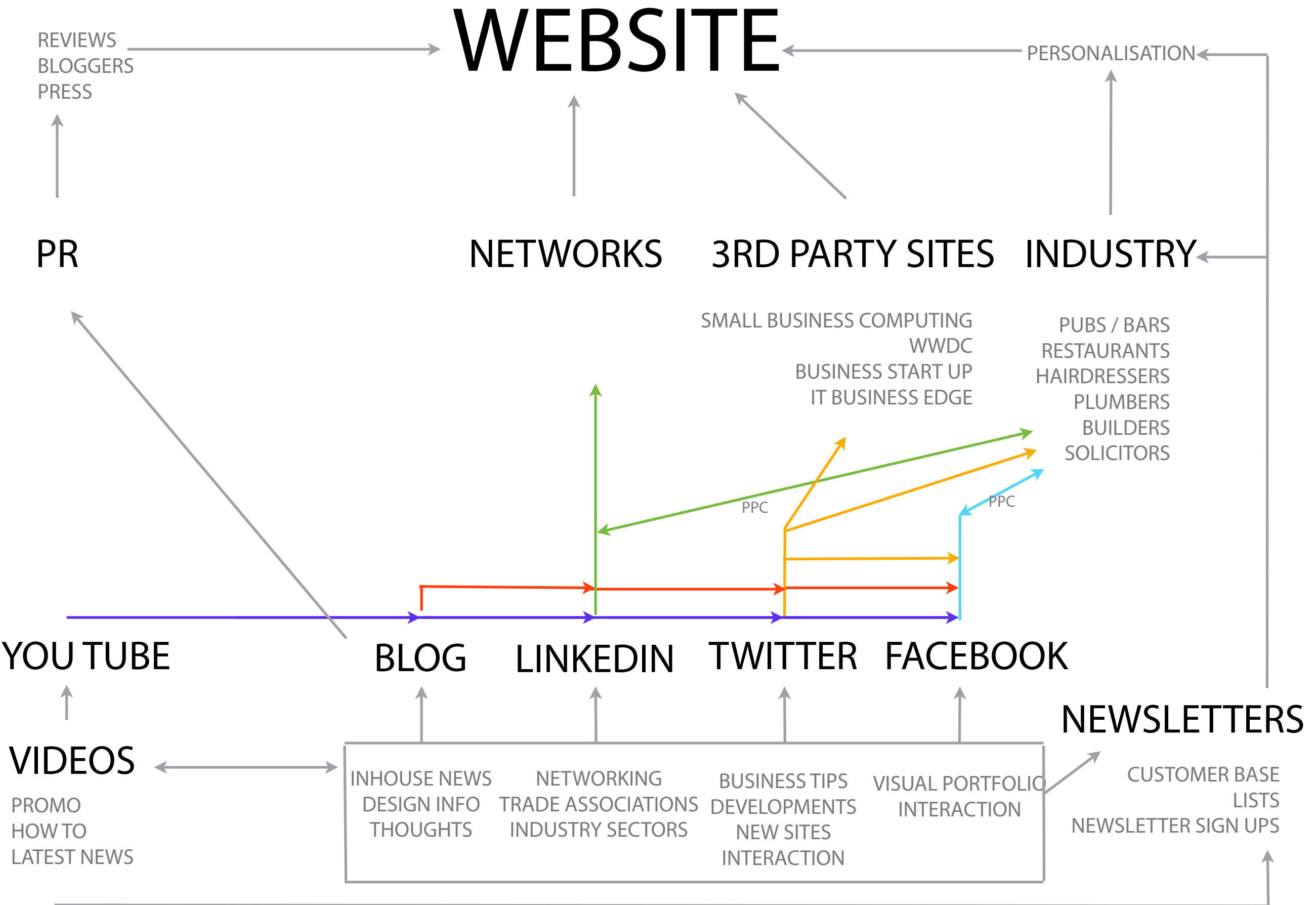
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# WEBSITE

REVIEWS  
BLOGGERS  
PRESS

PERSONALISATION

PR

RECOMMENDED  
SUPPLIER

BUSINESS ADVISOR  
ACTION COACH  
TRADES

NETWORKS

3RD PARTY SITES

INDUSTRY

SMALL BUSINESS COMPUTING  
WWDC  
BUSINESS START UP  
IT BUSINESS EDGE

PUBS / BARS  
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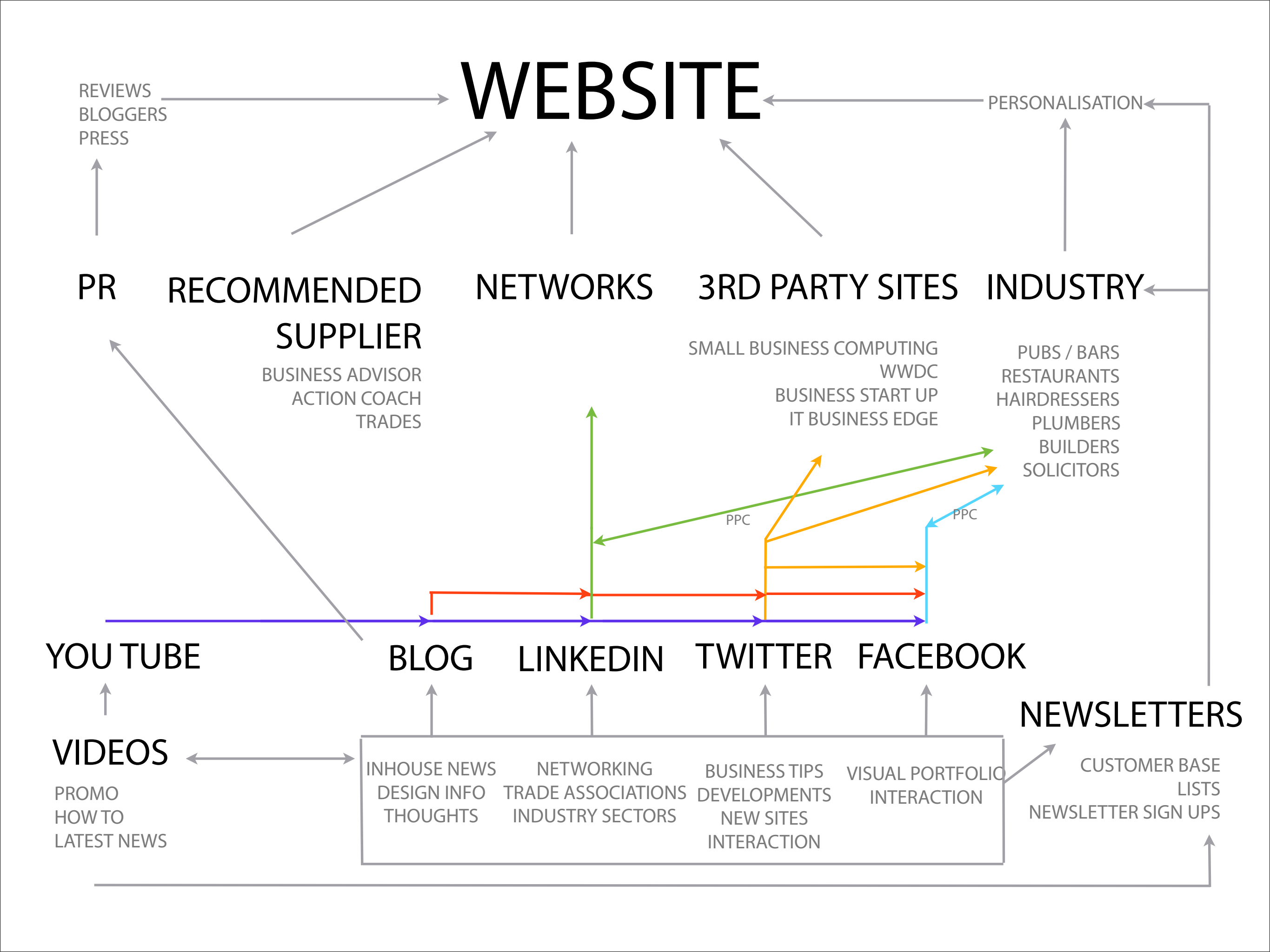
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# mobile web and what's ahead



**spoton.net**   
a website and internet marketing franchise

**it'seeze**  
Creative, Flexible and Affordable  
Website Design

# Latest facts and stats...

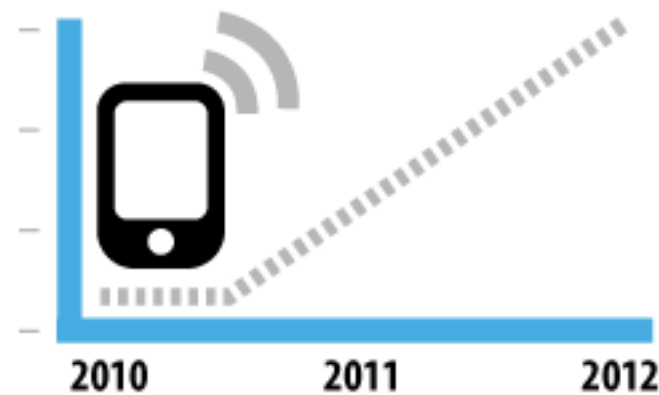
**1 IN 3**

MOBILE SEARCHES  
ARE LOCAL TO YOU



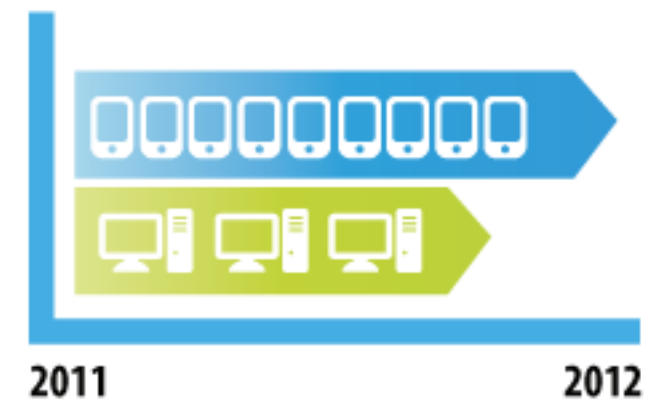
**400%**

INCREASE IN  
MOBILE SEARCHES



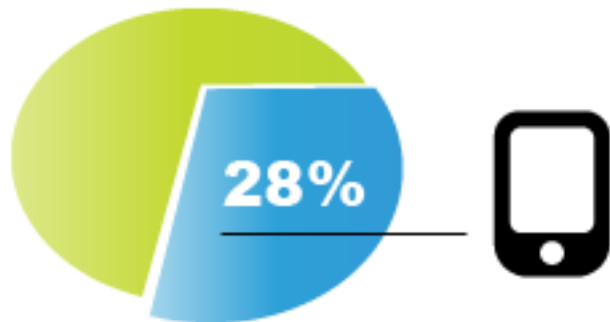
**67%**

INCREASE IN MOBILE SALES  
OVERTAKING PC SALES



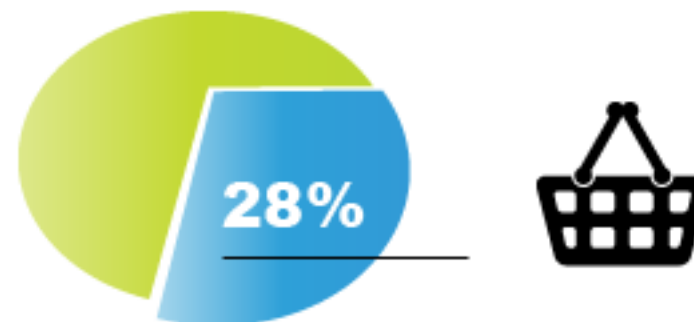
**50%**

OF INTERNET USAGE IS FROM  
A MOBILE PHONE



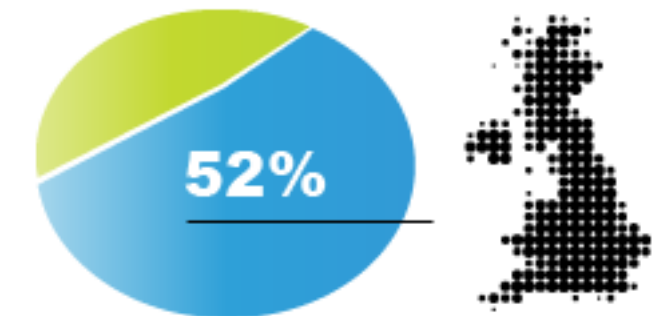
**28%**

OF THE UK HAVE PURCHASED  
FROM THEIR MOBILES



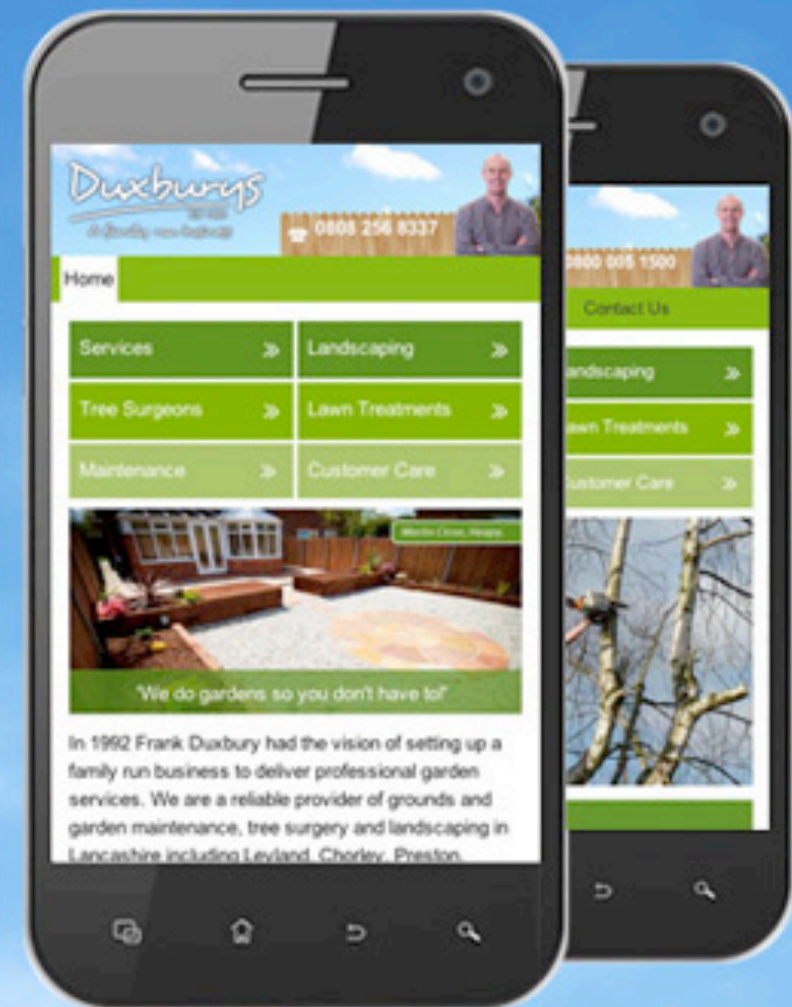
**52%**

OF THE UK NOW OWN  
A SMARTPHONE



# Recent quote from Duxburys - an it'seeze customer.

*"On checking our Google Analytics we found that a third of our online searches were through mobile devices"*



# What could this indicate?

a third of Duxburys customers will have a better browsing experience with a 'mobile specific' website

a large percentage of their searches is done via mobile - meaning local Preston searches

Better browsing experience means happier browsers, more enquiries and more business?

# Why a separate mobile site?

Navigation designed specifically for mobile use

*Making the more 'important' pages more accessible*

Ergonomics. People browse with their thumbs!

*Desktop sites on mobile are tricky to click through*

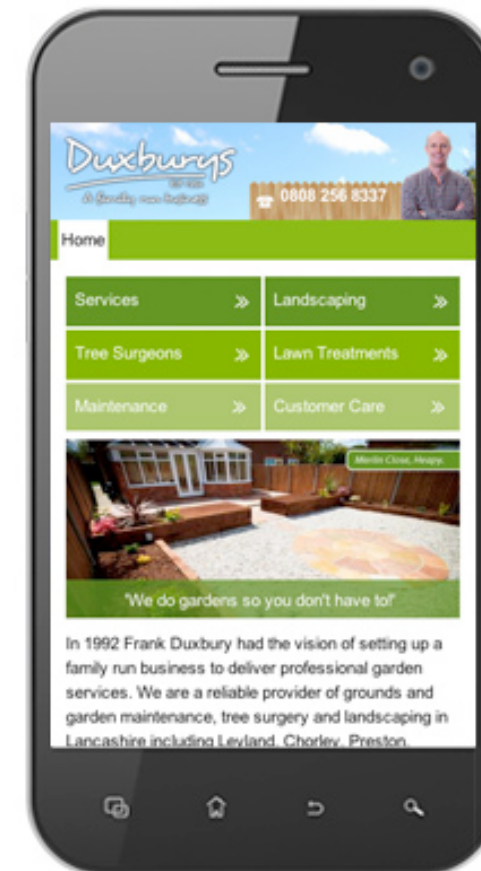
SPEED. Desktop sites will run slower on mobiles...



# The speed test... on a full 3g connection



**9 seconds** to fully load the home page on a smartphone



**3 seconds** to fully load the home page on a smartphone

## Would you wait?

# Talking of speed...

74% of all mobile users will wait a maximum of 5 seconds for a page to load.

80% of mobile phone users will be connecting via 3g not wifi. This means speed is essential.

57% of mobile web users have 'slow issues' when accessing non-mobile sites. ('clicknewz' extensive research)

# Why an it'seeze mobile site

Get ahead of the game. Demand will soon grow.  
Especially for an 'editable' mobile site.

Designed by experts. Tested for speed!

As with all it'seeze packages mobile sites will be  
updated with new features and future developments.



# The new regional mobile pages



Creative, Flexible and Affordable  
Website Design

[About Us](#) | [FAQs](#) | [Latest News](#) | [Blog](#) | [Resources](#) | [Franchise Opportunity](#) | [Jobs](#) | [Support](#) | [Log In](#)

Home

Portfolio

Features

Pricing

Contact

**it'seeze Mobile** Get your website mobile ready

[Max](#) > [Commerce](#) > [SEO](#) > [Real Designers](#) > [Mobile](#)



**DESIGNED FOR MOBILE > DUXBURY'S CASE STUDY > EDITING FEATURES >**

A mobile website from it'seeze could open your business up to a whole new audience.

Here's why you need an it'seeze mobile site:

- **Professional and affordable.** Design by experts who know how to design for mobile platforms and at an affordable price.
- **Get ahead of your competitors.** Get found by thousands of potential customers in your area who are looking on their mobiles for your type of business.
- **Use your company style or leave it to us.** Mirror your existing website style or let us create a bespoke new style for you.



# Highlighting key facts

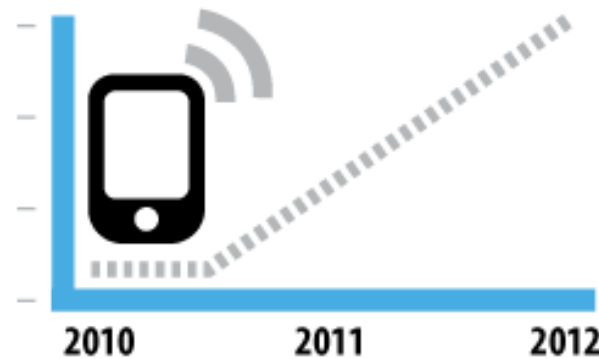
**1 IN 3**

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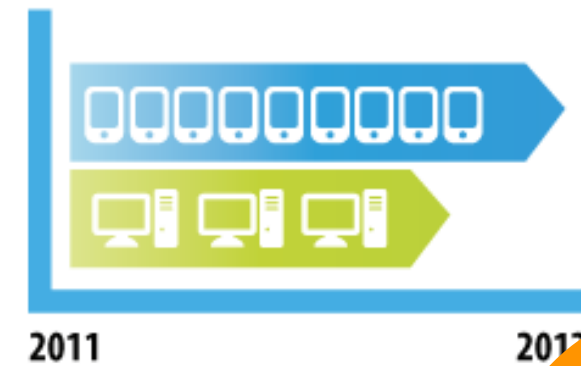
**400%**

INCREASE IN  
MOBILE SEARCHES



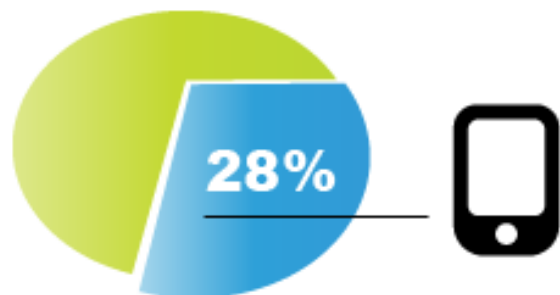
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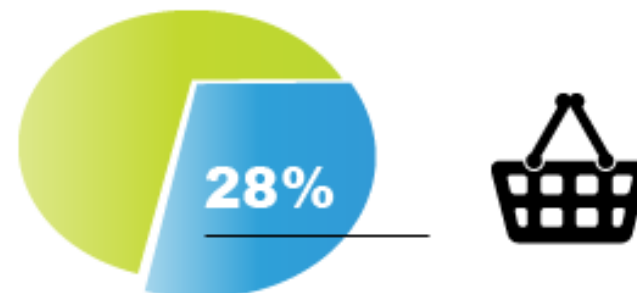
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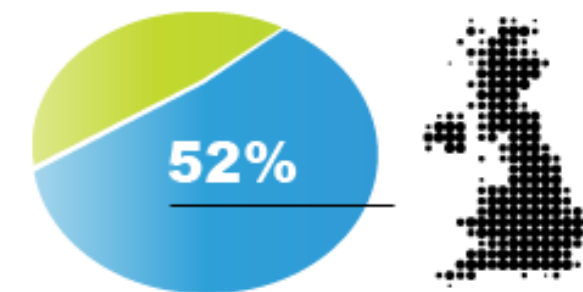
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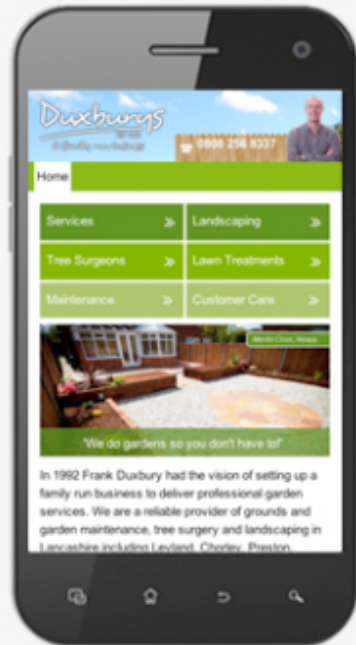
**52%**

OF THE UK NOW OWN  
A SMARTPHONE



Facts  
updated  
regularly

# Highlighting key features



## Simple Navigation

Well placed and easy to click navigation is incorporated within all mobile sites. The navigation button will resize to your mobile phones screen resolution. No need to zoom in or out.

Services >>

Tree Surgeons >>

Maintenance >>



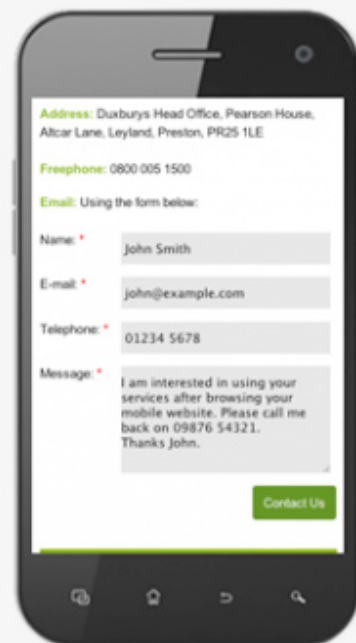
## Sell Products

Sell products through your mobile site with our PayPal 'Buy Now' option. All you need is a PayPal account to start selling right away!

PayPal™

Buy now

Features  
updated  
when  
needed



## Contact Forms

It's easy to use mobile contact forms mean that users will be able to contact you on the go with forms designed specifically for mobile use. This gives your business the chance to generate more enquiries from a mobile audience.

E-mail: john@example.com

Telephone: 01234 567890

Message: I am interested in using your services after browsing your mobile website. Please call me back on 09876 54321.

Contact Us

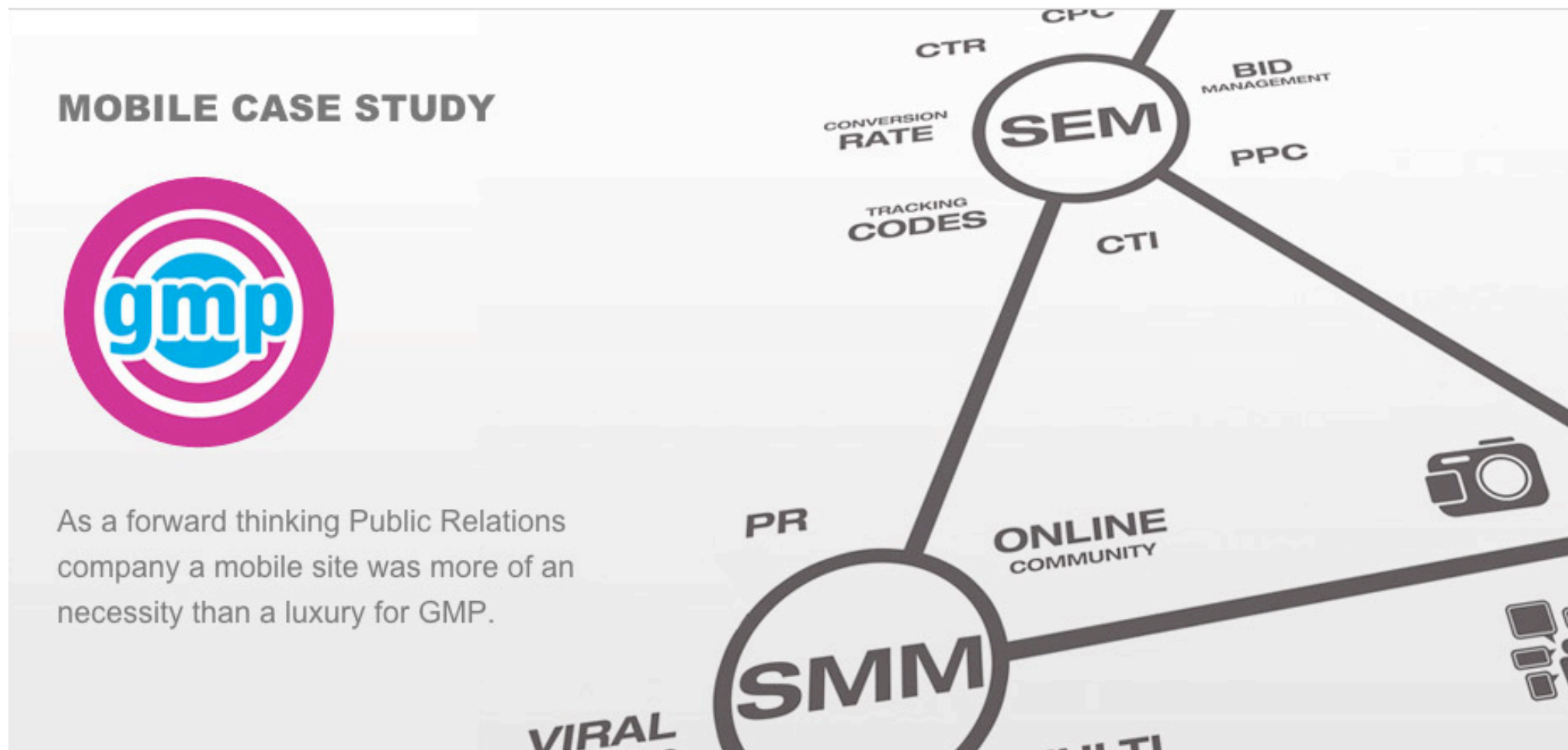


## Image Galleries

Add an unlimited amount of photo galleries to your mobile sites. Great for a portfolio or to display products. Viewers can browse on their mobiles and even make comments that you can display!



# 3 mobile case studies



Showing the effectiveness of our mobile web solution  
And how it can benefit various types of businesses



# Desktop and mobile together



Mobile sites that reflect the branding of desktop sites  
The benefits of having a desktop **and** mobile site

Ready and going live in October



# How to prevent a **slow** design process and create a great looking website



**spoton.net**   
a website and internet marketing franchise

**it'seeze**  
Creative, Flexible **and** Affordable  
Website Design

# Step 1

Give us the basics





Let's get  
off to a  
good start

Logo(s) and any useful branded items  
Brand guidelines (rare but very useful)  
Colours. Be as specific as you can!  
*'Post us' sample colours if needs be!*  
The basic company details!



# Step 2

## It's all in the brief

### Notes

#### SCOPE

Lighter Life is looking to implement a web based ecommerce trial selling their various dietary food products and merchandise. Items in the shop will include soups, bars, porridge, as well as drinks, shakes and books i.e. up to 50 items in total. The ecommerce platform will be accessed via a link from the main Lighter Life website which is currently under construction. This main site and the ecommerce site are "closed" sites in that users may only access it following an invitation from Lighter Life to do so. Users will be a relatively small discreet group (say 200) people who are on one of the managed diet programmes.

#### This HOME PAGE

User will be required to log-in using their allocated log-in details when they first arrive at the home page i.e. users should not be able to see the shop pages until they have signed in.

This home page should contain the 6 main Category images linking THROUGH each of the Category Home Pages with the purchase options. The client particularly likes the layout and styling of what we did on this site home page at [www.gobstoppers.net](http://www.gobstoppers.net). She likes the tree style navigation down the LHS as the main category links in the main body of the page. If possible she would like to pick up on some of the "Round" imagery (see trees and other links etc.) on the attached Layout illustration of their main site.

#### COLOURS AND FONTS

The two main fonts on their main website are below and we should use them appropriately.

Open sans – this is a free google font which they used for the body copy  
Sneaker Script – they used this for the journey titles.

They have also used 'Love ya like a sister' and 'jamaistevie' in the quotes and are like to use a variety of fonts across the quotes for visual interest.

# Tell us about the business

What does the business do?

What are there USP's?

What is the key message?

Competitors or related businesses?

Their likes and dislikes? And reasons why

Services?

Selling  
Points

Shout  
about  
what?

Who we're  
up against!

Gives us  
an idea of  
the style

**TIP** Use the 'notes' section for the home page

# Tell us about the site

What style of site are they looking for?

Example sites are a great starting point!

What categories will define the navigation?

What do they want 'site wide'?

Classic  
Fun, Modern  
Minimal...

Does not  
thave to be  
same industry

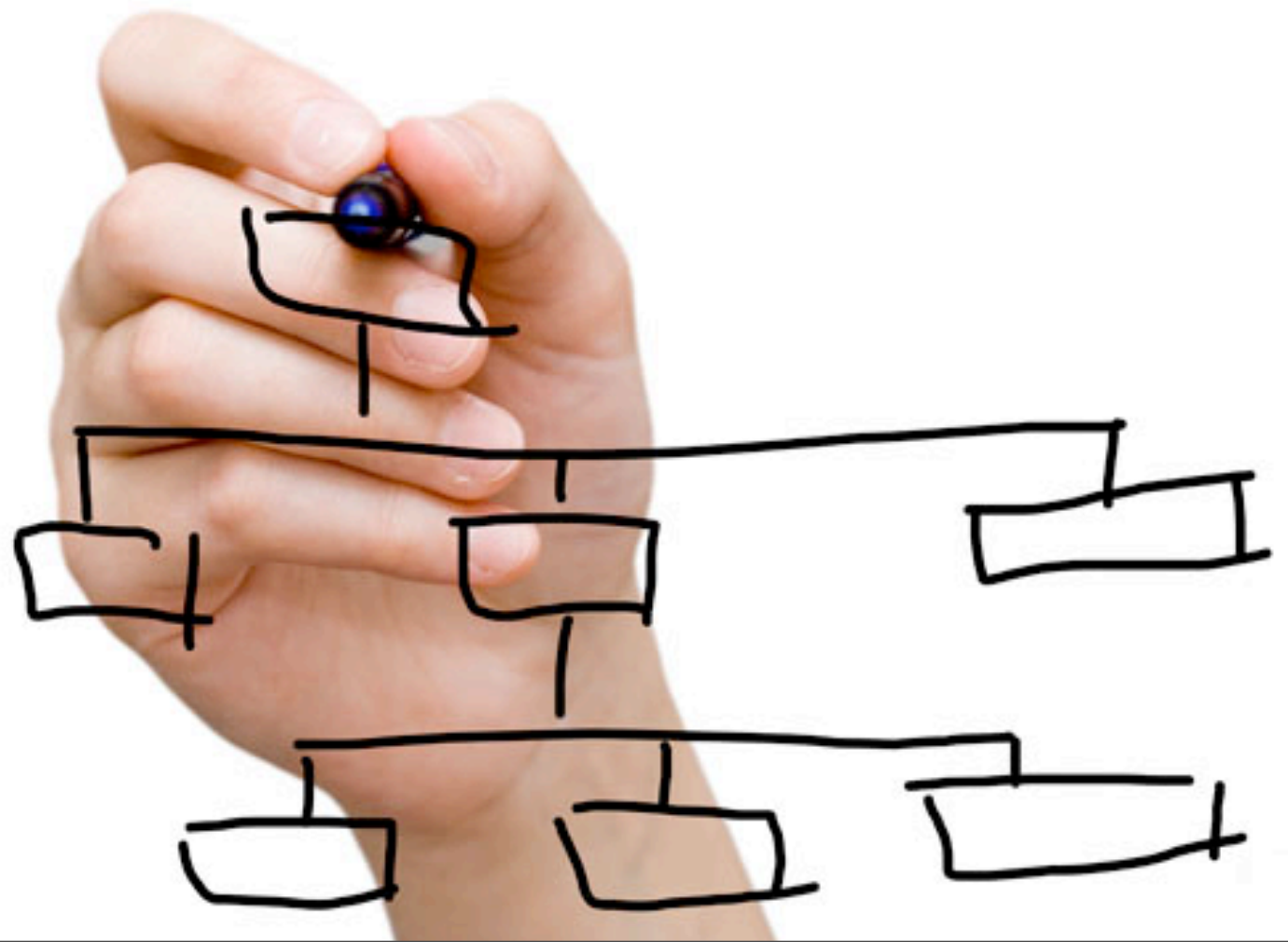
What pages  
go in what  
category?

What's  
shared on  
each page?

**TIP** Use the 'notes' section for the home page

# Step 3

Choose your  
navigation wisely





# Before choosing you need to know

## Page hierarchy

What pages go where?

How many pages will be added in the future?

Certain types of navigation may not be ideal

Explain to the client how their navigation will work

Show them example from portfolio

**TIP** If in doubt give us a call

# Step 4

## Imagery Rules

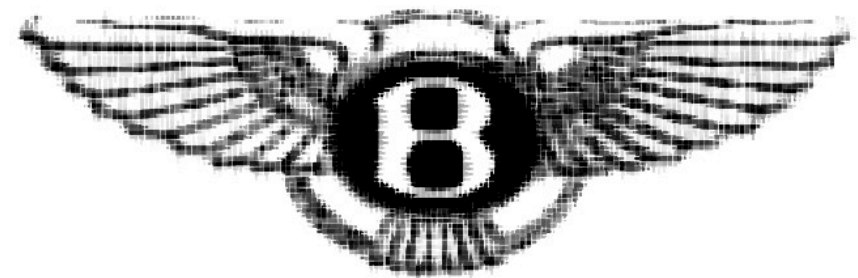


Make sure supplied the images are sharp

Avoid blurred images and scans if possible



**BENTLEY**



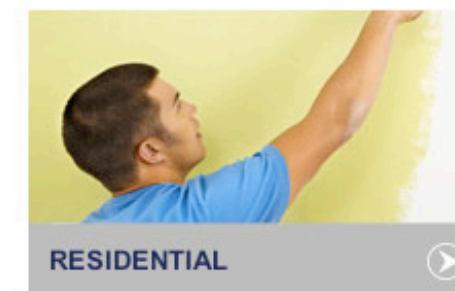
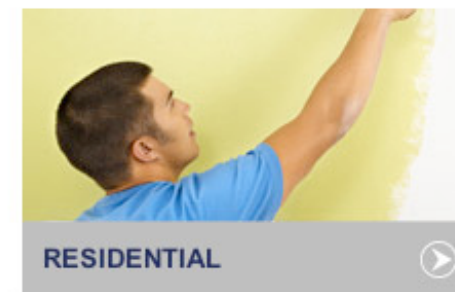
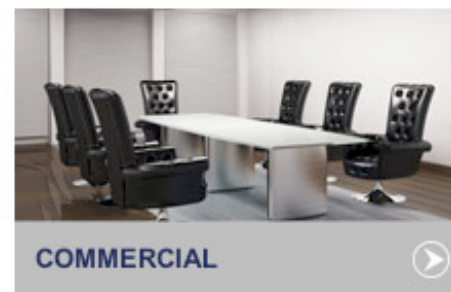
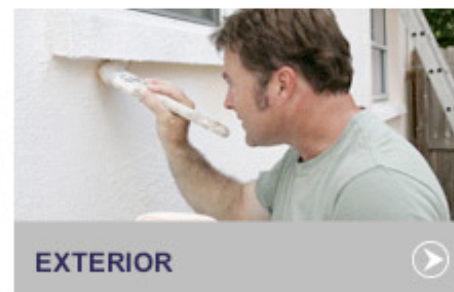
**BENTLEY**





# Keep to a style

## Inconsistent imagery just looks bad



Have faith in the designers choice

*If the designer replaces an image, it's for a reason*

Avoid using mobile phones as cameras

*Generally not good quality*

Choose the right format

*A portrait image  
doesn't fit in a  
landscape header!*



Step 5

Avoid at all costs



Images 'taken' from the web

*Or any images without permission*

Ask your client where they were sourced from

*Be their advisor. No one wants to be sued!*

Copied content from other sites

*Bad for SEO for a start!*

**TIP** If your unsure let us check.

gettyimages® shutterstock



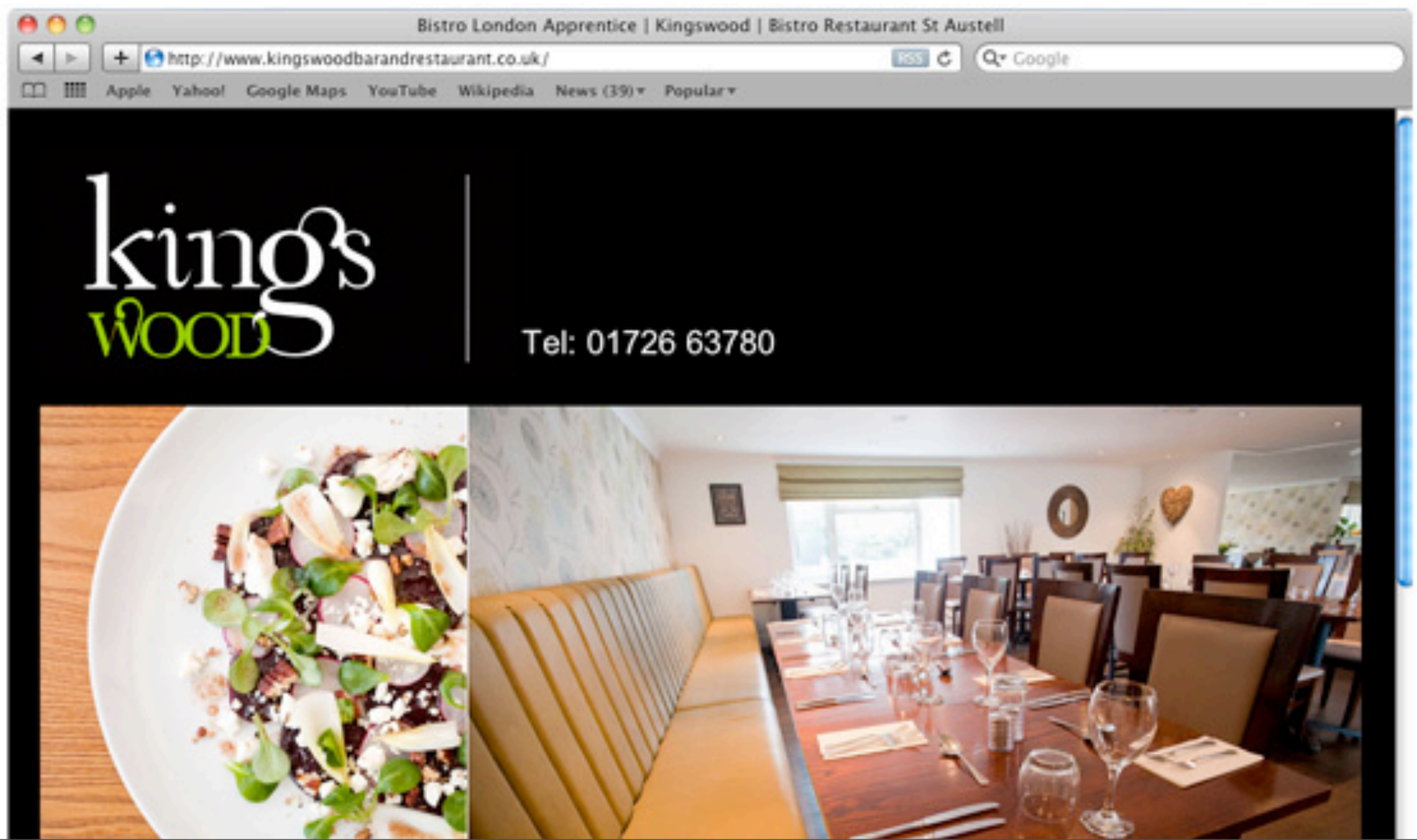


# Brief Examples lite, max & commerce



lite site

# Kingswood Bar & Restaurant



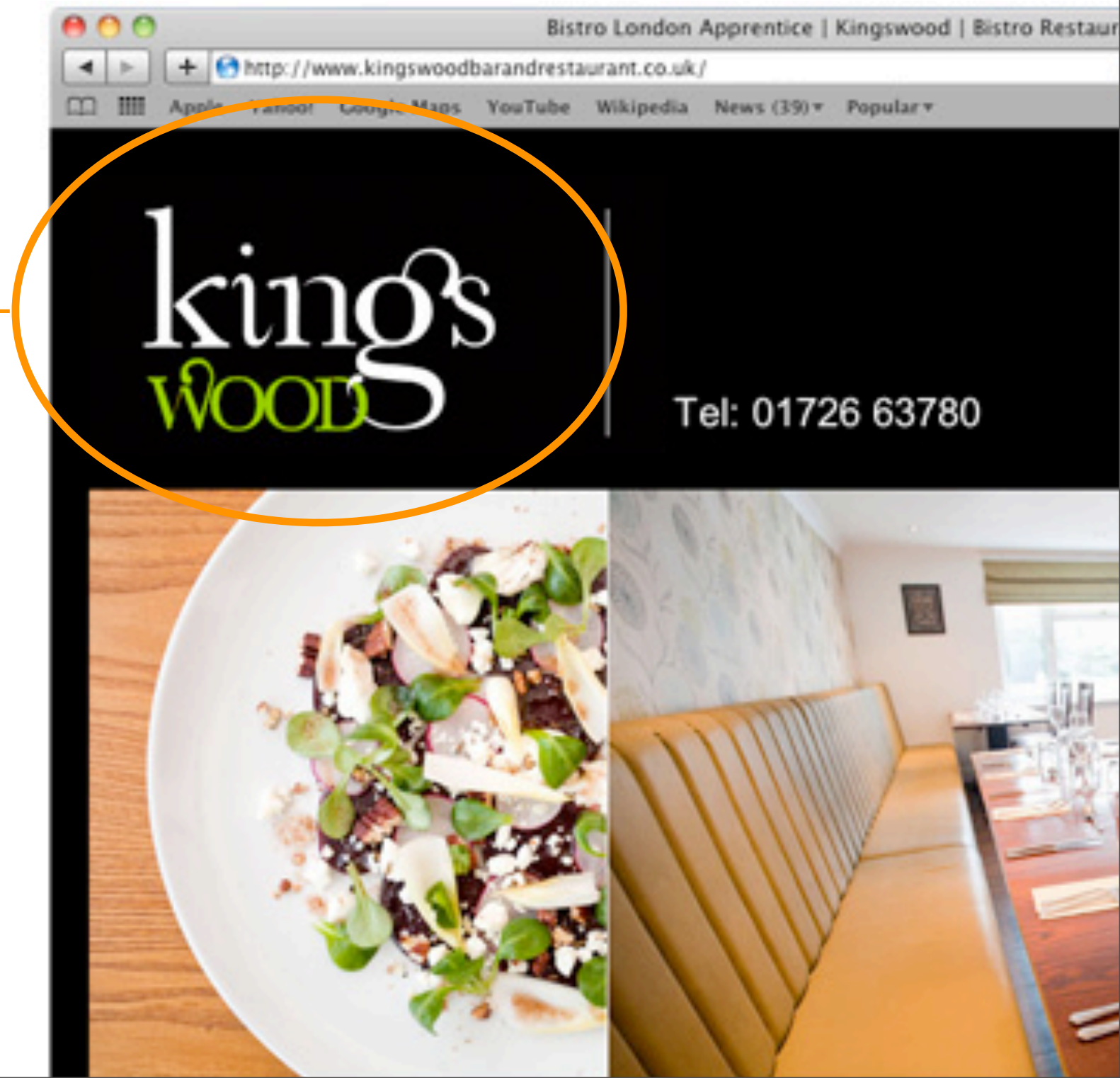


# 1 Good quality logo / branding

Sharp

Correct format  
*Not from a scan*

Well designed  
*Which helps!*



## 2 Good quality images

Sharp

Relevant to business

Correct format

Not taken  
on a mobile!





### 3 Good and accurate choice of colours

RGB / Hex Colours  
supplied

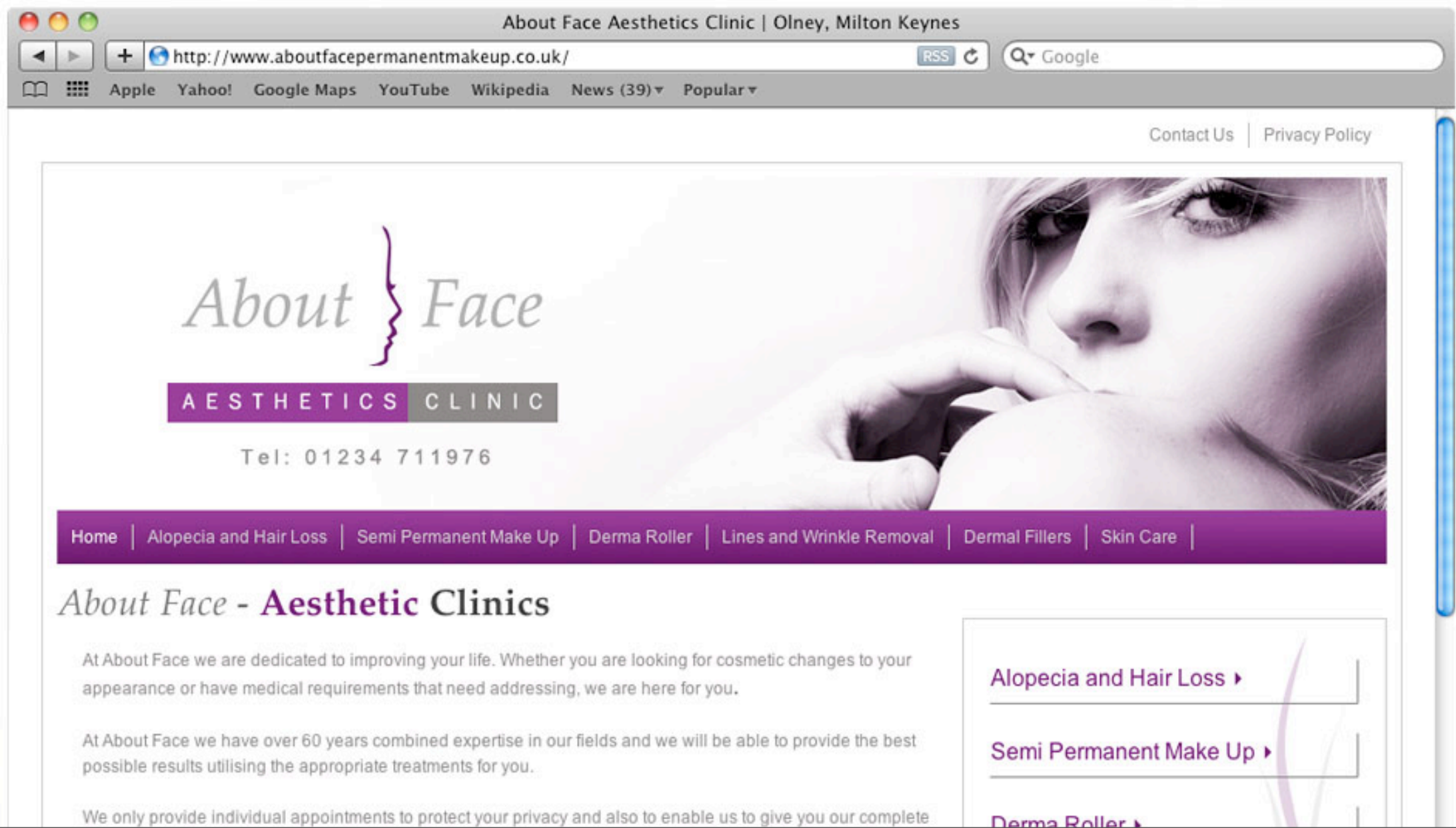
Details of  
background colour

Good choice of  
colours which do  
not clash!



max site

# About Face Aesthetics Clinics



1

# The clients likes and dislikes

*Quotes taken from Steve's brief*

## Likes

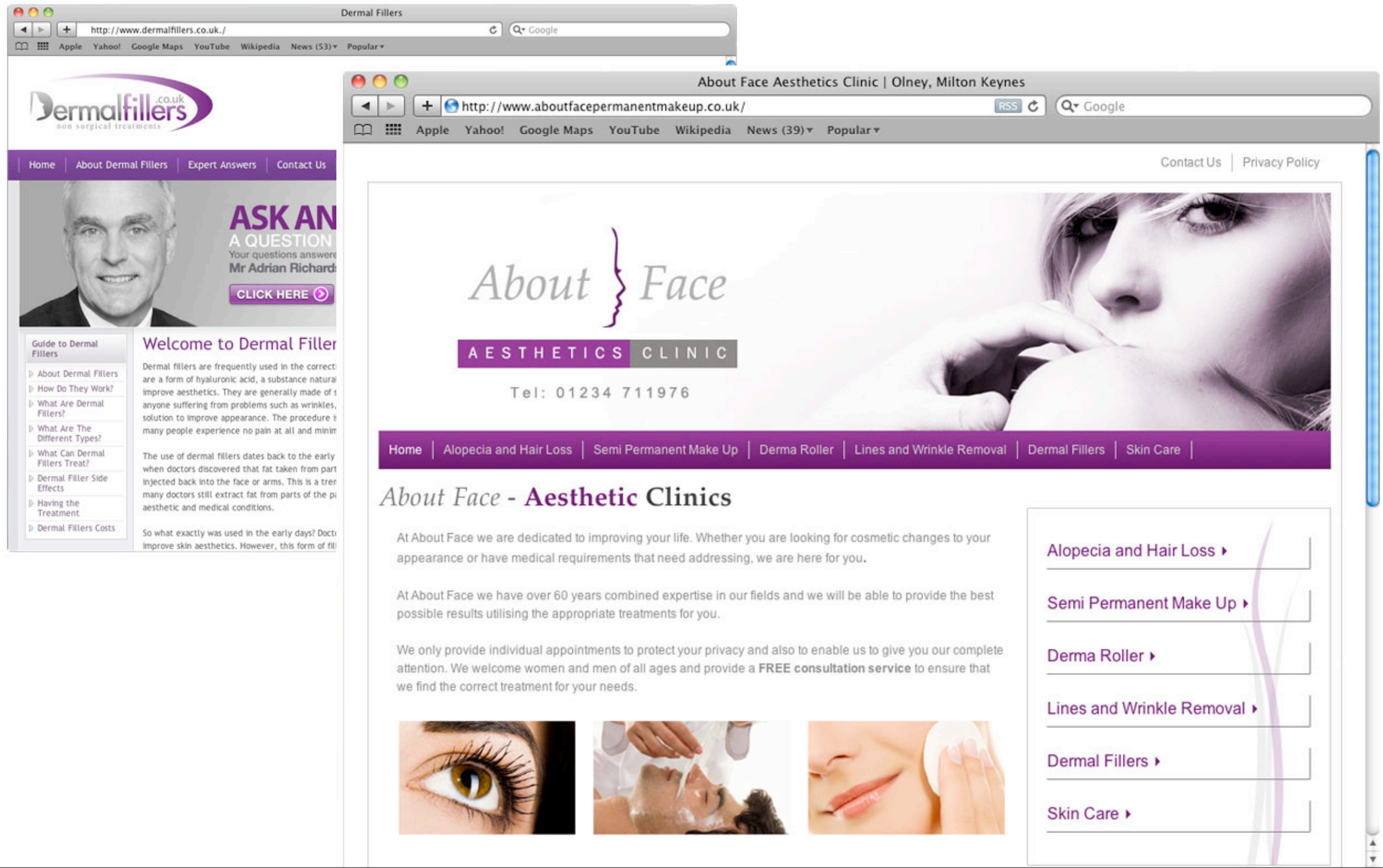
*"The **feel** and **colours** that the client is looking for is at [www.dermalfillers.co.uk](http://www.dermalfillers.co.uk)"*

## Dislikes

*"This site is at [www.aboutfaceuk.co.uk](http://www.aboutfaceuk.co.uk). This is **NOT** the look that the client wants"*



# Outcome of giving an example site



## 2 Accurate navigation details

*"The design is using a **drop down** format to **future proof the site** but there are no drop down pages yet"*

*"On the right hand side of the home page and all category pages please **include in page links to each category page**"*

### 3 General useful notes

Site Wide options

***"Please include in the footer About Face Aesthetic Clinics operate in Olney...."***

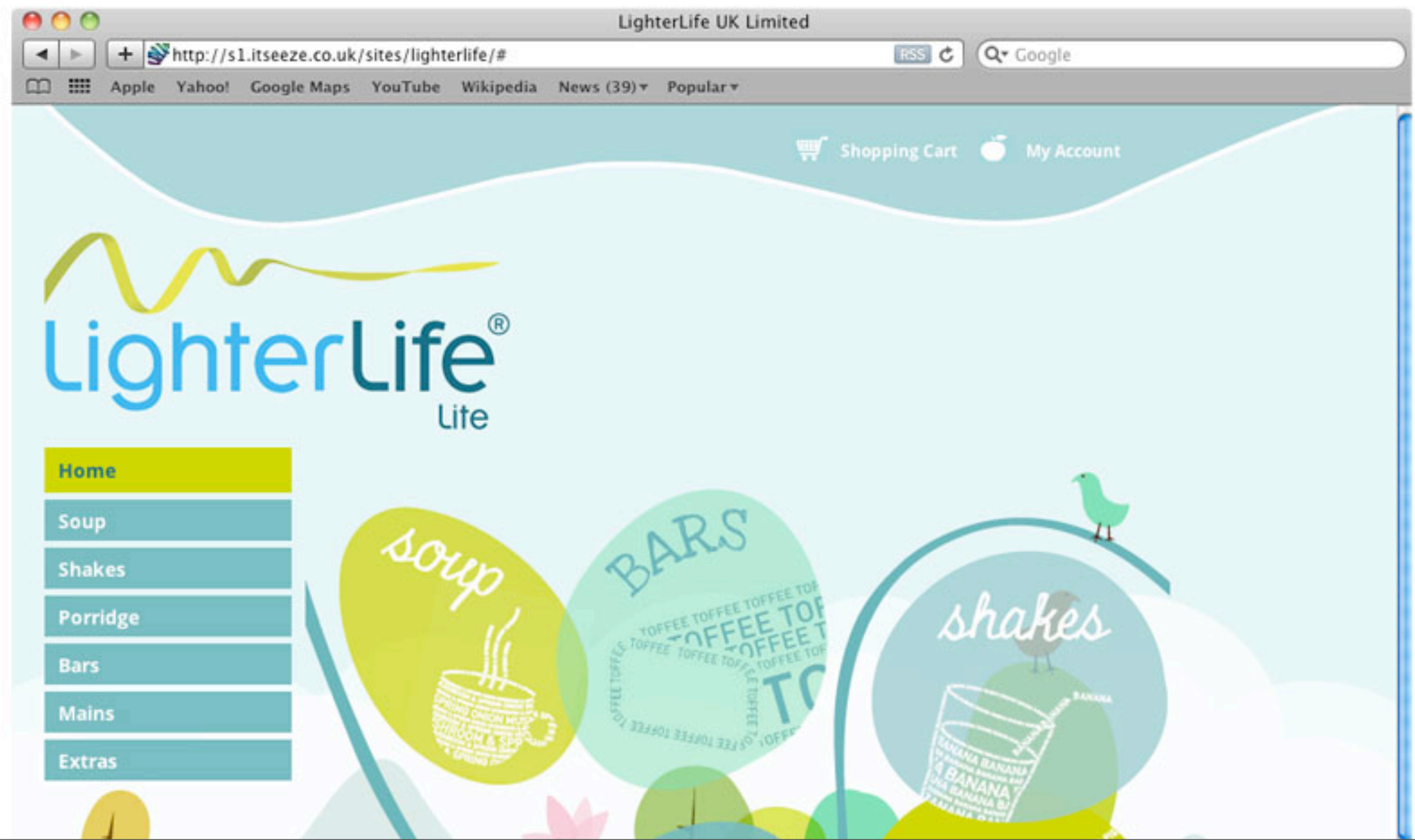
Content information

*"This clinic is for both men and women so please **do not use pinks** within the colour palette..."*



# commerce site

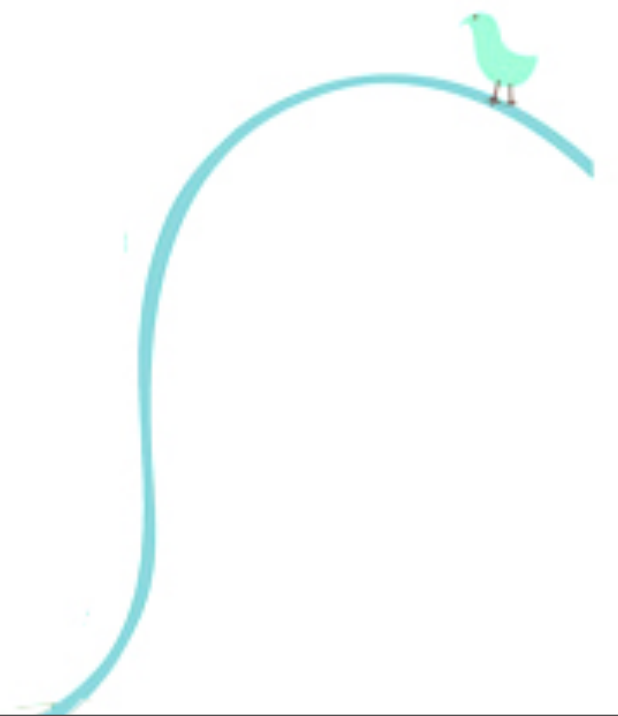
## Lighter Life





*“This site could have been really tricky if it wasn’t for the detailed briefing notes...”*

Jess Gully  
Senior Designer





# 1 Excellent Overview

The sites aim

*"Lighter Life is looking to implement a web based e-commerce trial selling their various dietary food products and merchandise. Items in the shop will include soups, bars, porridge.."*

Target audience

*"Users will be a relatively small discreet group (say 200) people who are on one of the managed diet programmes"*

## 2 Branding & Specific Site Information

### Specific Colour Guides

*'#f5dc0e – this the yellow'*

*'#98a4d4 – this is the chocolate brown'*

*'#69b3bf – this is the strawberry pink'*



### Specific Fonts

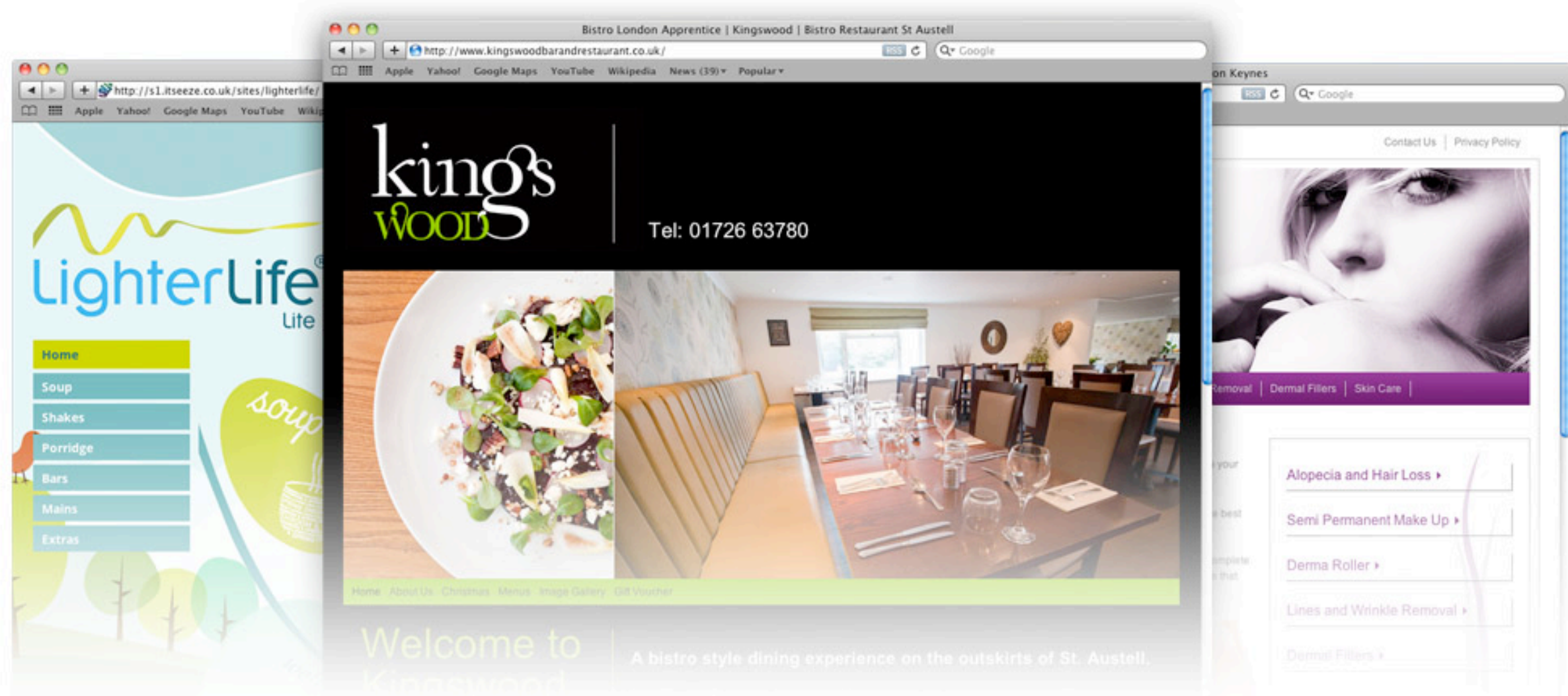
*"Open sans – this is a free google font which they used for the body copy.*

***Sneaker Script** – they used this for the journey titles."*



# To sum it up

With the right information we can create a great site and deliver it on time.



# Client Retention

Why client retention is important  
for YOUR business



Creative, Flexible and Affordable  
Website Design

# What is Client Retention?

- Actual definition is % of clients retained who were planning to leave you.
- This is REACTIVE client retention
- PROACTIVE client retention is more effective but does require some work.
- More cost effective in the long run.



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# Definition

Client Retention is the activity that we take in order to reduce client defections. Successful client retention starts BEFORE the first contact we have with a potential client and continues throughout the entire lifetime of the relationship. Our ability to attract and retain NEW CLIENTS, is not only related to our product or service, but strongly related to the way we service our existing clients and the reputation we create within our marketplace.

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# The numbers

- 68% of clients leave because of how they are treated (perception)
- Client acquisition can cost up to 7 times more than client retention
- 63% of marketers feel that client acquisition is their most important goal. Only 20% said retention.



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# Retention V Gain

- 1/4rly review
- Ad hoc support
- Networking
- Petrol
- Time
- Ad hoc
- Site build
- Training
- **+£200**

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# Before?

Clients gained through

- Reputation
- Customer care
- Networking
- Recommendation

Easier to retain than cold call clients.

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# Tips

- Use of CRM
- Categorise clients
- Last contact date
- Review & contact (perception)
- Ask & Listen
- Re-enforce updates
- Go the extra mile - Care....Really

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# Example



helping businesses grow... building on success

home about contact services resources blog

contact us now  
enquiries@igrowbusinesses.co.uk  
07919 366991

### Achieved your growth plans for your business?

- Making profit? Any profit?
- Business not the same since 2008/9?
- Lost customers and struggling to find new ones?
- Cut all the costs you can but business still hard work?
- Looking to exit soon?

This is not unusual. The 2008/9 difficulties and 'double dip' have not gone away for many businesses struggling to get going again although some are experiencing unprecedented growth and are struggling to cope. Which one are you?

When was the last time you looked at your business and decided exactly what was going to deliver success or, if you know, what's getting in the way? Can you afford to wait any longer?

At igrow we specialise in helping businesses gain clarity over what they need to do to achieve success and then help them make it happen through practical action plans that achieve results.

With decades of experience in setting up and growing businesses both in the UK and overseas we are well placed to help your business grow. See what our clients have said [here](#).

### Do you have one?



Without a plan, you plan to fail...

Click for more information.



**GROWTH CLUB**

Stuart Warwick  
**stuart\_warwick**

stuart\_warwick UPS was founded by two teenagers with one bike and \$100 borrowed from a friend! #interestingfact  
50 minutes ago · reply · retweet · favorite


stuart\_warwick @ShilpaTV Thanks - clarity is the answer. From clarity of purpose to day to day clarity. Easy to say, hard to do consistently. Why do you ask?  
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busy women networking

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Welcome to Busy Women Networking

Supporting local business women

Busy Women Networking is your local networking group for Bedfordshire Buckinghamshire and Northamptonshire. Which meets on a monthly basis but continues to do business throughout the month.

We are a formidable group of business women who aim to grow our businesses in a professional manner while at the same time getting to know each other better and having some fun along the way. We meet in Turvey on the first and second Mondays of the month. We run separate networking meetings to keep business conflicts to a minimum and allow everyone to have the opportunity to grow their businesses.

Please browse our website and feel free to contact any of our business members who all come highly recommended.

### Members

### Meetings

### Venue

### About Us

### Testimonials

### News

Tel: 07500 907573

Aruna Rao  
**ArunaBWN**

ArunaBWN BWN Coffee Morning on Wednesday 19th September at Ye Three Fishes, Turvey from 9.30-11.30 Visitors Welcome. Pls RT  
18 hours ago · reply · retweet · favorite

RuthBWN Congratulations Hamera on the launch of Sapphire Travel. Love the cup cakes thank you none left in our house!!!... fb.me/sQDTGUzc  
20 hours ago · reply · retweet · favorite

RuthBWN Not only were we entertained today at BWN by Mandip, her 10 minute business insight gave everyone excellent legal... fb.me/1s0SAKbi  
20 hours ago · reply · retweet · favorite

content\_ed Lovely to see @JuleBean19 @SusanRingsall @gemcatering @BlueCarrotEvnts @A25\_Cara @Juleann1402 @bettywetz & the rest of the gang at #BWN  
23 hours ago · reply · retweet · favorite

brideandglory BWN Networking - who knew talking about prenups could be this hilarious. instagr.am/p/PZnTlxGwHT/  
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content\_ed Fabulous Busy Women Networking lunch again, thanks @RuthBWN & @ArunaBWN. Thought provoking talk from Mandip Bhachu about pre/post nuptials.  
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gemcatering Fantastic meeting today with BWN @ArunaBWN @RuthBWN. love those ladies can't wait till the next one :-)  
yesterday · reply · retweet · favorite

BlueCarrotEvnts Another fab BWN mtg! Thanks as ever to @ArunaBWN @RuthBWN for organising & thx to so many members with their generous offers for @RideHighMK  
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ArunaBWN Very interesting insight from Mandip Bhachu from Shakespeare's solicitors on prenuptial agreements at BWN today pic.twitter.com/RWAv5xYL  
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Join the conversation

### Quick Contact

Please complete this form and we will contact you. Alternatively please call us on 07957 284851 or 07500 907573

Name: \*

Business: \*

Tel: \*

Email: \*

Submit

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Privacy Policy

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# Do I lose clients?

- Yes!
- However, apart from a few that are no longer in business I have actually truly lost 2 clients.
- 1 - To Yell. Client bought in but not happy.
- 2 - Cancelled on the day he could.  
Not happy with the results.

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# In Summary

- Always be thinking about client retention – even before they become a client.
- Have a system that works for you.
- Be authentic
- Lastly.... if every site was worth £200 more to you.... what would you do?



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Every sales meeting is **u**nique



# Lets assume you have...

Established the need

Qualified the person you are meeting

Explained what we do

Confirmed the meeting date & time

Reviewed their existing website

Learnt as much as you can about their business

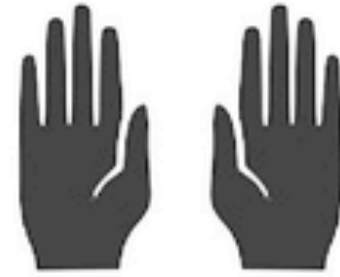
Learnt as much as you can about the person you are meeting

Prepared some points & questions

Noted some website links & saved some screen shots

Now all you gotta do is...





KEEP  
CALM  
AND  
SEAL THE  
DEAL



# Some basic stuff...

Preparation is key

Arrive early (it's amazing how much you can learn)

Re-read your notes

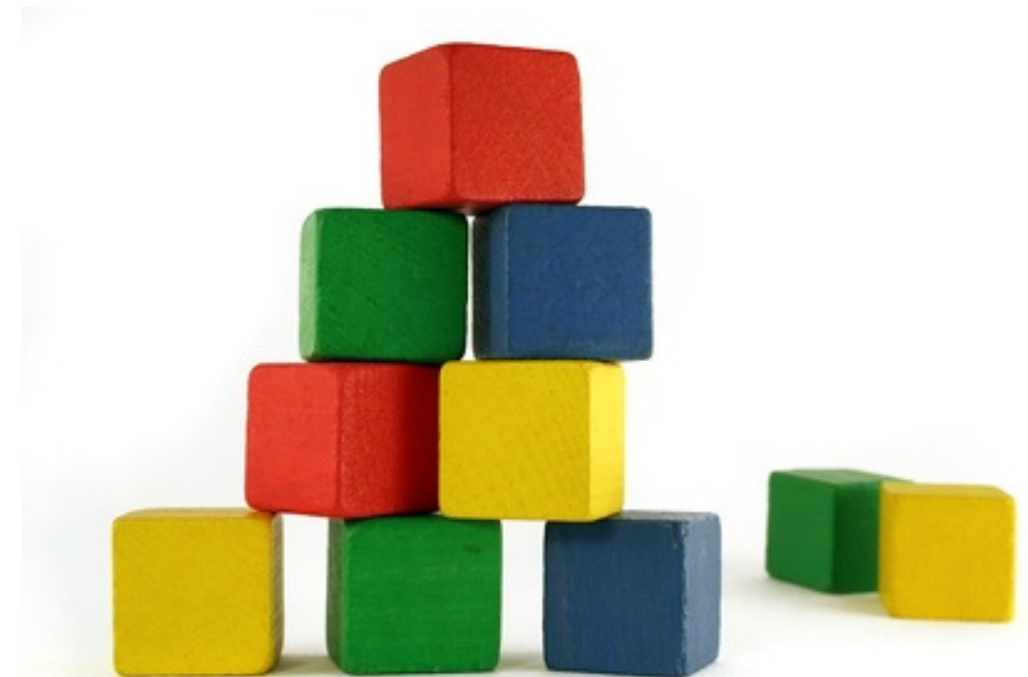
Run through your key points and questions

Charge your laptop

Turn off your telephone

Keep an open mind

Don't forget your pen



# So what's the problem?

“Our Web designer & website has disappeared”

“We can't access the website to take off our 1985 special offer”

“ My son designed the site and now he has gone off to uni”

“ It's not listed on Google & we get nothing from it”

“Our web company want to charge us £450 to change a logo”

“Our website is 10 years old and we can't afford to  
spend £1000 on a new one”

“It's been built in Joomla and we can't work it out”



# But we...

Have no content or pictures

Don't like paying a monthly fee & or contracts

Only need a couple of pages

Don't want to upset our mate who does our site

Don't like template systems

Lost contact with our web guy, what about you?

Don't have any computer skills

# Now, it's your aim is to solve this problem

Reassure them that you have seen these problems before

Show examples of how you have solved these problems

Before and after examples work really well

Use the stats tool / data capture info, its very powerful

Show them that you are an expert in your field

If their problem is CM

If their problem is SEO

If their problem is lack of support



# Important stuff

Not everyone wants to see the CMS

Your not always going to get an internet connection

Take some screen shots of sites you have done

Most people like the idea of stats & data capture

Most people like the on-going local support thing

If you have a common contact talk about them

Explain our range of packages and recommend the best solution

## ASK FOR THE BUSINESS



# In **my** experience...

You can't please all the people all the time

Referred people are most likely to sign up on the day

Show some pre-prepared "specific" examples

Talk about local support

If you can't connect take a cheque

Stats can seal the deal

Your part of a great progressive company, be proud

Thank you! Any questions?