

Conference Minutes

Date: 24th September 2012

DEVELOPMENTS

it'seeze Developments

Here is a list of developments asked for at the conference:

- **Image resizer for webshop uploads** – Stephen is currently developing the webshop layout choices (along with other shop changes). The image resizer for webshop uploads will be developed at the same time.
- **Introduce bounce rate into the statistics tool** – unfortunately, this is not possible. This is why we create a Google Analytics profile for our customers. Google Analytics uses JavaScript and cookies to track visitors. Because it can uniquely identify visitors it can do various clever reports (such as bounce rates, visitor flow, goals, and so on). However, it can't track visitors who have disabled JavaScript or cookies, or specifically blocked Google Analytics (which some security software does - e.g. the more aggressive settings for Adblock for Firefox). The it'seeze editing system statistics tools run on the server side, so it guarantees to track every view, but it can't calculate a bounce rate.
- **Mobile commerce** – this will be developed after the webshop layout choices.

Comment from Head Office: We have received very good feedback to the future introduction of the IMAP / webmail development.

Admin System Developments

Here is a list of admin system developments asked for at the conference:

- **Tablets to fully support the Admin System** - we have asked the franchisee that raised this to inform us of the section(s) of the admin system that is not supported by the tablet. If anyone else knows of any section(s) that is not supported on the tablet, please let us know.
- **Auto-fill card details for monthly subscription payments** – It has been requested if card details can be remembered from the initial payment when making payment for the monthly subscription. Unfortunately, we are unable to do this as it breaches Compliance Rules.

ADMIN SYSTEM

Admin System Queries

Below is a list of Admin System queries raised by you:

Why can we only upload images maximum 3000x3000 when the designers ask for images as big as possible? The Admin System now allows for images max 6000x6000 to be uploaded.

Can we add extra fields within the content page of the Admin System to give the designers more information about the customer's business to help with the design and feel of the website?

Suggested fields include:

- **What the business does**
- **The business USPs (Unique Selling Points)**
- **Competitors**
- **Websites they like**

This is already on Peter's development list. This will be included in the revamp of the content submission page.

With more people using social media, can we add an extra step within the Admin System with a tick-box section asking if the customer requires the following...

- **Facebook icon – include a field also to add facebook profile URL**
- **LinkedIn icon – include a field also to add LinkedIn profile URL**
- **Twitter icon – include a field also to add twitter profile URL**
- **YouTube icon – include a field also to add YouTube profile URL**
- **Search facility**

This is already on Peter's development list. This will be included in the revamp of the content submission page. In the meantime, if you require any social media icons to be added, please specify in the 'Home' page notes section along with the URL(s) to the customer's social media profile.

Is it possible to Lightbox the example websites displayed next to each navigation option within the site creator. The thumbnails are too small. The thumbnails already enlarge when clicked on.

Can we include a drop down menu when creating a customer asking how the customer heard of us? This will help us and Head Office target certain areas/audiences when it comes to marketing.

This will be added to the Admin System by the end of the year.

Is it possible to leave domain details visible even after the domain has been submitted to be registered or transferred? Yes, Peter is currently working on revamping the domains page. This will be included in the revamp.

When a customer's website goes live, can the Admin System automatically create a reminder for us to call the customer every quarter? We will need to look into whether this can be implemented into the Admin System or not.

Can payment on the it'seeze Admin System be completed in one stage? In other words, not have the customer go back to the website overview page in between making the initial payment and monthly payment. This is already on Peter's development list.

Comment from Head Office: It was mentioned at the conference that the Admin System and the emails produced by the Admin System have spelling errors. 'BACs or cheques' currently reads 'BACs of cheques'. If anyone knows where this spelling error is in the Admin System or in which emails (or are aware of any other spelling errors) please could you inform Head Office.

Admin System Emails

It has been mentioned that the wording within the 'welcome' and 'content submission' emails produced by the admin system need to be looked at. Comments have been made that the emails are too technical, not customer focused, and your company name should be removed. We will look into this and re-word the emails.

MARKETING

How to Videos

As you are aware we are now producing 'how to' videos to support customers on the it'seeze editing system and also portfolio how easy the editing system is to use. We have already produced a 'how to' video for MailChimp and YouTube. We have recently sent out a survey asking which 'how to' videos you would like to see next. Once we have received feedback from everyone, we will review which 'how to' videos to do next.

As well as Head Office producing 'how to' videos for the it'seeze editing system, we will also be producing videos to support customers in setting up email boxes.

OTHER BUSINESS

Regional Chapters

We at spoton.net really want to maximise the communication between you and ourselves at Head Office. We have organised for regional chapters to be setup where groups of franchisees communicate on a regular basis and discuss and feedback any topics/concerns/potential developments that will push the franchise forward. Each chapter will have a regional representative who will be involved in a regular conference call with Adam, Karl, and Matt from Head Office to further discuss points raised by you. We will then review the topics that have been raised.

Domain Questions

Below is a list of domain related queries raised by you:

What is the process of (a) registering a domain, (b) transferring a domain?

- (a) Registering a domain name involves; entering the domain into fasthosts >> clicking 'register' >> entering contact details >> selecting our DNS servers >> and finally paying a registration fee.
- (b) Transferring a domain is too long to describe here. We will send out a separate file to describe this.

How long does it take to transfer a certain domain (e.g. .co.uk, .com)? Assuming the customer has ALREADY paid all necessary fees to the existing registrar, a .co.uk transfer should take a few hours. Other domains (including .com) should take no more than 1 week. However, there are factors that can arise that can lengthen the time it takes to transfer a domain.

Why does it take so long to transfer a domain? Domains can take time to transfer as potential third parties are involved, and we may have to wait for each of them to carry out their tasks.

Why do new domains not get purchased straight away – customers can potentially miss out on certain domains even though the domain has been submitted on the admin system. We will ensure domains are purchased within 24 hours.

Can we be emailed at certain stages of a domain transfer to avoid keep ringing up to check progress? Peter is currently working on revamping the domains page. The new domains page will provide feedback on the current status of the domain transfer.

When should the 'Transfer to it'seeze' and the 'Go live' button be pressed? The 'Register' and 'Transfer to it'seeze' buttons should be pressed as soon as possible (once the initial payment has been made). The 'Go Live' button should be pressed as soon as the website has been built and the customer is happy for it to go live.

Can all 'email account created' emails be sent to the customer, an alternative email address, and the franchisee? All 'email account created and password' emails will now be sent to both the franchise and the email address that displays on the customer page in the Admin System.

General Questions

Below is a list of other queries raised by you:

Is there any plan to make a bundle package for max and mobile? We are currently looking into this.

Can hidden pages be hidden from the search engines? Stephen will need to develop a new interface for this. This development has been placed onto the development list.

Can more websites be added to the 'search by industry' page on the national it'seeze website? Also can the images within each industry (when hovered over) enlarge, instead of having to click on each image to see a bigger version? We are currently reviewing what we want to achieve, and what needs to be achieved with the 'search by industry' portfolio. Further comments regarding this will be sent out at a later date.

Can we (somehow) have access to a list of all customer websites so we can find websites in a particular industry? Type in 'created using itseeze (*industry*)' within the search engines. This will bring up results of it'seeze websites that are within the industry you have searched for.

Comment from Head Office: Please notify us if you find any bad it'seeze websites when performing your searches.

Can we have one login to access our customers' websites? Unfortunately, we are unable to do this. However, Peter will be adding a notes section within the Admin System to give you the ability to record your customers' passwords. Hopefully, this will assist you in managing your customers' login details.

Does invoice generation include the initial fee as well as monthly subscription? Yes, invoices show everything that has been paid for.

Should the Operations and Training Manual be electronic? Yes, all future changes to the Operations and Training Manual will be in an electronic format. All changes will be emailed to you and will also be added to the it'seeze Franchise Forum. The forum will store all changes and the up-to-date master Operations and Training Manual. However, we will be sending out a disclaimer stating that you must keep your hard copy of the Operations and Training Manual up-to-date so please ensure it is. Please add the disclaimer we send out into the inside of the folder front cover.

Is it possible to make our commission invoices downloadable and not emailed (as there are too many)? This is a future development that is on our development list.

Is our image bank up-to-date? Unfortunately not, Thinkstock has taken over stockxpert. Because of this, the codes within the image bank on the Admin System are different to the codes within our it'seeze Thinkstock Image Database. We plan to write code that will run on our local network monitoring the status of our image bank drive and updating our image bank search tool.

The colour palette within the site creator is too confusing? The site creator will be redesigned when we get a new server.

MAJOR: Can we keep hold of customers outside our area? We are looking into the implications with a view to coming back with a positive decision in the near future.

Comment from Head Office: anyone who visits your regional website on a mobile device will automatically be taken to the national it'seeze mobile site, m.itseeze.co.uk.