

Welcome to the 2015 Spoton.net Conference



Agenda for the day

Monday 15th June

09.00 – Refreshments

09.30 – Welcome (Matt)
09.35 – Website sales performance (Matt)
09.55 – Business Update (Joanne)
10.15 – Imap (Alex)
10.30 – Pricing and using Admin System (Adam)

11.00– Break

11.15 - Demo: Editing Responsive Sites and Customer Demo (Stephen)
12.30 – Marketing Responsive Sites (Amy)

13.00 – Lunch

13.45 – Workshop 1: Design (Kevin, Ann) or Shop (Adam, Alex)
14.30 - Workshop 2: Design (Kevin, Ann) or Shop (Adam, Alex)

15.15 – Break

15.30 - General Q&A's
15:45 – Awards (Matt)
16:00 – Close (Matt)

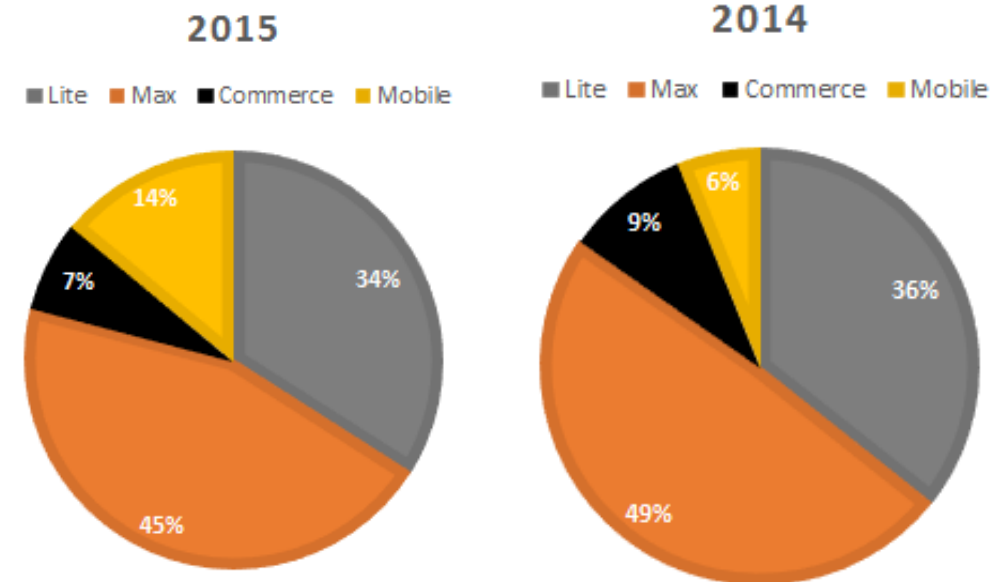
Website Sales Performance 2014/15

Business growth

Total website sales: **+3%** on LY
Active sites: **+19%** on LY

Site type - % to total sales

	2015	2014
Lite	34	35
Max	45	48
Com	7	9
Mob	14	6



Highest site sales in a month

Oliver	14
--------	----

Graham	12
--------	----

Helen	10
-------	----

Phil	9
------	---

Rob	9
-----	---

Highest customer retention rate

Rob	98%
Phil	97%
Gary	96%
Ann	92%
Graham	89%
Brian	88%

Business Updates

In memory of Phil Jaggers



Turnover increase over last 5 financial years

Recent investments and improvements

Systems and procedures

Support website

Cancellation procedure

Sugar CRM

Webmail white labelling Zimbra 3rd party platform

Recent investments and improvements

New finance office

Refurbishment of design
and development studio

New training / meeting area



Recent investments and improvements

Head Office

Staff training

Additional staff:

Design team

Finance team



Naomi Bowden



Ceri Woolway



Jasmin Smart

Head Office

Additional staff:
Development team



Ian Harrison

Promotions and incentives

Marketing incentives

November/ December cash back campaign

Professional copywriting for the launch of responsive websites

0800 number for new business

Trial of national pay per click campaign

IMAP Email and Webmail

IMAP vs POP3: Why We're Changing

- Ability to sync actions across multiple devices.
- Allows the use of our new webmail interface.
- Emails are stored on the mail server rather than on a customer's computer.
- With cloud storage costs reducing IMAP is quickly becoming the default email protocol, many customers now expect it.

Webmail

- Webmail has been one of the most requested developments but has not been possible without first implementing IMAP.
- We will be using a open source webmail client that we'll style up with It'seeze branding.
- The main benefit of Webmail is that customers will no longer need to set up their email accounts via Outlook, Thunderbird etc. and can access their email via a web browser.
- Existing customers using POP3 email will **NOT** be able to access the Webmail service.

How Is This Going To Affect it'seeze's Email Service?

- All new customers will receive a maximum of 5 IMAP accounts as part of their website package, five additional mailboxes will cost a one off fee of £64 + VAT.
- Our IMAP accounts come with 1GB storage space. Customers must be advised of this when switching to our email service.
- All new customers should be advised to use the webmail interface as standard.
- Domain transfers will be easier.

Questions and Answers

Pricing and Using the it'seeze Admin System

Session Topics

- Responsive pricing
- Upgrades and downgrades
- Contract lengths
- Using the it'seeze Admin System to input new websites and upgrades

Responsive pricing

What are the prices?

Lite – 24 months

Set up fee - £250

Monthly fee - £25

Max – 12 months

Set up fee - £400

Monthly fee - £45

Commerce – 12 months

Set up fee - £500

Monthly fee - £50

All prices are subject to VAT

Responsive pricing

What's my commission?

Lite

Set up fee - £150

Monthly fee - £12.50

Max

Set up fee - £300

Monthly fee - £22.50

Commerce

Set up fee - £400

Monthly fee - £25

Upgrades – non responsive to responsive

Wanting a new design

- Customer will need to purchase a new website
- Turnaround time for new websites is 14 working days

Upgrades – non responsive to responsive

Retaining the same design

- £150 if upgrading from:
 - Any non-responsive to Lite/Max responsive
 - Commerce to Commerce responsive
 - Your commission - £50
- £250 if upgrading from:
 - Lite/Max to Commerce responsive
 - Your commission - £150
- Turnaround time is 21 working days

Upgrades – page design

- The number of pages included in an upgrade is the same as the number included in purchasing the equivalent package
- Additional page population:
 - £25 per page if page exists on current website
 - Your commission - £5
 - Otherwise £35 per page
 - Your commission - £10

Downgrades

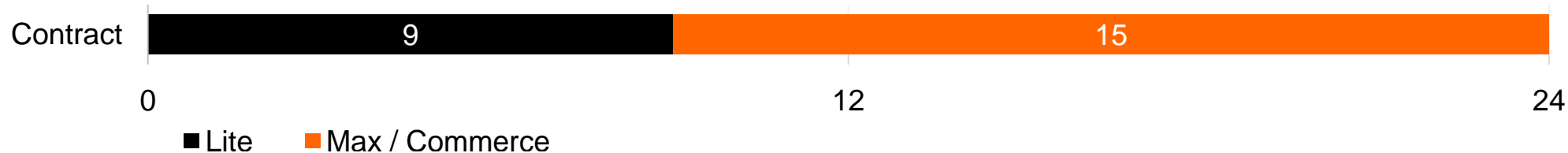
- No downgrade fee
- Used to retain customer who would otherwise cancel
- Minimal work to complete downgrade process

Contract lengths

A new contract is started for all upgrades

Minimum term is that of the new package

EXCEPTION where end date of existing contract is longer than new minimum term



E.g. upgrading from Lite to Max responsive after 9 months – new contract will have a minimum term of 15 months

Using the it'seeze Admin System

Any Questions

This PowerPoint slide will be available on the it'seeze Support Website

BREAK

Development Update

Development

Development review

Responsive websites: origins

Responsive websites: implementation

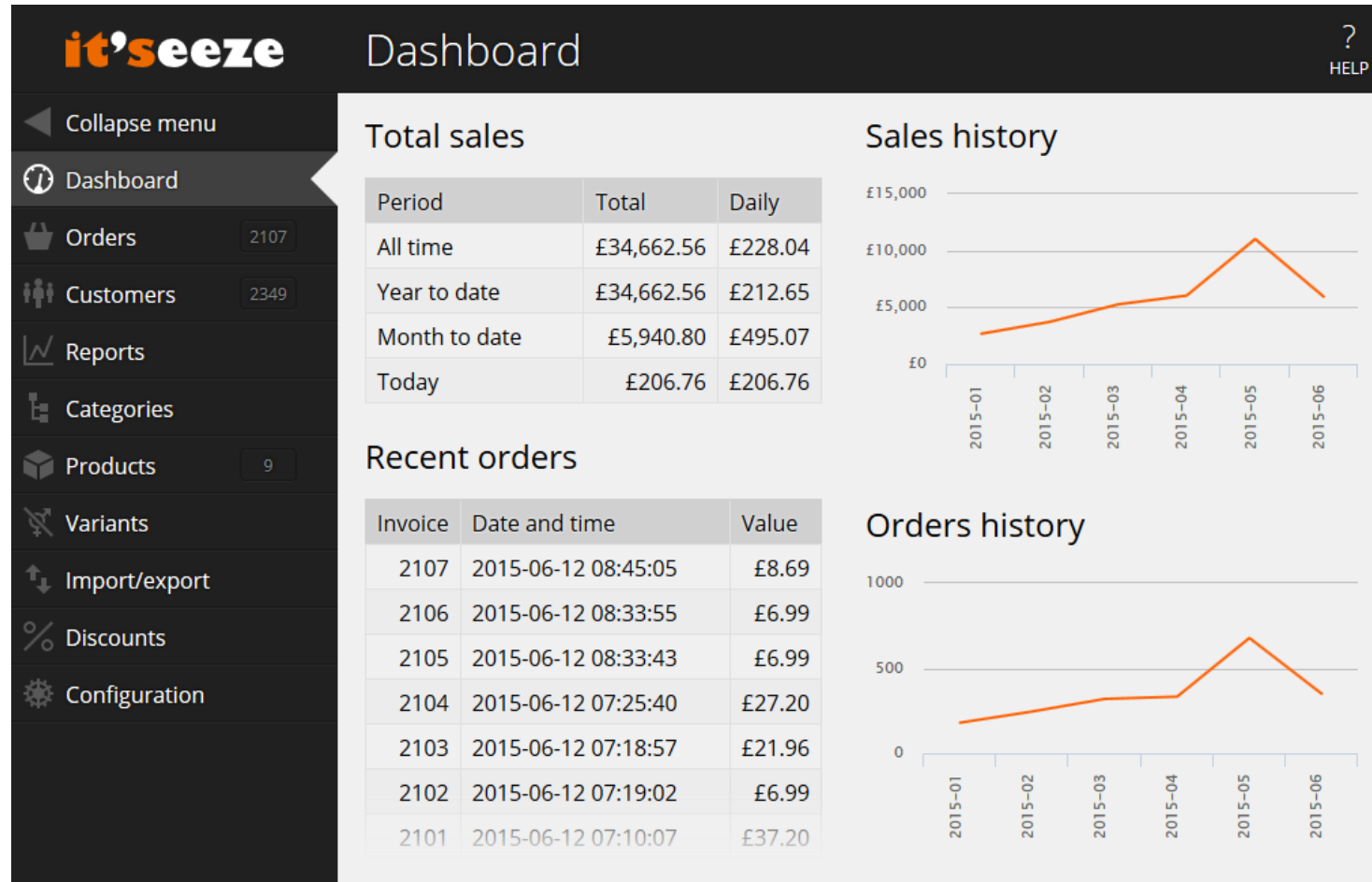
Editing demonstration

Training clients

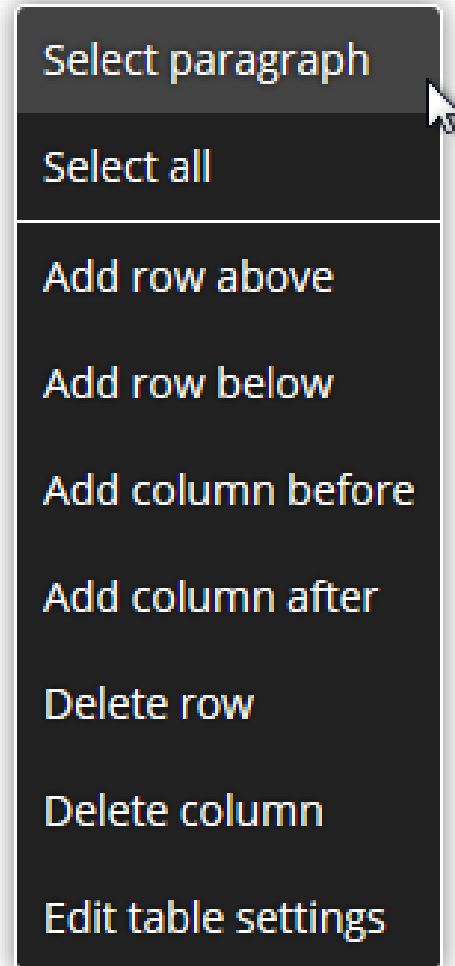
Questions and answers

Development Review

New shop administration system



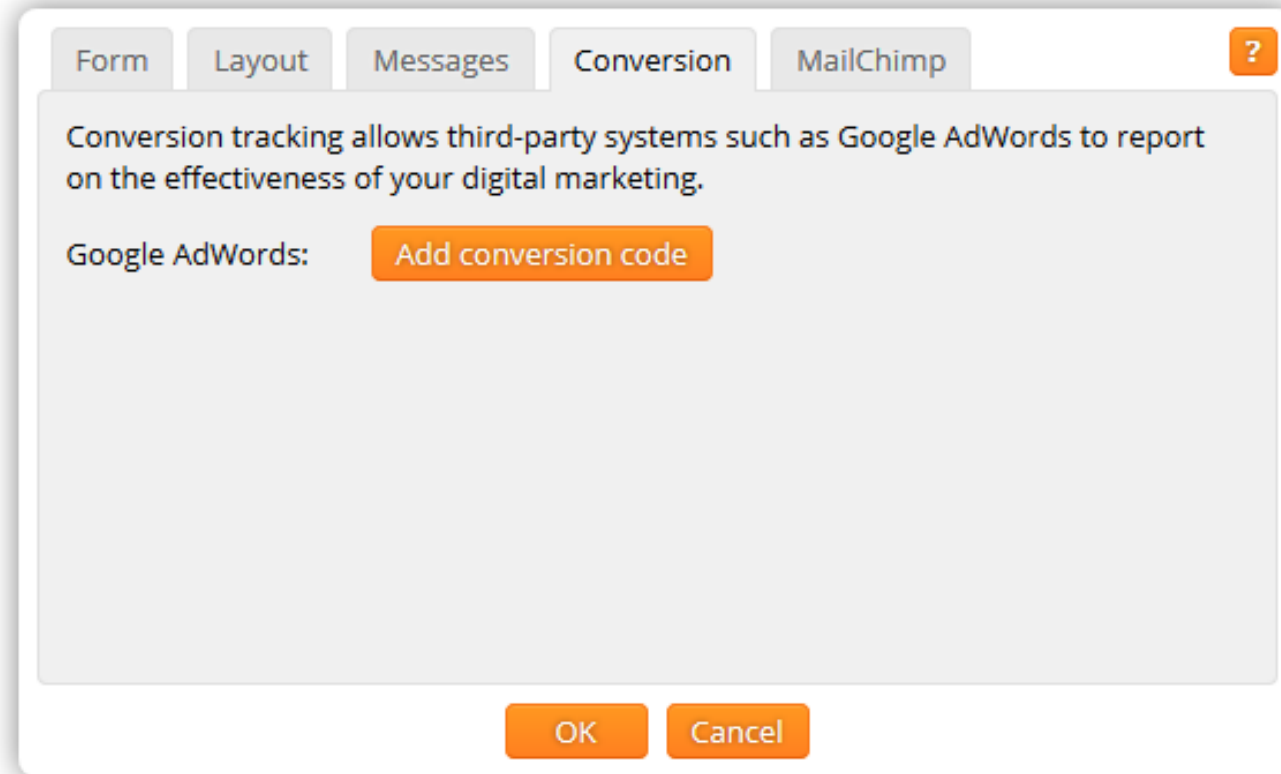
Context menus



Vimeo videos



Conversion tracking



The image shows a software dialog box with a tabbed interface. The tabs are 'Form', 'Layout', 'Messages', 'Conversion' (which is selected), and 'MailChimp'. A small orange square with a white question mark is located in the top right corner of the dialog. The main content area of the 'Conversion' tab contains the text: 'Conversion tracking allows third-party systems such as Google AdWords to report on the effectiveness of your digital marketing.' Below this text, there is a label 'Google AdWords:' followed by an orange button labeled 'Add conversion code'. At the bottom of the dialog, there are two orange buttons: 'OK' and 'Cancel'.

Form Layout Messages **Conversion** MailChimp ?

Conversion tracking allows third-party systems such as Google AdWords to report on the effectiveness of your digital marketing.

Google AdWords: [Add conversion code](#)

OK Cancel

Text-on-image improvements



Responsive website: origins

Tim Berners-Lee



Mobile timeline

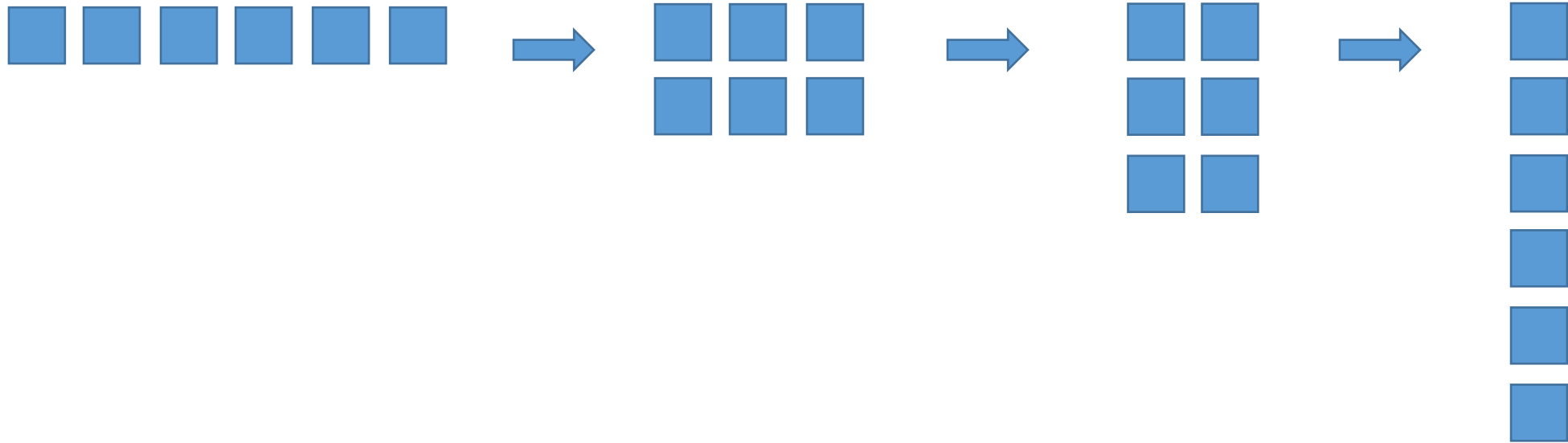
- 1992: Tim Berners-Lee, World Wide Web
- 1999: Nokia 7110; WAP browser
- 2007: iPhone; web browser; high resolution screens
- 2009: Media queries
- 2010: Ethan Marcotte, Responsive Web Design
- 2010-2015: Decline of IE6, rise of 'HTML 5'
- 2015: Image source switching

Responsive websites: implementation

Reducing 'chrome'

Dashboard			?
			HELP
Total sales			
Period	Total	Daily	
All time	£72,288.42	£29.42	
Year to date	£0.00	£0.00	
Month to date	£0.00	£0.00	
Today	£0.00	£0.00	
Recent orders			
Invoice	Date and time	Value	
1197	2014-12-16 10:27:48	£118.98	
1196	2014-07-31 14:00:12	£32.50	
1195	2014-07-08 09:49:43	£24.55	
1194	2014-07-07 12:43:12	£24.55	
1193	2014-07-02 09:38:19	£63.93	
1192	2014-06-25 10:53:16	£12.27	
1191	2014-06-24 15:10:59	£12.27	
1190	2014-06-24 15:09:16	£12.27	

Re-flowing content



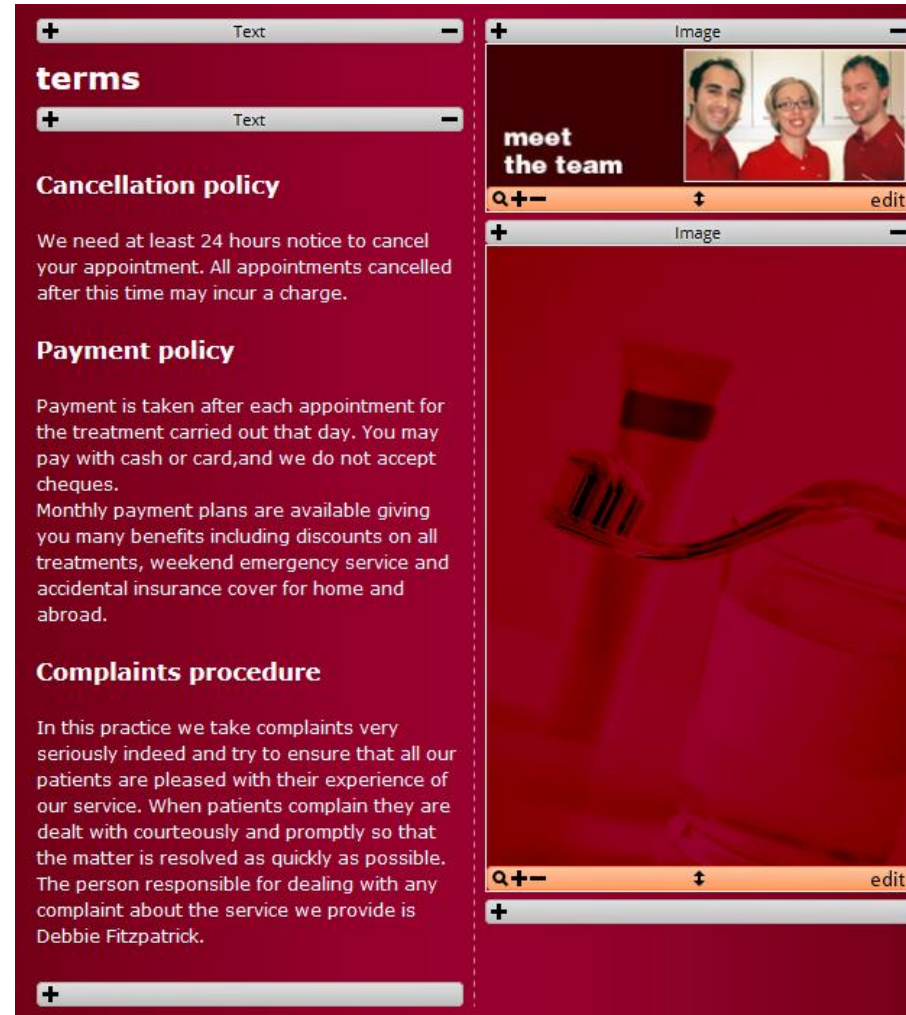
Mobile timeline

Grouping screen widths

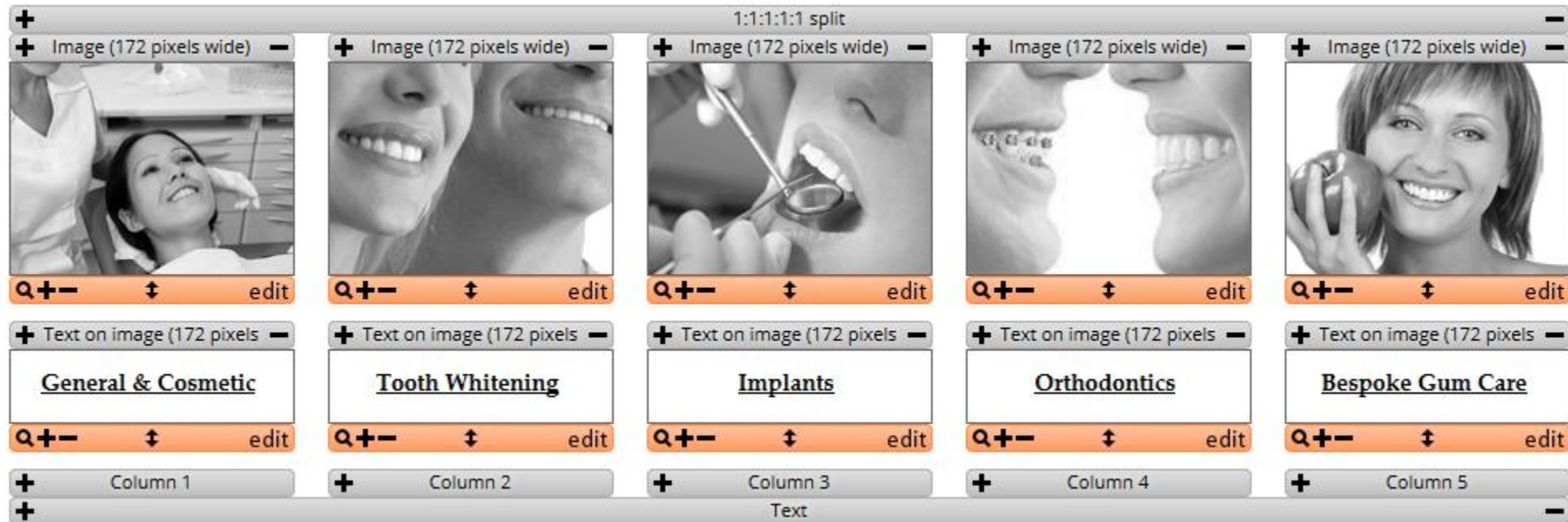
The usual approach: mobile, tablet, desktop

Our approach: five breakpoints at regular intervals

Evolution of the editing system: options



Evolution of the editing system: super options



Re-thinking the editing system

Split options: editable columns

Less clutter, fewer bars

Direct manipulation

A more modern appearance

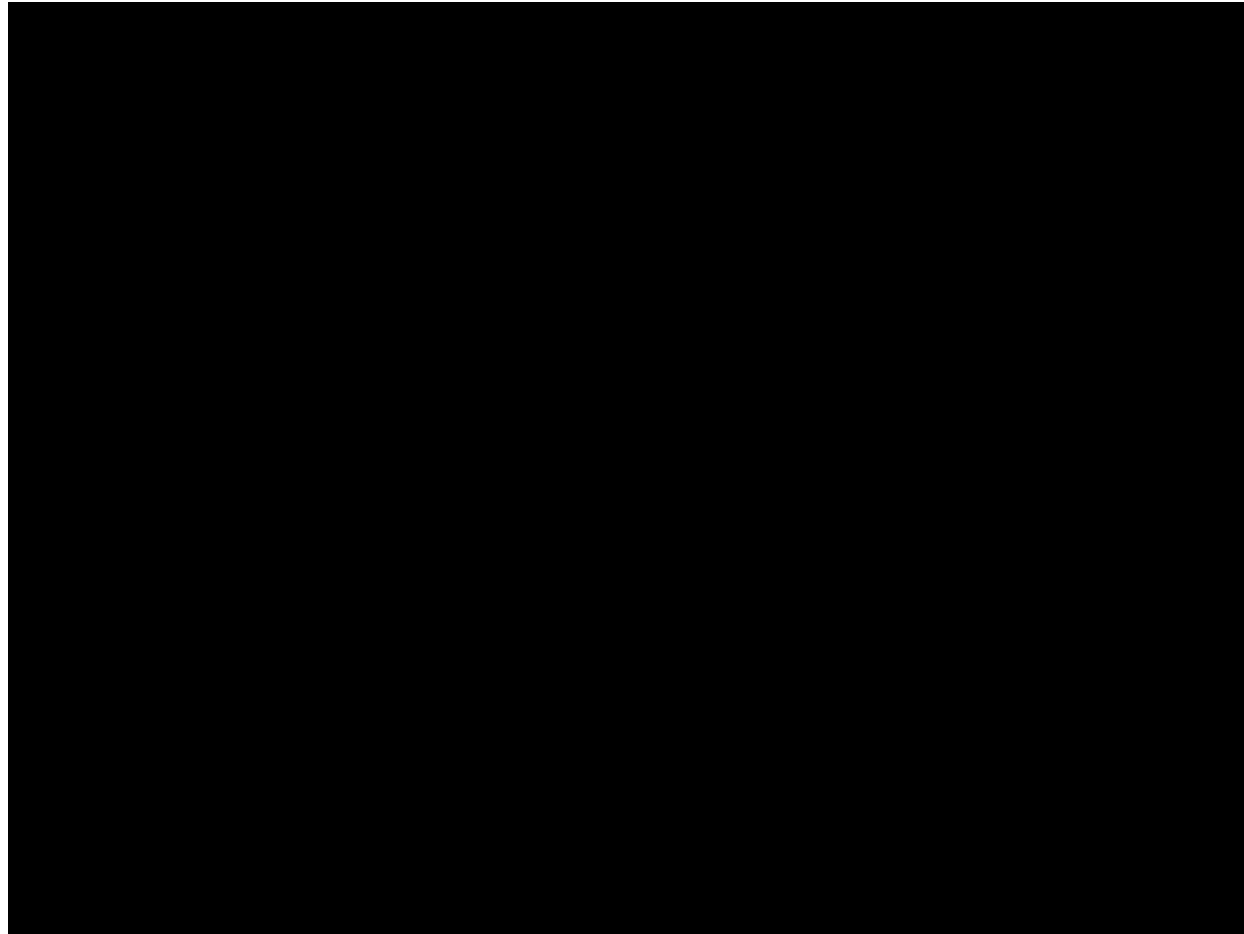
91,000 new lines of code in 1,600 files

Enough already! Let's see it!

Marketing and Selling Responsive Websites

By Amy Cross
Business Development and Marketing Manager

Customer journey video



Topics covered:

How does it'seeze compare?

Expanding our target market

Marketing to 3 'different' audiences

Marketing tools

1. Competitor Summary

Companies offering responsive

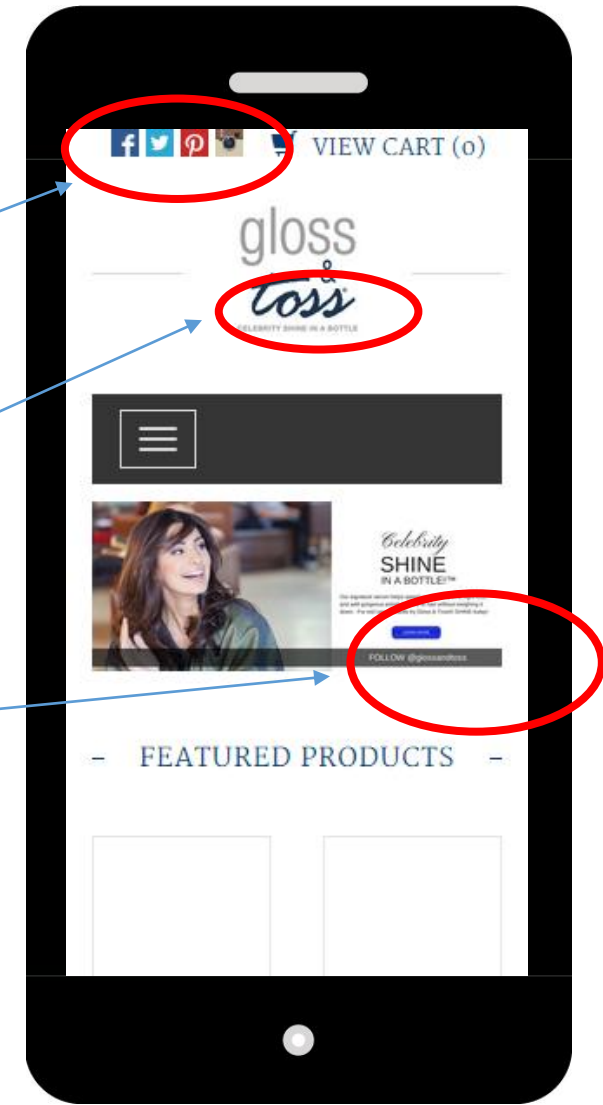
Company	Offer responsive?	Example(s) to show
Yell	Yes	No
1&1	Yes	No
BT	Yes	No
Go Daddy	Yes	Yes – just four
Wordpress.com	Yes	Yes
Wix	No	N.A
Site Wizard	Yes	Yes – just four
Free Start	Yes	Yes – just one
Moonfruit	No	N.A
Web Nation	Yes	Yes
Square Space	Yes	Yes
Zine	Yes	Yes
Activ	No	N.A
Nettl	Yes	Yes

Full competitor report available on the support site

GoDaddy: gloassandtoss.net

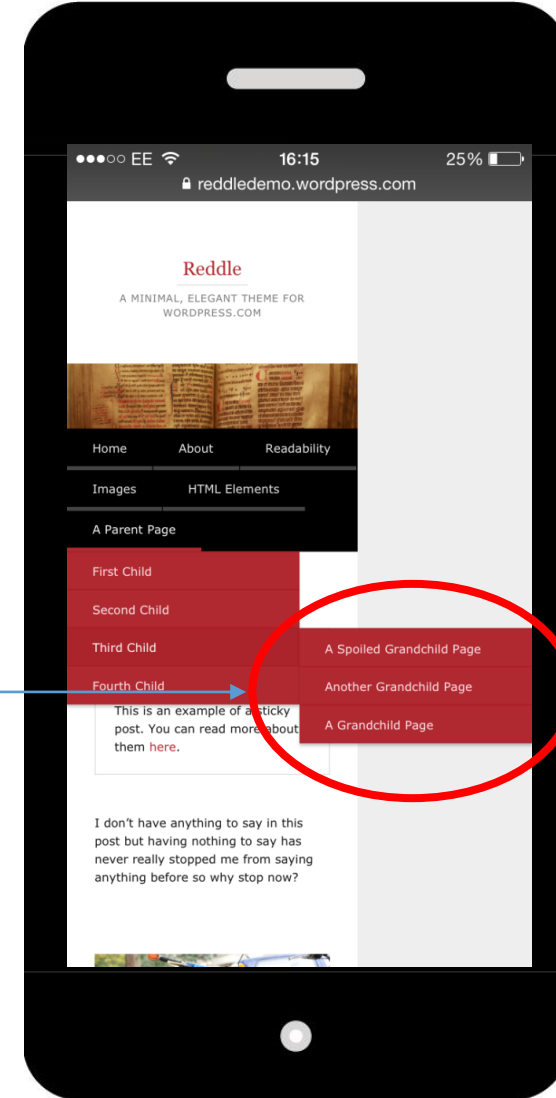
Social media icons too small to press on a touch screen mobile

Text that is legible on a desktop, is not legible on a hand held device



WordPress: reddledemo.wordpress.com

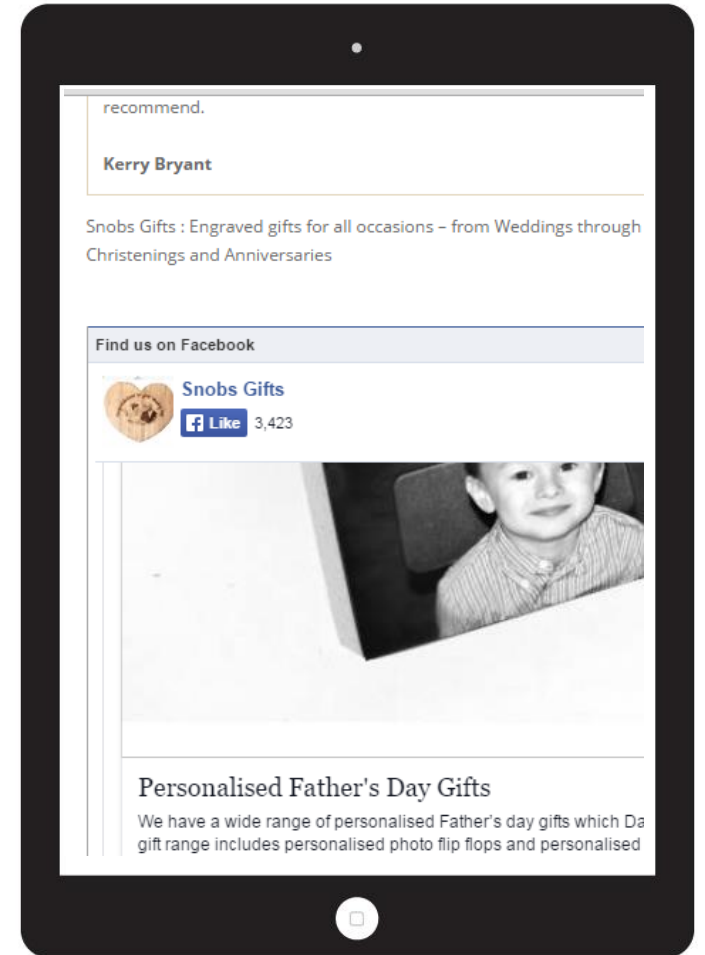
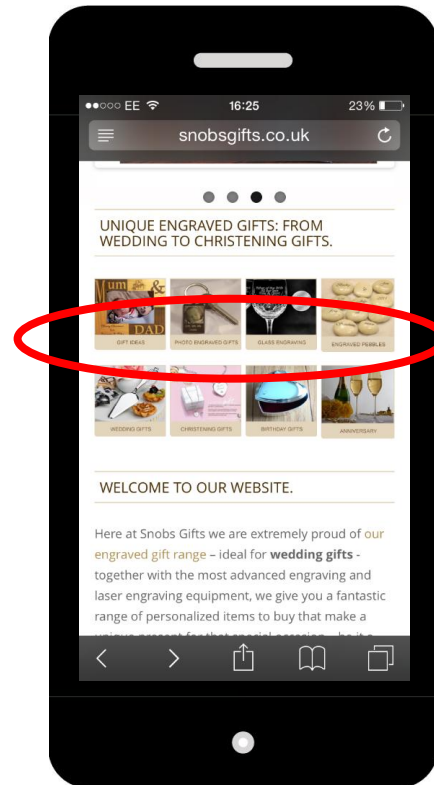
To display a
'grandchild' page, the
sites halves in size to
fit this on the screen



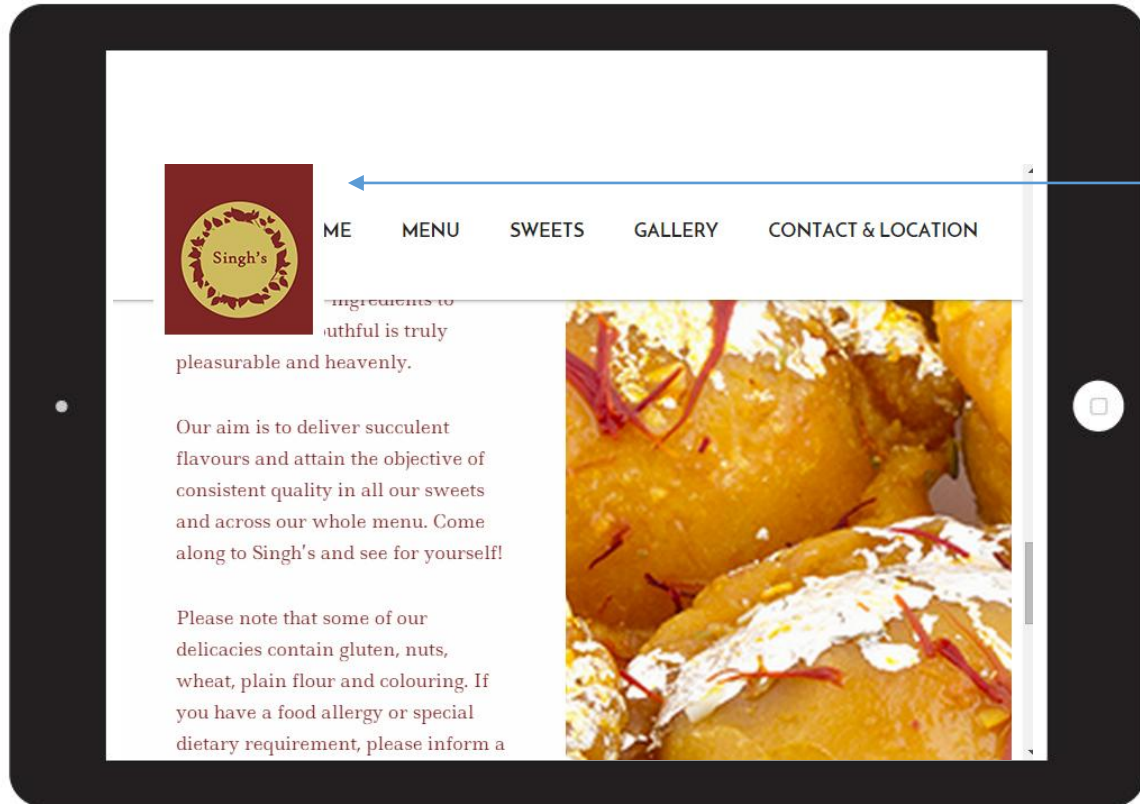
Site Wizard: snobgifts.co.uk

Facebook widget does not adapt on tablets and mobiles

Text on category images is too small to easily read on a mobile

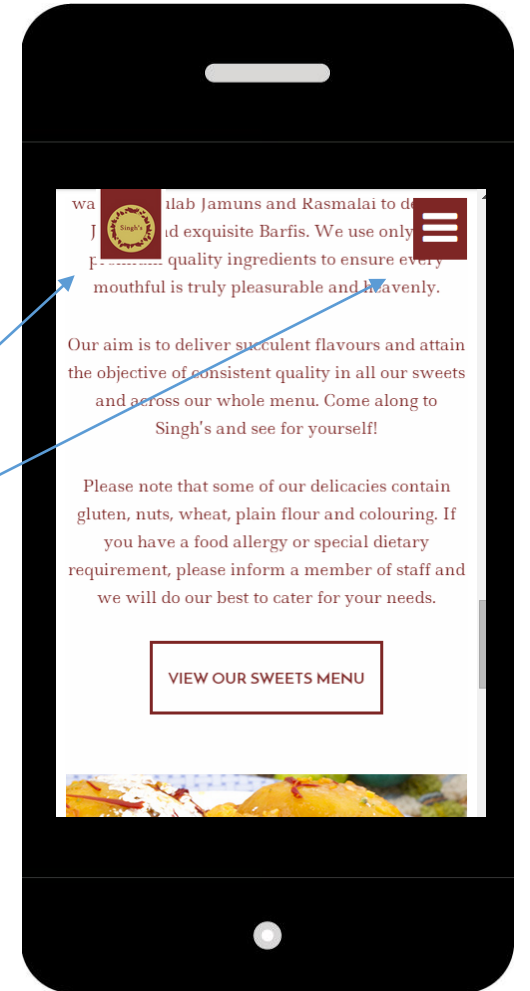


Site Wizard: singhsgravesend.com



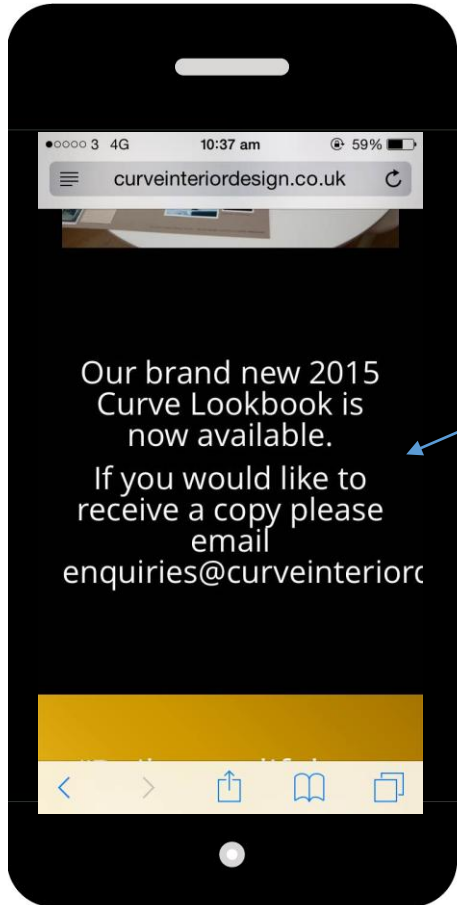
On a tablet device the logo overlaps the content

On a mobile device the logo and the menu overlaps the content

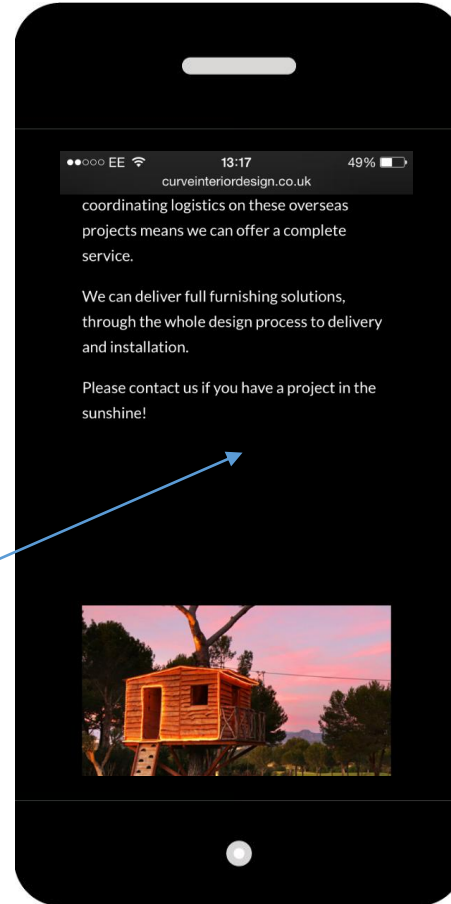


Nettl: curveinteriordesign.co.uk

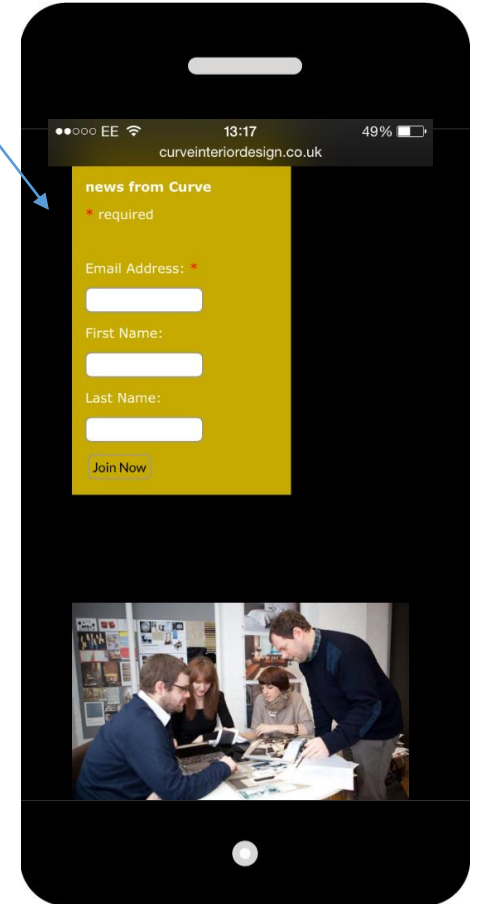
Small fields makes form hard to fill in on mobile



Text on this page not responding to mobile screen size.



Unnecessary blank spaces means more scrolling is required



Other key findings

What else sets it'seeze apart from competitors

No templates

Intuitive website editor

Ongoing and direct local support with expert back-up from UK Head Office

Option for bespoke features

2. Expanding our target market

Expanding our target market

More opportunity to **WIN BUSINESS FROM COMPETITORS**

3 main sectors to target:

- Established businesses without a mobile presence
- Established businesses with both a desktop and mobile site
- Established businesses with poorly-performing responsive sites

Expanding our target market

Practical benefits:

- Recognise website need
- Lower risk of ceasing trading
- Existing content
- Knowledge of CMS
- Directly compare benefits

Financial benefits:

Have budget

Need Max/Commerce

Sales Strategy – drive business growth

Cash Cows = Max and Commerce

Lite Package is only suitable when:

- 5 pages are sufficient
- Don't need any features available on Max or Commerce
- Don't have budget

2. Marketing responsive to 3 target groups

1. Without a mobile site

38 million smart phone users in the UK

Google favours responsive

- 40% leave site if it doesn't load in less than 3 seconds
- 61% leave a site if it's not mobile friendly
- 67% more likely to buy or use service if site is mobile friendly

Easy to view on a mobile/tablet

No more effort - easy and quick to edit

2. Separate mobile site

Only one site to manage – helps with SEO

Faster to load:

- Google: 40% abandon a website that takes more than 3 seconds to load.

Seamless link sharing

Easier and quicker to edit:

- Half the work

3. Poorly performing responsive site

Not all 'fully' responsive sites, fully respond

Perfectly formatted content and navigation

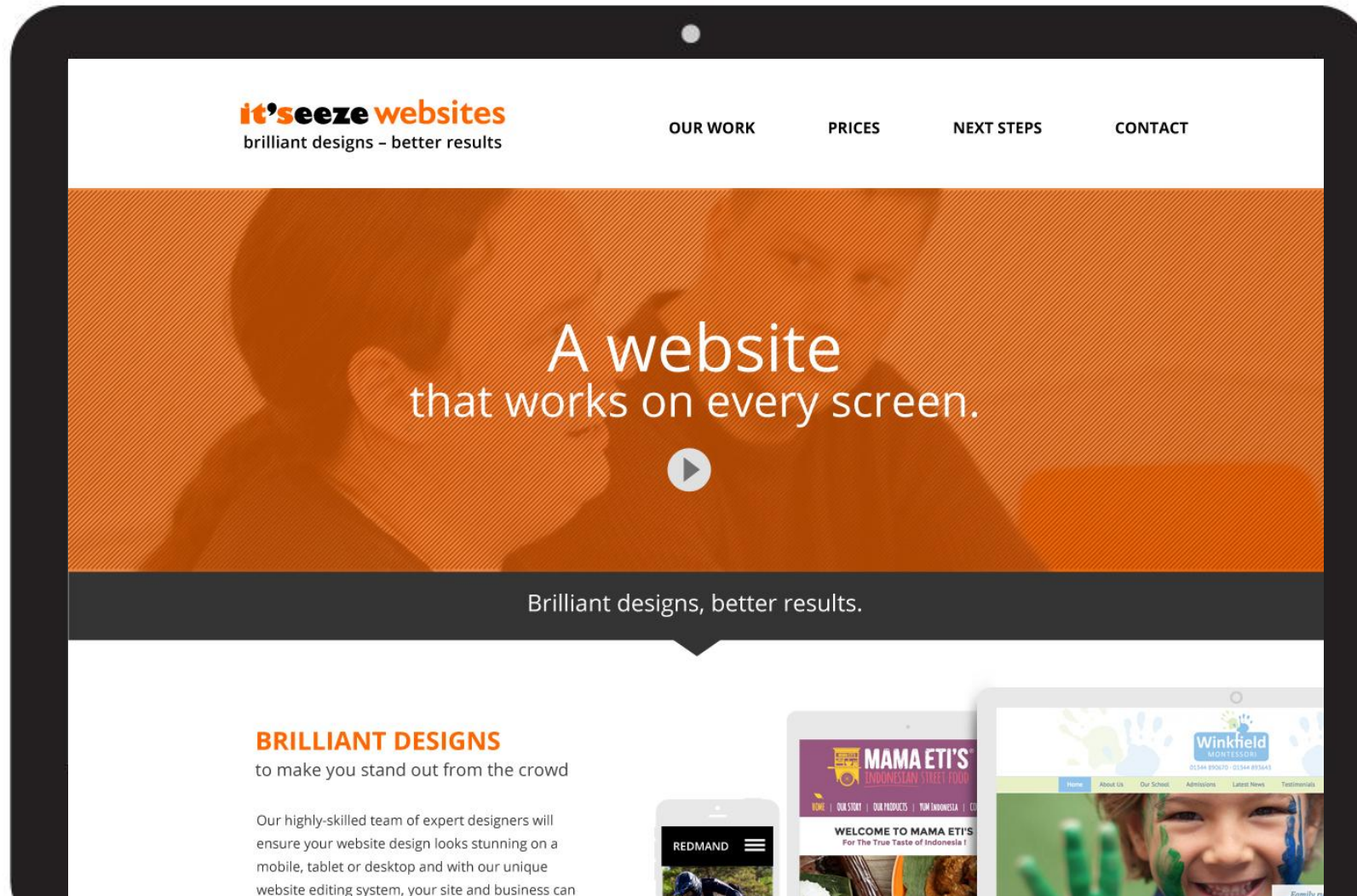
Other benefits:

- Professional design
- Ongoing support
- Ease of editing

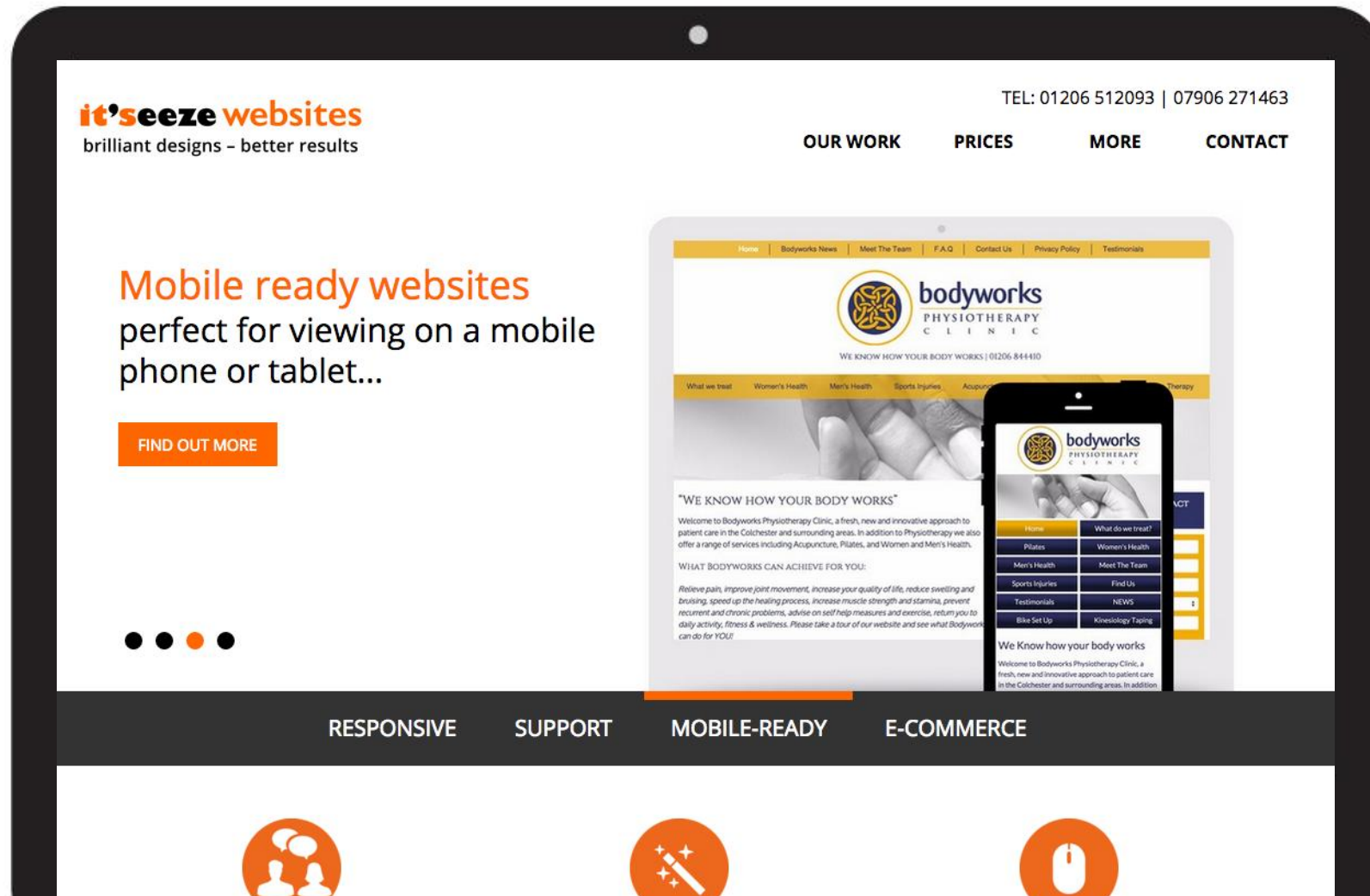
4. Marketing Tools

To support your promotional efforts

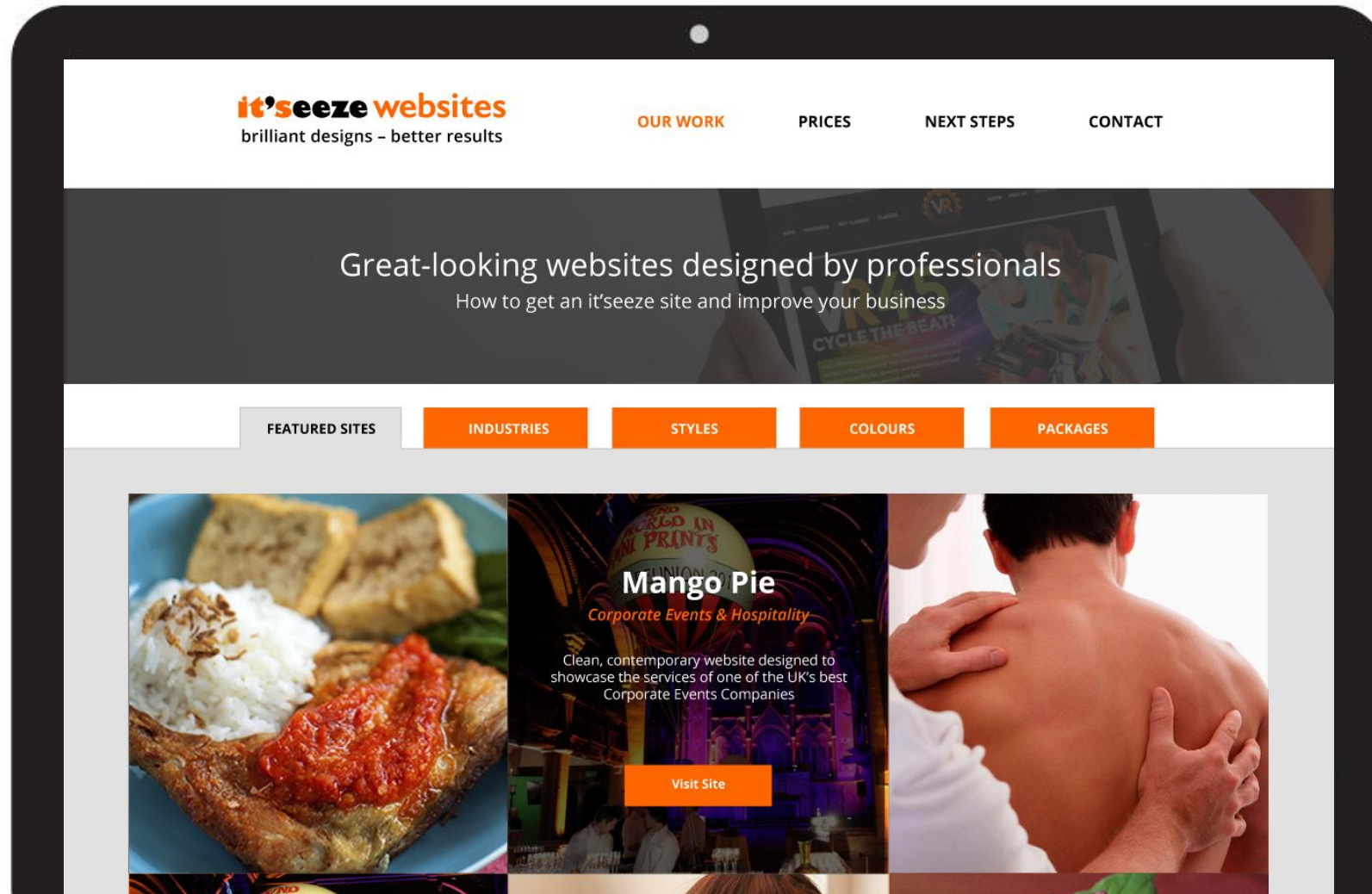
Responsive and redesigned national site



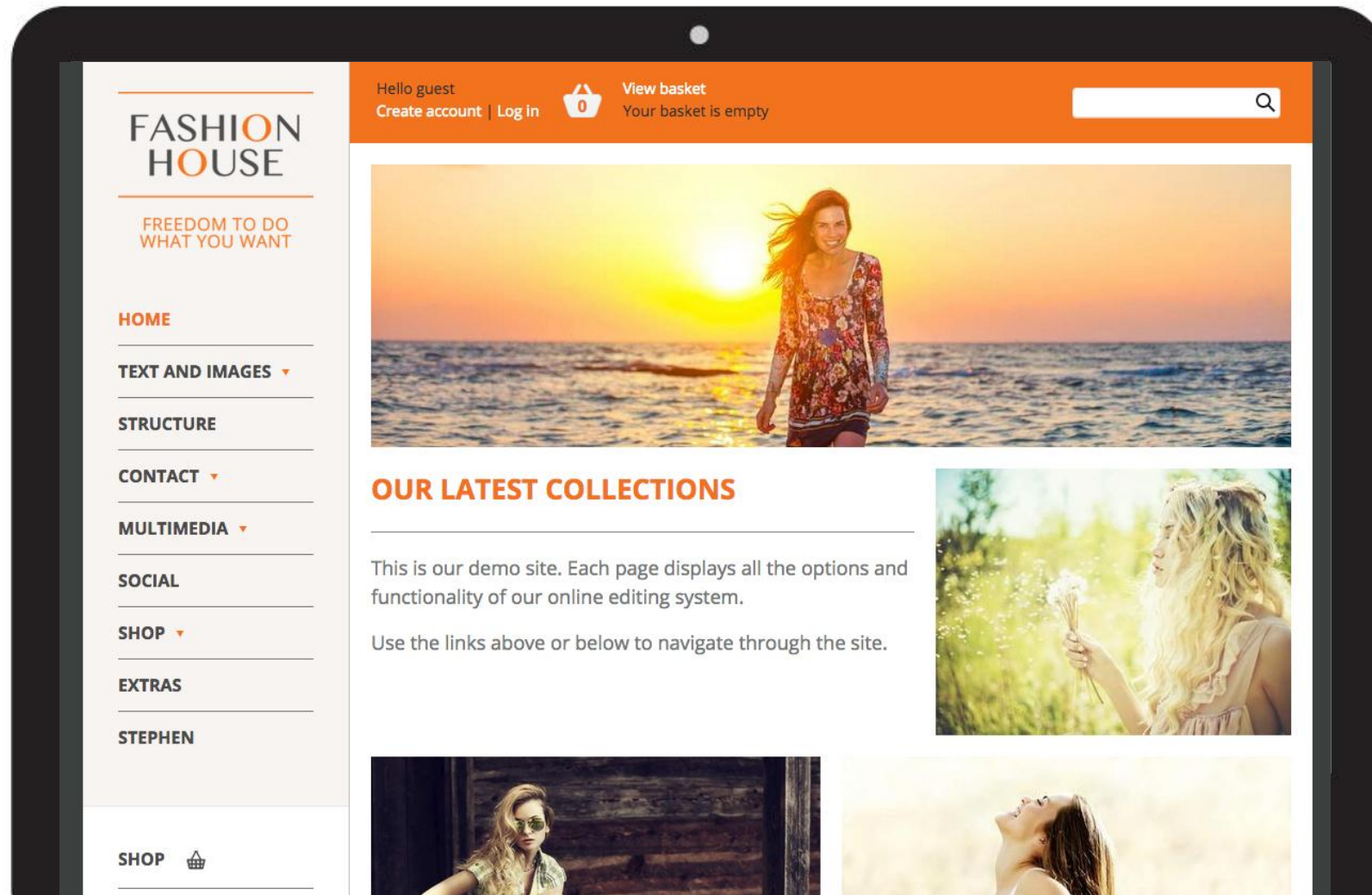
Responsive and redesigned regional sites



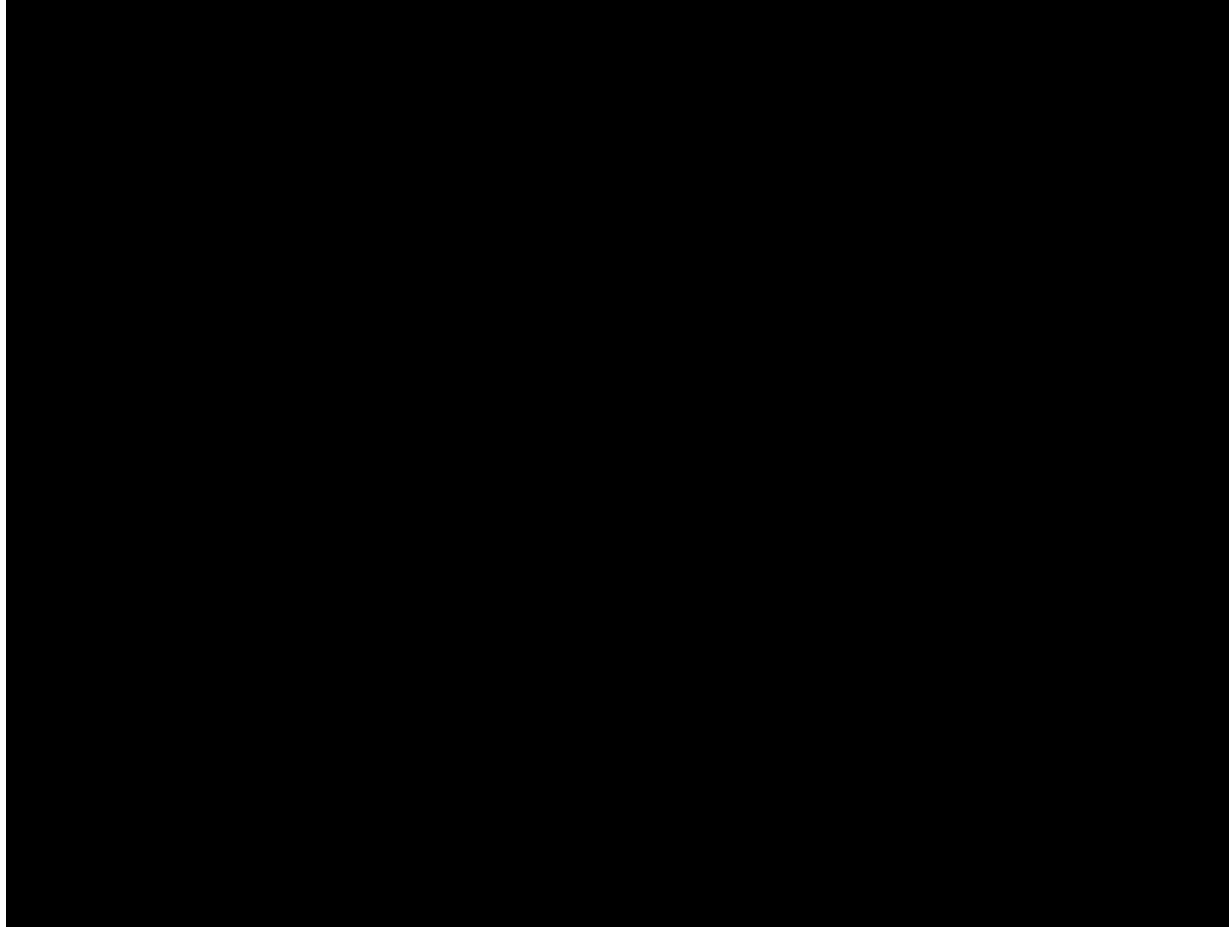
Portfolio of responsive sites



Fashion House Demo



Responsive video



500 Leaflets

Websites that work on every screen

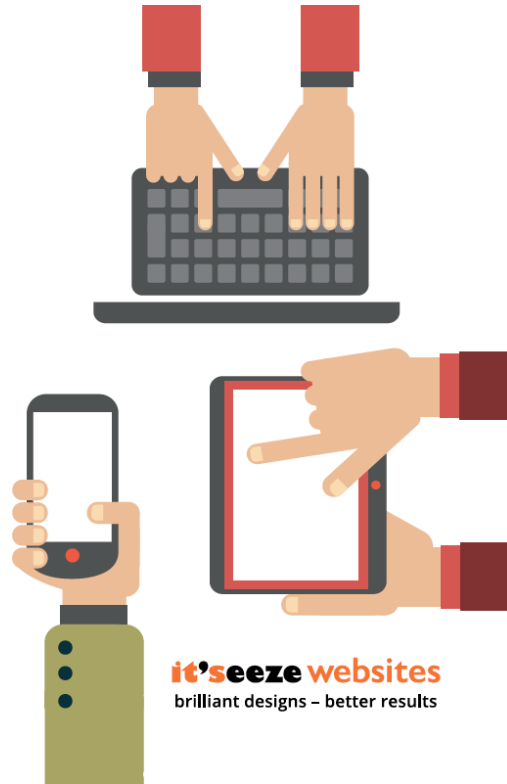
It'seeze websites are responsive.

That means they're as easy to use on a **mobile** as they are on a **tablet** or **desktop**.

And because **Google** favours **mobile-friendly** sites, people have more chance of finding your business in online search results, whether they're on the go or at their desk.

Get started at itseeze.co.uk

Call **0800 294 0521**



it'seeze websites
brilliant designs – better results

Easy to use, easy to manage

User experience doesn't get much easier.

Our sites are fast to load, brilliant to look at, and easy to use. No pinching. No squinting. Nothing to get in the way.

The result? Your customers can do more in less time on your site. Drive more traffic. Boost customer engagement. Increase your sales.

Flawless browsing. Edit any time.

The it'seeze editor is effortless to use. Change a word. Rearrange a page. Upload an image. All from your browser.



Get started at itseeze.co.uk

Call **0800 294 0521**

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PDF's

Why have two websites when one is better

Why have two websites when one is better?

It'seeze responsive websites display perfectly on every screen so there's no need for a separate mobile website.

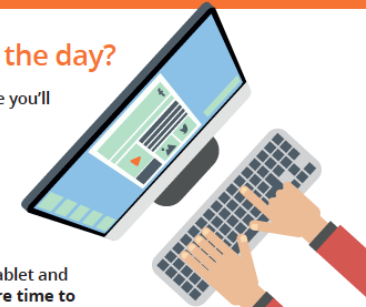


Not enough hours in the day?

With an it'seeze responsive website you'll have just one site to:

- Edit and update
- Optimise for search engines
- Review statistics
- Manage for Pay-Per-Click campaigns

And it will look great on a mobile, tablet and desktop, whilst you **you'll have more time to concentrate on your business.**



Losing business?

An it'seeze responsive website loads faster than a separate mobile website.

The server doesn't need to determine whether to display the mobile or desktop website – saving valuable seconds. Google says, 40% of people abandon a website that takes more than 3 seconds to load.

How much business have you lost because people give up waiting for your website to load, then finding a competitor whose website loads instantly?



Get started at itseeze.co.uk

Call **0800 294 0521**

it'seeze websites
brilliant designs – better results

PDF's

What makes it'seeze websites unique

What makes
it'seeze websites
unique?



Fully Responsive:
Automatically reformats to display perfectly on a mobile, tablet and desktop.



Better search results:
Google favours mobile-friendly websites, increasing the chances of being found online.



Ongoing Support:
Local and national support from a UK team of experts.



Brilliant Designs:
Professionally designed to stand out from the crowd - not a template in sight!



Effortless to update:
Change a word, rearrange a page, upload an image ... all in seconds.



Easy to view:
Even on a mobile - no pinching or squinting so people can see more in less time.



Fast loading:
Less chance of people giving up and looking elsewhere.



Shop on the go:
Online shops work perfectly on any device making it more convenient for people to buy.



Fully functioning:
Videos, maps and Social Media work seamlessly to boost customer engagement.





Call 0800 294 0521

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it'seeze websites
brilliant designs - better results

PDF's

How does your website look on a mobile

How does your website look on a mobile?

Take the test: view your website on a mobile phone . . .

. . . and see what the 38 million smart phone users in the UK see when viewing your website?

1. How quickly does it

40% of people will abandon your website if it doesn't load in under 3 seconds* potentially finding a competitor whose website loads instantly.



3. Would you do business with your company based on your website?

67%* of people are more likely to buy a product or use a service from a website that is mobile-friendly. By making it easy for people to navigate your site, you'll boost engagement and in turn increase your sales.



2. Do you have to pinch the screen or scroll horizontally to view the content?

61%* of people leave a site if it's not mobile-friendly because they can't easily find what they're looking for. What would 60% more business do for your bottom line?



4. Look for your website on Google - where does it appear?

Google ranking mobile-friendly websites above other websites. To increase the chances of people finding your business in online search results, you need to be mobile-friendly.



5. Could you be losing business because your website is not mobile-friendly?

If you think so, then get in touch and let us help you boost your sales.



Call 0800 294 0521

Get started at itseeze.co.uk

*Google

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PDF's

Why a website chart

it'seeze vs other marketing methods

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	it'seeze website	Other website providers	Online directories	Google Pay-per-click	Mass Emails	Leaflets	Printed directories local press	Radio
Standard (approximate) cost:	£25 - £50 pm Depending on Package	Varies considerably	£150-£1500 pm premium listing	£200-£5000 pm depending on keywords	£0-£350 per shot	£20-£60 for 250-1000	£40 each publication	£20-£2000 for 30 second ad depending on time slot
Additional approximate costs	£250-£500 set up fee Depending on Package	Varies considerably			£200-£400 database of 500-1000 records	£100-£200 per 500 leaflets to be delivered	£20-£50 for ad to be designed	£250-£1000 to create advert
Precision (targeted) marketing i.e. seen only by those actually interested in your business = higher	Y	Y	Y but also used as a database for spamming	Y	N	N	N	N
Easily measure effectiveness (ROI)	Y	Y	Y – but only limited factors	Y	Y – but only limited factors	N	N	N
Target a global audience Not limited by factors such as geographic location or data available	Y	Y	Y	N	N	N	N	N
Influence organic ranking on search engines Improve ranking on the likes of Google and Bing at no extra cost	Y Using powerful in-built SEO tools	Depends on tools available	Only if industry is not competitive	N	N	N	N	N
Accessible 24/7 on any device Cannot be deleted, misplaced or thrown away so likely to be seen on multiple occasions.	Y	Y – but may not be mobile-friendly	Y	Y – but more limited on a mobile (right hand ads do not appear)	N	N	N	Y
Easy to quickly update To reflect latest prices, services and contact details and promptly react to marketplace (i.e. competitors)	Y	Depends on provider	Y	Y	Y	N	N	N
Easy for people to make contact Less effort involved = higher chance of winning sales	1 click	Y	1 click	2 Or more clicks	2 or more clicks	Manual input	Manual input	Manual recording and input
Communicate a lot of information instantly In an engaging format	Y	Depends on quality of design	N	N	N	N	N	N

Yes ■ No ■ Yes but with limitations ■

Emails

National Campaigns:

Prospects

CRM Templates

it'seeze websites
brilliant designs – better results

**Websites that work
on every screen**

Reach more customers:
any place, any device, any time.



Mobile-friendly. Google-friendly.

It'seeze websites are responsive. That means: they're as easy to use on a mobile as they are on a tablet or desktop.

Emails

National Campaigns:

Clients

- Without mobile site
- With mobile site
- Ex clients

Networking

Educational Presentation

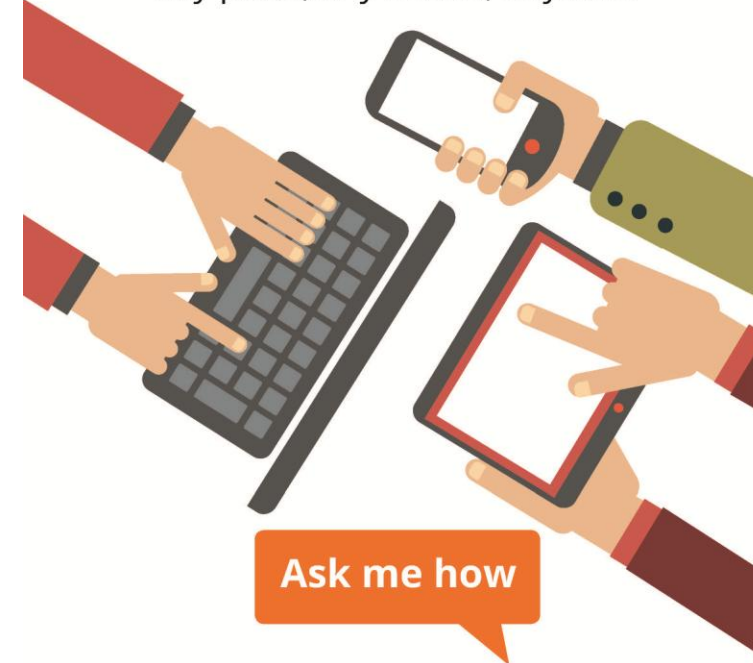


Full size banner artwork
A3 desktop banner artwork

it'seeze websites
brilliant designs – better results

Websites **that work**
on every screen

Reach more customers:
any place, any device, anytime.

An illustration showing four hands interacting with different devices: a laptop, a smartphone, and a tablet. The hands are wearing different colored sleeves (red, green, brown).

Ask me how

Social Media

Posts from head office

Blogs published

New branded avatar,
background images –
available on support site



Other useful tools

Guide to selling responsive sites

Full competitor analysis

Examples of poorly performing responsive sites



Request for any additional
marketing materials?

Thank you for listening

Any questions?

LUNCH

The Spoton.net Awards

Most site sales in a month

Oliver

The Spoton.net Awards

Most consistent monthly sales

Graham

The Spoton.net Awards

Highest client retention rate

Rob, Phil and Garry

The Spoton.net Awards

Spoton.net head office award

Rob

Responsive headliners

- Less than 5% of businesses currently have one
- Google favouring 'mobile friendly' sites
- Few developers have perfected their resizing fluidity
- Competitive pricing with flexibility
- Great opportunity - vast market/ minimal competition

Priorities for 2015/16

- Responsive **promotion and awareness**
- Responsive **new sales**
- Responsive **upgrades**

Thank you for attending, have a safe journey home
and we wish you all a highly successful year.