# Welcome to the 2017 **Spoton.net** Conference

it'seeze websites
brilliant designs – better results

spoton.net
websites & digital marketing

# Agenda

| Time | Session | Room | Led by |
|---|---|---|---|
| 08:30 | **Refreshments** | 1 | |
| 09:00 | Welcome | 2 | Matt Baines |
| 09:10 | Business update | 2 | Joanne Robbins |
| 09:20 | Feedback and Actions | 2 | Alex Brook |
| 09:40 | Marketing update and future plans | 2 | Amy Cross |
| 10:00 | Appointments and getting content | 2 | Suzy Perry |
| 10:15 | **Break** | 1 | |
| 10:30 | Development update and future plans | 2 | Stephen Morley |
| 10:45 | Demonstration of the new upload facility | 2 | Kevin Woods |
| 11:45 | Domains and emails | 2 | Adam Thomlinson |
| 12:05 | Car analogy and selling extras | 2 | John Cooper |
| 12:20 | New support site | 2 | Adam Thomlinson |
| 12:30 | **Lunch (sit down buffet)** | 1 | |
| 13:15 | Franchising - a business partnership | 2 | Matt Baines |
| 13:40 | Presentation from Ocere | 2 | Remi and Tom from Ocere |
| 14:00 | Estadia Workshop | 2 & 1 | Richard Palmer |
| 15:30 | **Break** | 1 | |
| 15:45 | Your questions answered | 2 | All Staff from Head Office |
| 16:15 | Awards | 2 | Alex Brook |
| 16:30 | **Close** | 2 | Matt Baines |

# The last 12 months

## Excellent growth in sales:

Responsive websites

Excellent new franchisees

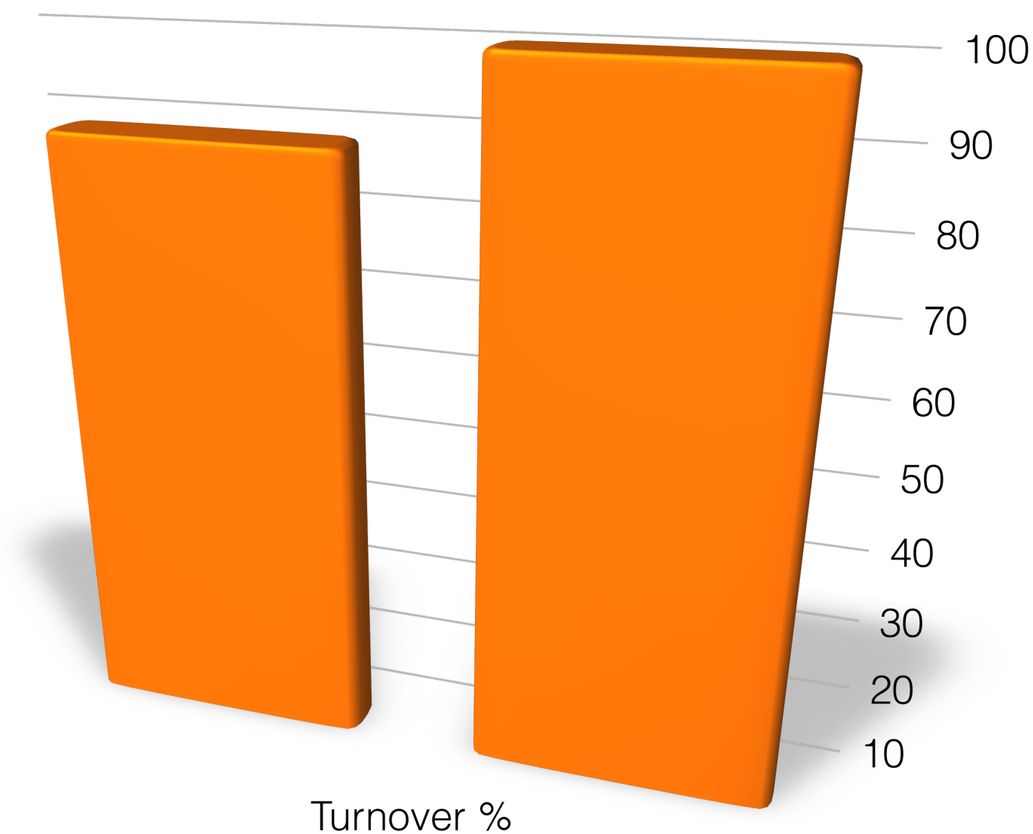
Enhanced sharing of best practices

Development of new marketing channels and initiatives

# Business Growth April 2016 - March 2017

# Business Growth Year April 2016 - March 2017

## Turnover
## Increase of 11.6%



# Sales

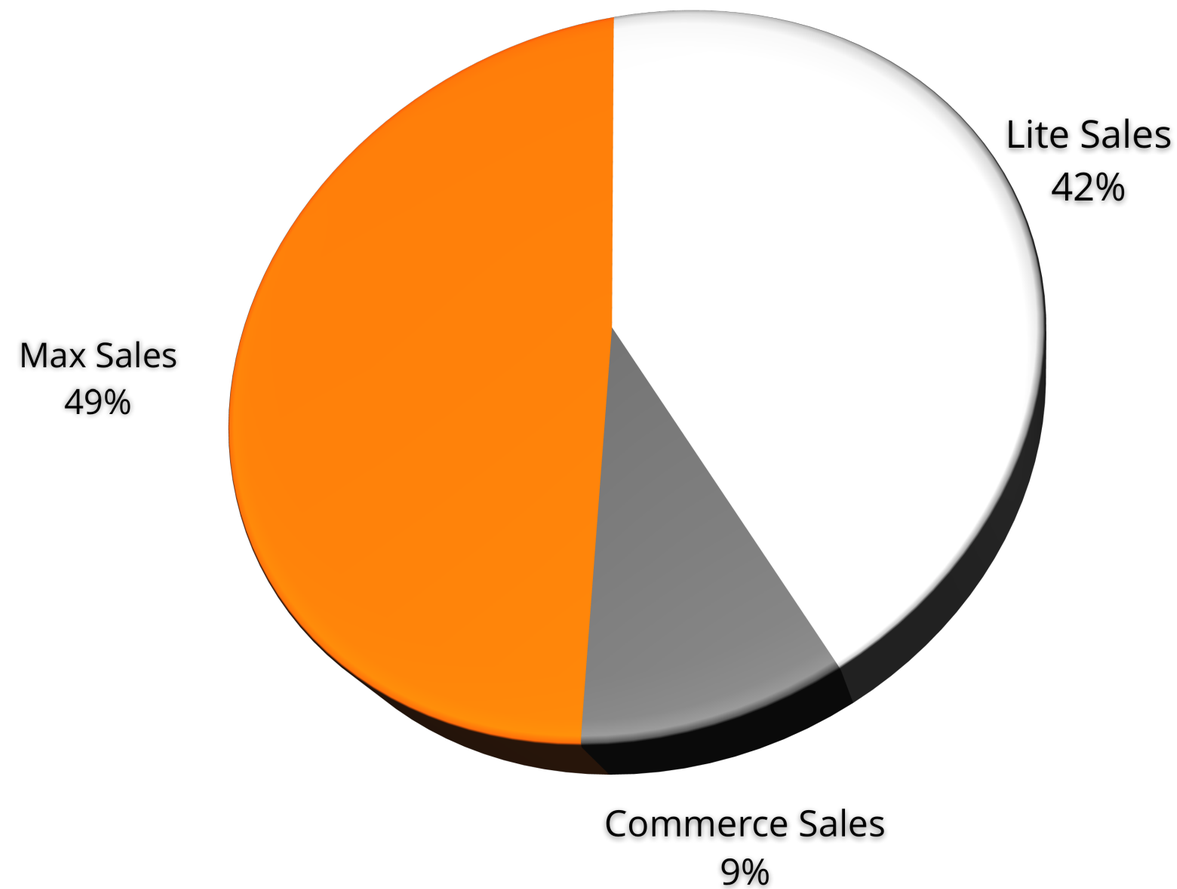
The overall website sales year on (previous) year show a 34% uplift.

Lite sales increase 64.5%
Max sales increase 24%
Commerce sales decrease -7.7%

Website packages as a percentage of the total sales

Commerce represents 9% of the total
Lite represent 42% of the total
Max represent 49% of the total

Website sales - 2016



# Upgrades to responsive and retention

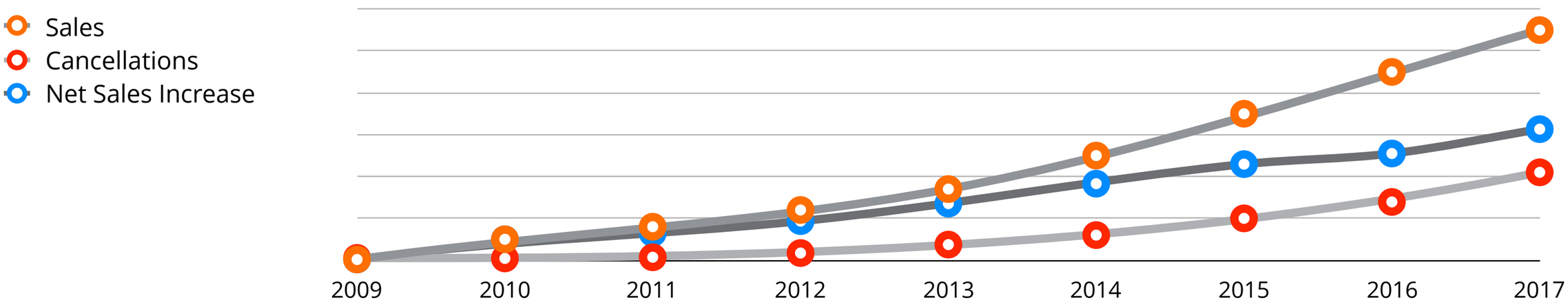
To date **39%** of existing non responsive websites have upgraded.

**29%** of our total websites are still non responsive

New Design upgrades account for **10%** of all upgrades

**77%** of non responsive sites have less than 10 pages.

# Net Growth




**Retention has improved by 1% on the previous year**

# Other business updates

# Imap / Webmail

# Domain names

# Investment in the Business

## We are growing!

## Challenges of growing a business

October 16 **New Position** - Lauren - Copywriter / Social Media

November 16 **Replacement** - Liam - Web Designer

December 16 **New Position** - Anthony - Developer

April 17 **New Position** - Cameron - Support

May 17 **Replacement** - Nais - Web Designer

May 17 **Replacement** - Joseph - Front End Developer

May 17 **New Position** - Jodie - Designer

September 17 **New Position** - Rebecca - Web Designer

Lauren Bourne
Copywriter / Social Media

Liam Langstaff
Website Designer

Naïs Alvarez Cardoso
Website Designer

Jodie Cook
Designer

Rebecca Jones
Website Designer

Cameron MacKay
Support Administrator

Joseph VanTine
Front End Developer

Anthony Smith
Developer

# Production planning for the development team

# Other areas of investment

**Moving to managed servers**

**Marketing trials:**

Bark for business leads

Ocere for off page optimisation

Social media advertising

Regional telemarketing companies for leads

Updates to promotional stationery

**Sales training courses for franchisees from Estadia**

**External training courses for staff development**

**New marketing trials taking place in the months to follow to be announced in Amy's marketing presentation**

# BDM Update

## Feedback & Actions

# Field visits

Sales & productivity

Support & Guidance

Marketing

Development

Solutions / Strategy

# Sales & Productivity

Smarter not harder

# Field Visits

# CRM System

Customer Relationship Management (CRM)
Key sales tool

SUGARCRM → pipedrive

Prospecting

## Sales & Productivity

# Prospecting / Overcoming Objections

**Terminology**

**Monthly Fee** → **Price Plan**

**Service based pricing model**

**Key benefit - Better cash flow management**

**Understand all benefits of services received**

# Overcoming Objections

## Payment plan - What do I get?

1) Secure UK Web Hosting
2) Domain name & Hosting
3) Email
4) it'seeze Editor
5) System updates
6) Performance Tools & Stats
7) Local Consultant

7

ROI

# Overcoming Objections

## Sales & Productivity

# Training

Essential Appointment setting skills

Conducting effective appointments

More later...

ESTADIA

Practical, energetic & motivational

Workshops

Telesales

## Sales & Productivity

# Content Planning

Content Gathering BIGGEST CHALLENGE

Max & Commerce

## Content Planning Cheatsheet *Example text*

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It will be easier to write the content for your website if you can break the task down into manageable portions.

This Content Planning Cheatsheet will help you determine what content needs to be created for each page. You can then use these answers to help you produce bullet points as a starting point for writing the content. The example shows how answering the questions will make it simple to work out what content needs to be written.

If you are viewing this form within your web browser you should download it first before filling in the fields.
This form is best filled out and saved using **Adobe Acrobat Reader** which can be downloaded for free here
This form accompanies our **Getting Your Website Launched Guide** which can be downloaded here

| | |
|---|---|
| **Page Name:** *(Simple page name)* | e.g. *Home, About Us etc* |
| **Page Title:** *(Simple descriptive title)* | e.g. *Artisanal Bread from the Yeasterday Online Bakery* |
| **Page Goal:** *(What is this page for? What should users be able to achieve on it? Who is the target market for this page?)* | e.g. *This page provides information on the range of artisanal breads offered by our bakery. It aims to persuade individual users to order taster hampers or set up an ongoing delivery schedule, and convince retailers to become wholesalers.* |
| **Main Content:** *(What content is required to achieve the aims of the page? Include notes of links, images and calls to action for each separate piece of content if relevant.)* | e.g. *There should be names and descriptions for each type of bread we produce, along with photographs and videos of our production process. Prominent calls to action for each bread type should encourage users to view the different sized loaves for each bread type in our online shop, and there should be links to download a PDF of the ingredients and the Nutritional Facts label for each.* |
| **Extra Calls to Action:** *(Does the page goal require directing people to another page on the website or to complete a task once they have finished on this page? If so, what calls to action are required to encourage people to do this?)* | e.g. *Once people have found out about the breads we offer, there should be calls to action to guide them to the wholesale set-up page and the contact us page to set up an ongoing delivery. There should be a form at the bottom of the page to let people order a artisanal breads taster hamper.* |
| **Additional Content:** | e.g. *Link to our allergies page. Have links to our other products at the bottom* |

## Website Briefing Form (1)

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This briefing form provides it'seeze with key information about the design of the website.
It should be filled out, saved and supplied with the website content for the it'seeze design team to progress.
If you are viewing this form within your web browser you should download it first before filling in the fields.
This form is best filled out and saved using **Adobe Acrobat Reader** which can be downloaded for free here
This form accompanies our **Getting Your Website Launched Guide** which can be downloaded here
Key: E *Essential information required by design team to create the right look for your website*

### E About the business *(an overview of the products or services you offer)*

### E About the website

| | |
|---|---|
| **Existing Website Address:** *(if applicable)* | |
| **Good and bad points about existing website:** *(if applicable)* | |
| **Aims of new website:** *(i.e. encourage more people to contact us or expand on traditional marketing materials such brochures)* | |

# Sales & Productivity

# Defining Support

| Included in Monthly Price Plan | Chargeable Services |
|---|---|
| **Initial website editor training (up to 1 hour)** | **Additional training on the website editor Includes refresher training and training of new staff.** |
| **Tour of the Support Site**<br>**Includes:** video tutorials, email set up guides, FAQs and more. | Website editing completed by your local consultant |
| **24/7 Access to the Support Website** | |
| **Enquiries responded to by email and phone - backed up by a team of technical experts at our UK Head Office** | Scheduled appointments, face-to-face |
| Click here for a **full list of services** and features included within your Monthly Price Plan | Contact your local consultant for a quote for any of the above services and any extra services not listed here |

TIME SUPPORT EXPECTATIONS

# Sales & Productivity

# Strategic Contacts

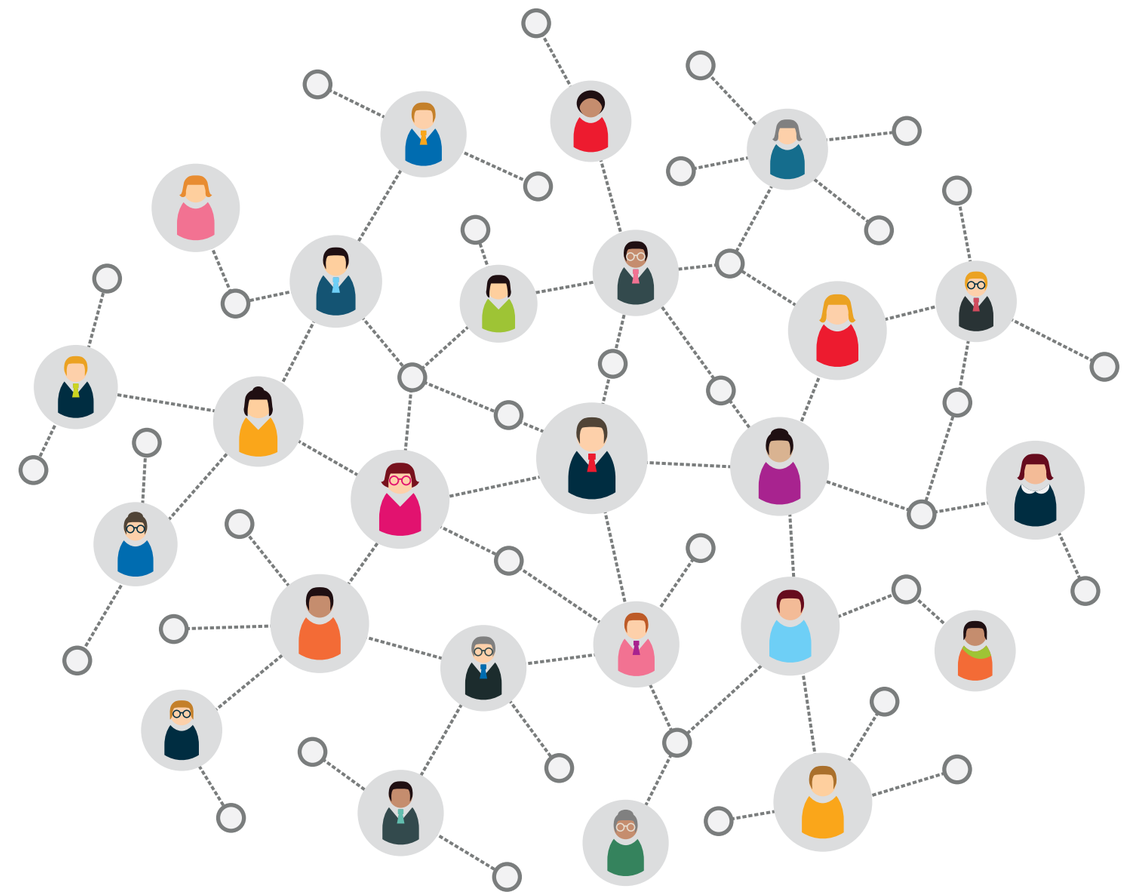
Copywriter

Photographer

Printer

Business Coach

Search/ SEO specialist



## Sales & Productivity

# Strategic Contacts

ocere®
Realise your online potential.

Google Partner
Specialized in:
Search ads
Mobile ads

## Sales & Productivity

# Support

Product knowledge and help

## Field Visits

# Training & Guidance

## Webinars

## Practice Docs

# Support

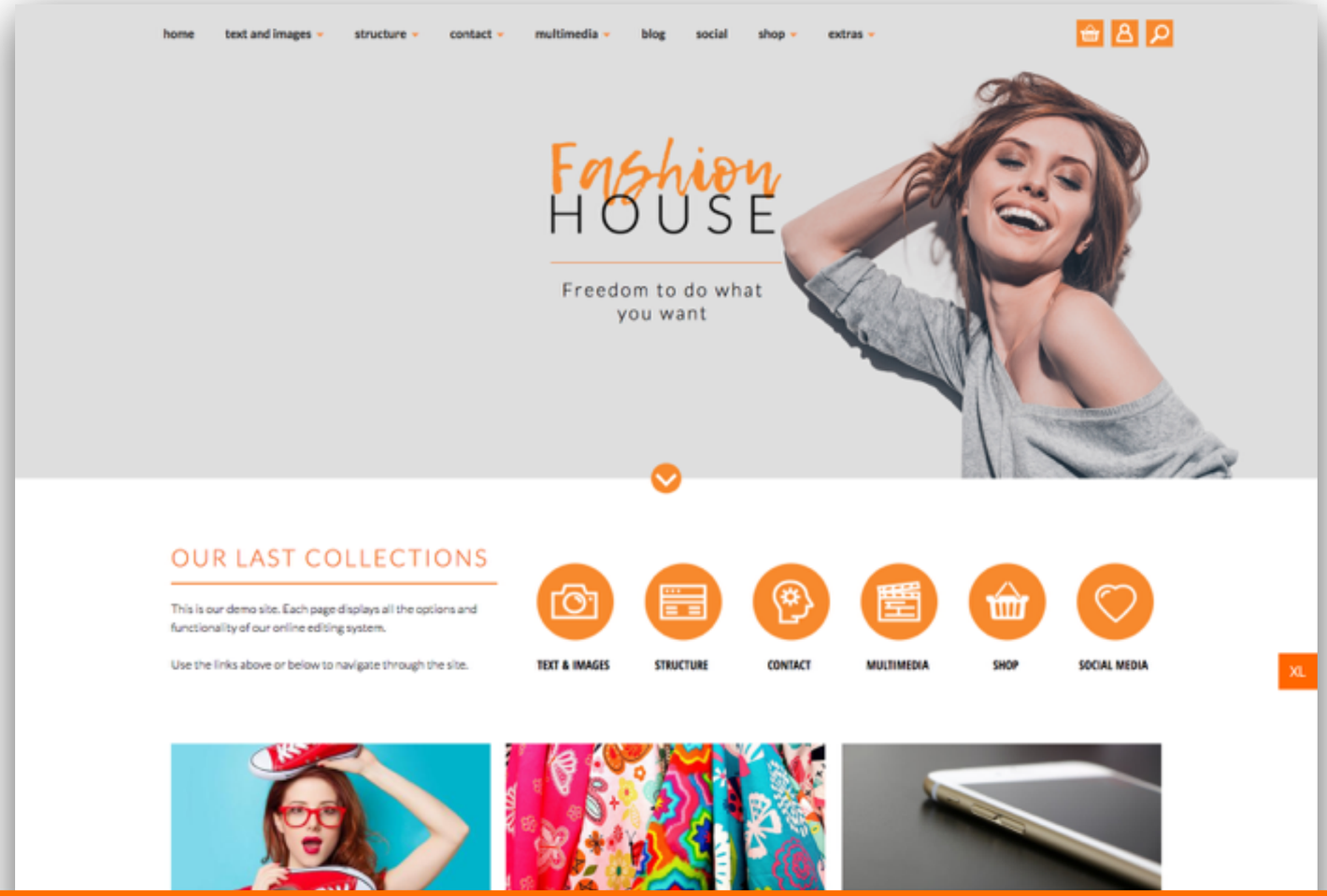
# Training & Guidance

Demo Site

Extras & Customisations

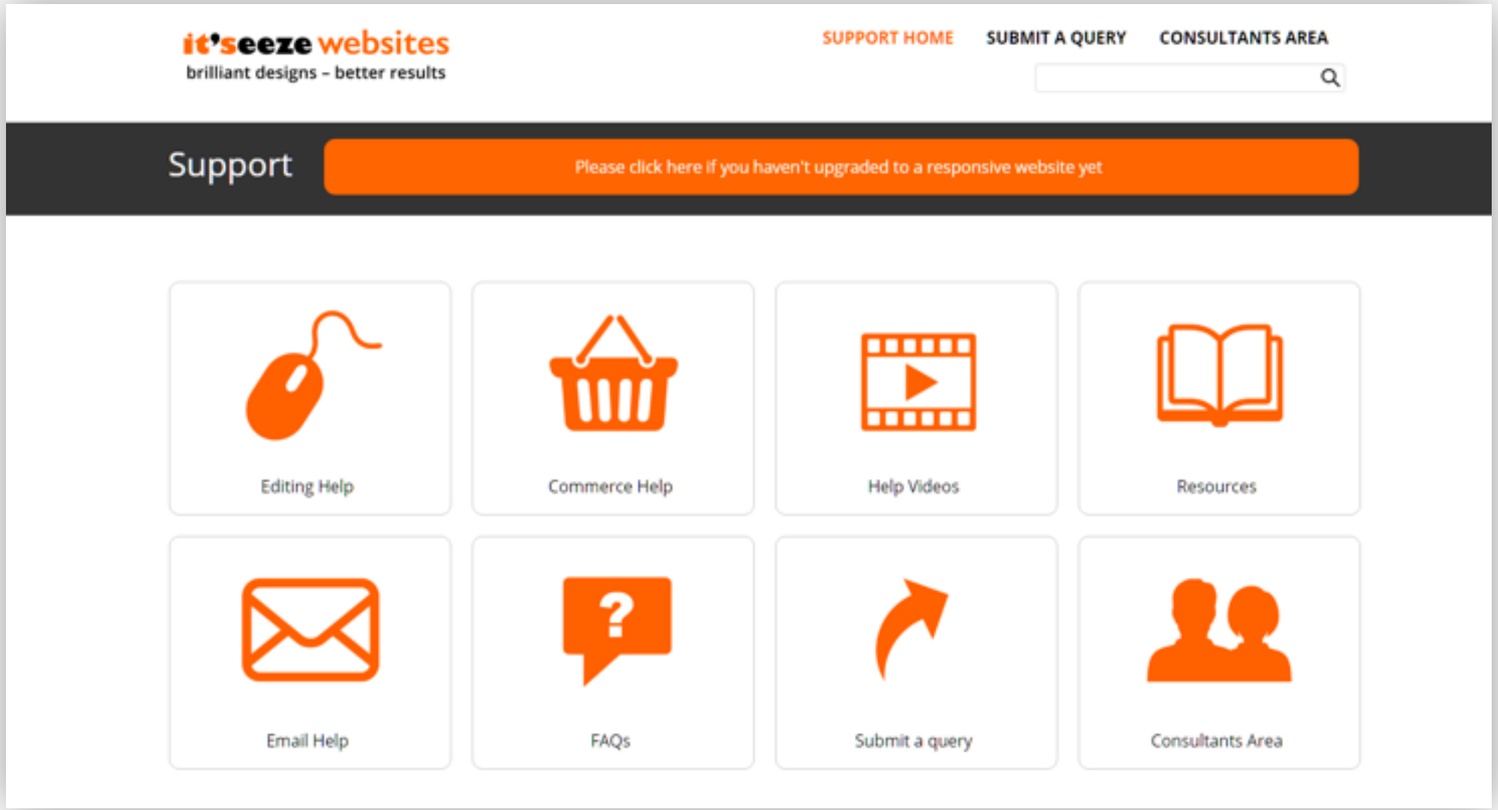
Up-sell

Presentation coming up from John Cooper




**Support**

# Training & Guidance




# Support

# Marketing

## Field Visits

# Websites Now Live Guide

What we've done and are on hand to do

Want to know what support from your local consultant is available to you?

Want to know what we've already done to help your website get found online?

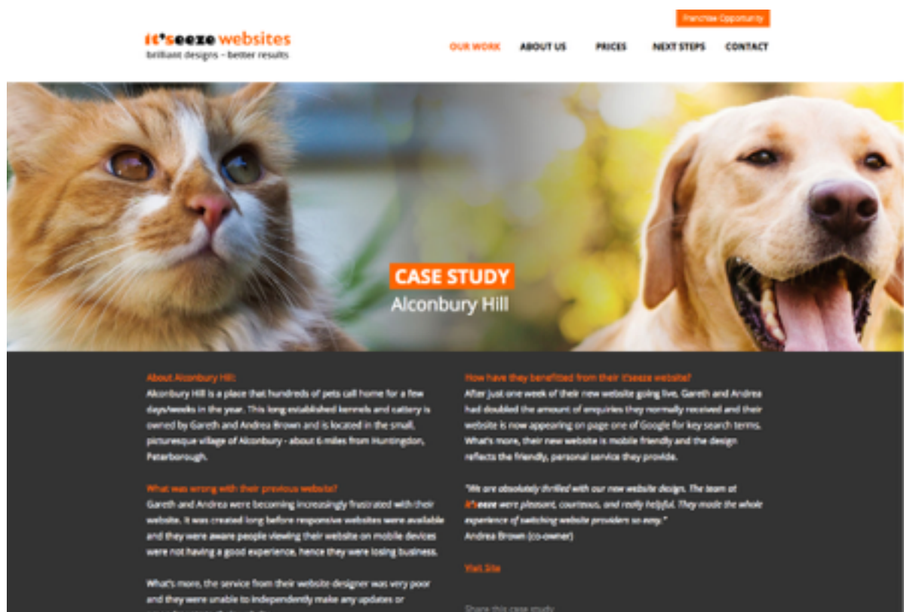
Invite reviews from happy customers

**Marketing**

# Brand Awareness

Case Studies

*‘what clients say about us’*



# Marketing

# Development

Product knowledge and help

# Field Visits

# Content

Suzy - content gathering presentation

Kevin & Anthony - content upload presentation

# Development

# Feedback - Actions

Working toward the same goal!

More details to come throughout the day

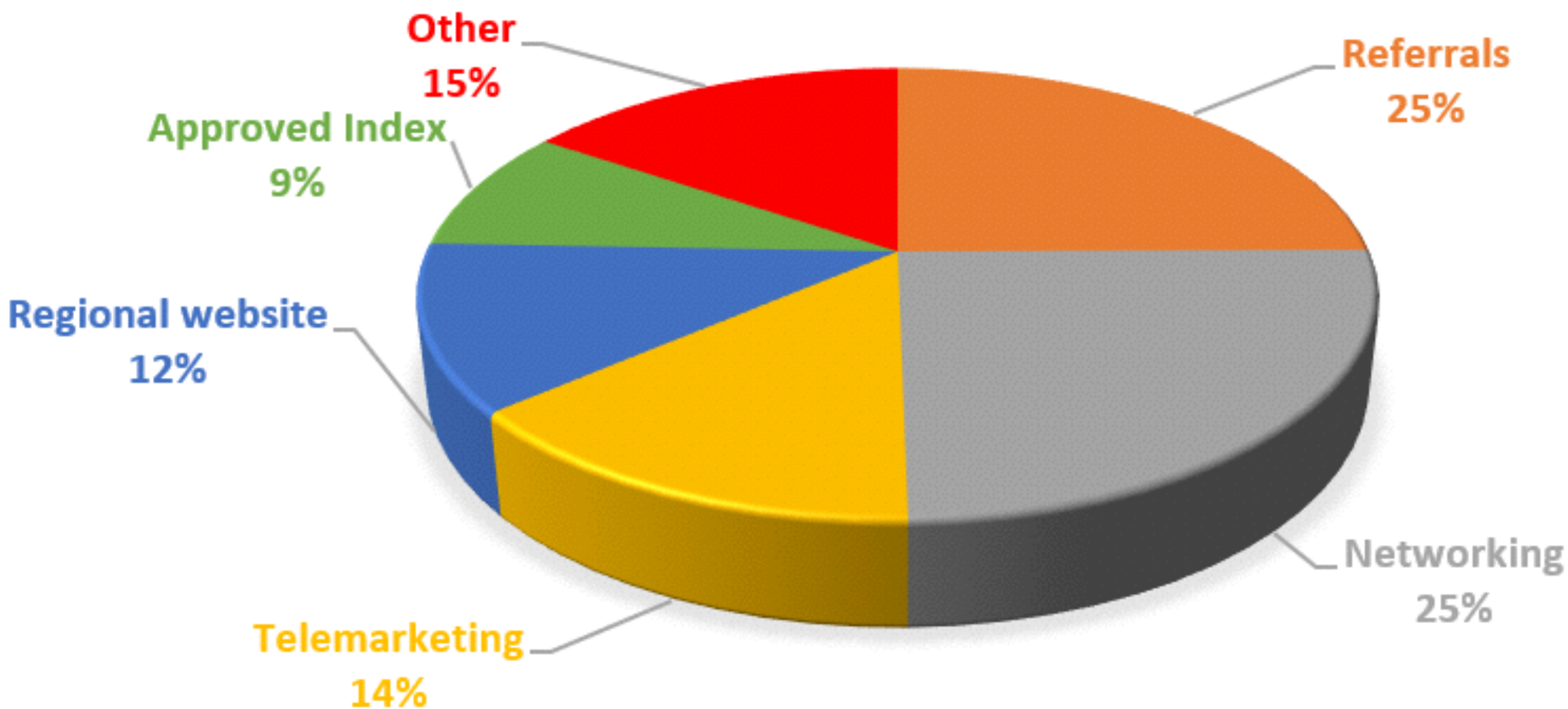
## Field Visits

# Marketing Update

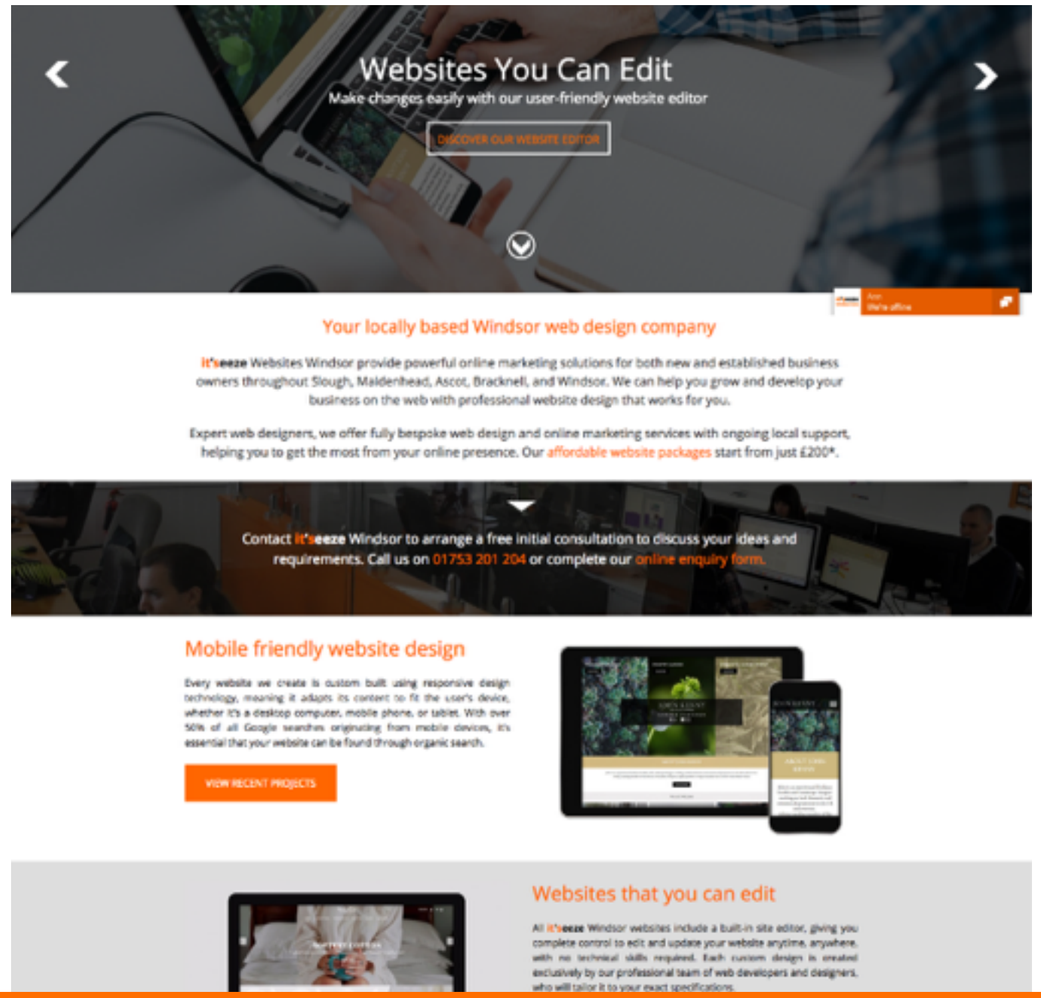
Conference 2017

# Source of sales

## (Sept 16 –Aug 17)



# Regional Websites




## Sales up 32.5% vs Sep 16- Aug 17.

## During every review we:

- Research 5 key search terms that get the most impressions
- Optimise metadata and copy accordingly
- Review pages that have high bounce rates
- Tests of all regional sites to establish trends

# Marketing Update

# New Proxy Pages

## Already live...

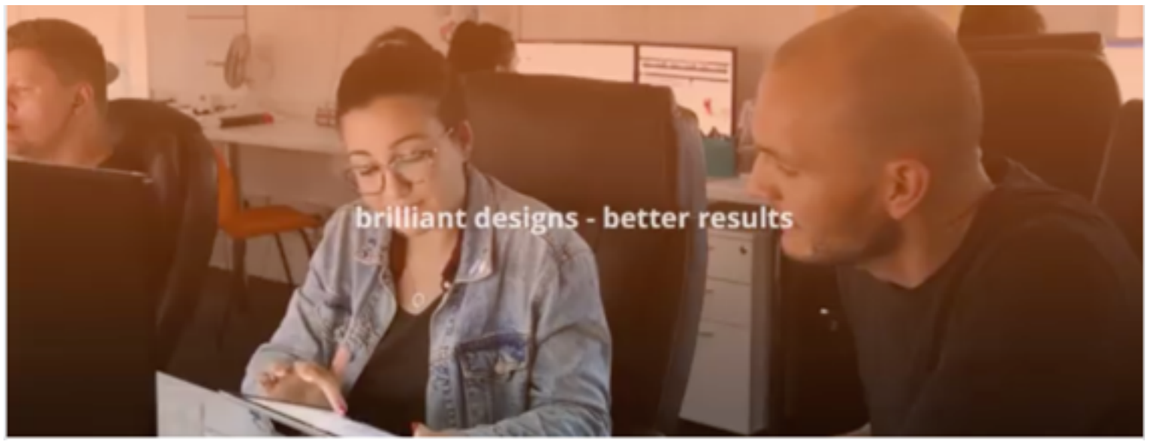
- Before & After
- Website Editor
- Why Blog
- Why Choose Us
- Testimonials
- Upfront Payment Repaid
- Various case studies

## Coming soon . . .

- Meet The Team
- Styled blog templates

# Marketing Update

# Promotional Videos




**Already launched...**

- Website editor taster
- Facebook banner
- Ascot House testimonial

**Coming soon . . .**

- Chunky Monkey testimonial
- Responsive explainer
- More testimonial case studies

## Marketing Update

# Email Marketing - New Initiative

DotMailer > Mailchimp

Purchased Lists > Double Opted in

Promoting USP's > Advice (blogs)

Average opens and clicks are now above average for B2B double opt-in emails:

43% open rate

9% CTR

# Remarketing - New Initiative

- Show adverts to previous website visitors on other websites within Google Display Network
- Lower CPC than PPC – already a qualified audience
- Trialling on national website

# Facebook Advertising - New Initiative

- Highly targeted, industry specific adverts

  *Audience too small to do at local level*

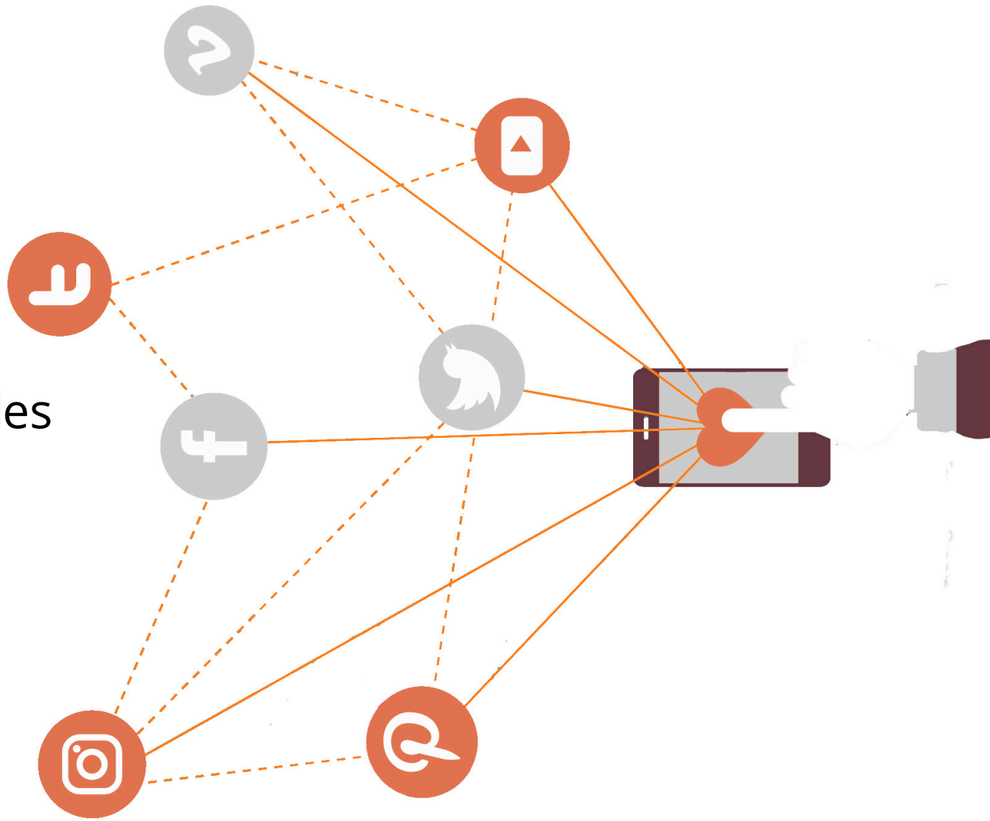
- Showcase examples of what we have created for others
- Trialling with 4 different industries, using different ad formats

# Social Media

- Key learnings from past 12 months

- **National strategy:**
  - More unique visual content
  - More curated content – customer reviews and useful articles
  - More company insight

- **Regional Support:**
  - Best Practice Guide



# Other Key Marketing Initiatives

### Client support

- Now Your Website Is Live Guide
- Promoting upgrades to responsive
- Improved client newsletters

### Lead generation

- Upfront payment repaid scheme
- Trialling different data providers – none could beat quality of Thomsons
- Trialled Bark – now accounting for 2% of sales

### Franchisee support:

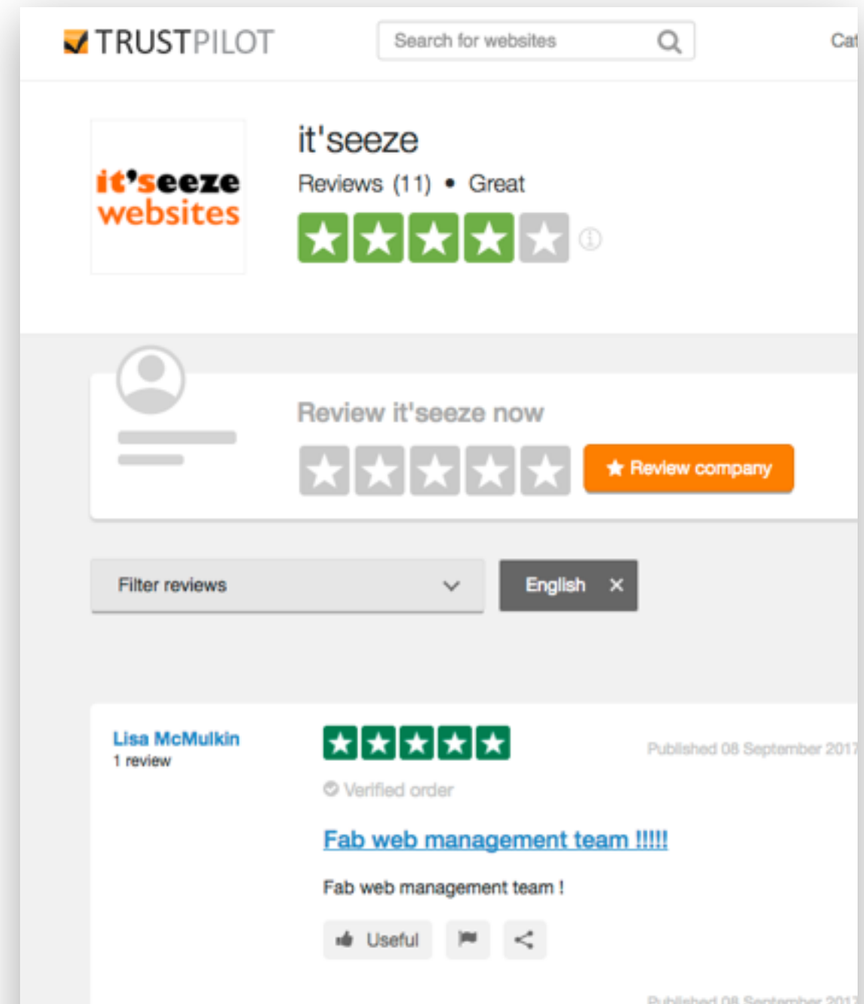
- Style guide for regional sites
- Best practice blogging guide
- January's campaign

# Trustpilot

By far the biggest marketing investment this year

# Benefits of this investment

- Build our reputation online
- Enhance trust
- Increase enquiries




**Marketing Update**

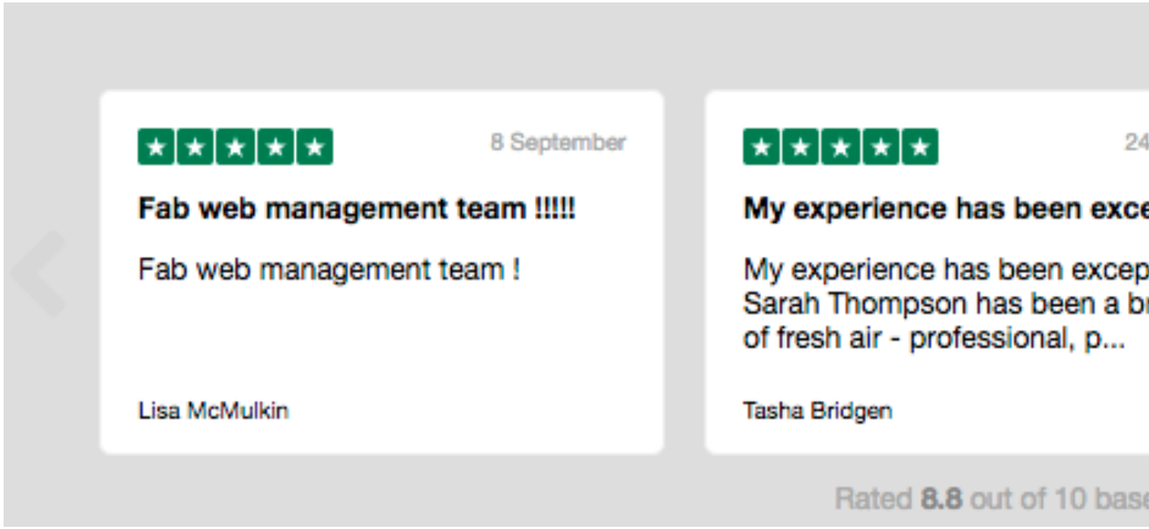
# How it works

**Existing clients:**

- Invite selected clients to review us through Trustpilot (20% response rate)

**New clients:**

- You select a box in the admin system if you want them to receive a Trustpilot review invitation
- Client is then emailed automatically from Trustpilot when site goes live
- All reviews checked by Trustpilot and published
- Head Office alerted



ENHANCED SOCIAL MEDIA STRATEGY

TRUSTPILOT

REGIONAL WEBSITE MAINTAINANCE

PROMOTIONAL VIDEOS

NEW EMAIL MARKETING STRATEGY

# Lots going on!

REMARKETING

FACEBOOK ADVERTS

SOCIAL MEDIA BEST PRACTICE GUIDE

PROXY PAGES

YOUR SUGGESTIONS?

# Marketing Update

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Suzy Perry

# How to Extract Content from Clients

# Advantages

- Better customer service
- Less content chasing
- Increased client reliability, and hence loyalty

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# How did I end up doing this?

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# Starting a Meeting

- Introduction about me – including why a franchise is a good thing!
- Have they seen it'seeze websites and prices?
- What you need for a website
    - Domain
    - Design
    - Content
- All about the client

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# About the Client

- From now on it’s all potential content!
- Forget what you already know
- Ask them to talk to you as if you were on of their clients

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# The Website Briefing Form

(or Domain, Design, Content)

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# Domain

- Existing domain name(s)
- New domains required
- Email?
- Login details

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**Domain**

http://themangohub.co.uk/

Use existing domain name

Currently with Create websites – please could I have your login details so we can move the domain when you are ready!
I have gone into the Create website and requested a new password for you as the passwords you gave me did not seem to work!

- Comeonyoublues (username)
- Thespecialone / 1306 (passwords?)
- https://app.create.net/login.phtml

Do you want email through the domain? Leave for now.

# Design

- Logos and branding (send now if possible!)
- Banner and footer
- Social media links
- Colours
- Photography and images
- What do you like about your current website?
- Example website links

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**Design**

Logo

Please could you send this over to me, it is to be the main image on the home page (now received). If possible we will use it elsewhere too.

Banner – to contain

- "The mango Hub" wording as on the current banner
- Tel: 07719202885, email: themangohub@gmail.com
- (will leave up to designer whether to add images),
- social media icons (in orange) https://twitter.com/themangohub?lang=en and https://www.facebook.com/themangohub/

Images

- Some professional photos already done, please could I have these (my address is 12 Lampton Road, Long Ashton, BS41 9AQ)
- Could we also have one or two photos of the cookery school if possible?
- If additional images are needed could use ingredients such as chilli, ginger, coconut, coriander, turmeric http://www.thinkstockphotos.co.uk/ - we use images from this image bank
- I have also taken some images from your current website.

Other websites Fred likes

- http://www.restaurantbarajee.com/ - quite likes this, like the background image behind the first text section. Also likes that the menu bar remains static
- http://www.fishbistroilfracombe.co.uk/ - nice and clean, really likes this website.

# Content

- Aims of the website
- Key messages
- About the business (overview of products and services)
    - Initial conversation
    - Current website
    - Social Media
    - Brochures
- SEO
- Options I give for final content!

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# Content

- Agree a page structure
- Give help with how they should chunk content and headers etc
- Help them see what they have and where the holes are!

- **Mango Food** - With a rich family heritage and an all encompassing passion for fresh, local produce, Mango Food create (among other things!) Jams and Chutneys, Vegetable Currys, Bondas, Bhajis and Fresh Dips. To meet us and to purchase our Asian street food please check out the Events page.
- **Mango Masala** - Discover and learn how to cook with exciting spices at one of our cookery classes. Run by Fred Balakrishna who is an experienced and fully qualified chef, our cookery classes will also give you a depth of knowledge and ability to wow your friends with! Please see class details under the Mango Masala link.
- **Mango Café** - Coming in 2014 our Café will produce and sell a range of fresh, local products as well as providing a relaxed, family atmosphere to while away the hours in the day. Check back on the Mango Café link for updates.
- **Tempo Mango** - Anna is a contemporary vocal coach who believes in connecting with and understanding your voice. Anna teaches a variety of music genres and tutors people of all ages. For futher details please click the Tempo Mango link.

**Home**

The Mango Hub ventures all have at their centre a passion for good food, made locally, from family recipes. We choose ingredients are carefully sourced for quality and aim to provide healthy food as much as flavour allows.

**Mango Food** - Markets in Bristol and the South West selling South Asian street food. With a rich family heritage and an all-encompassing passion for fresh, local produce, Mango Food create (among other things!) Jams and Chutneys, Vegetable Currys, Bondas, Bhajis and Fresh Dips. To meet us and to try our street food please see the Mango Food page.

**Mango Masala** - Discover and learn how to cook with exciting spices at one of our cookery classes. Run by Fred Balakrishna, an experienced and fully qualified chef, our cookery classes will also give you a depth of knowledge and ability to wow your friends with! Please see class details on the Mango Masala page.

**Mango Event Catering** - Catering for private events including weddings and parties, as well as corporate events and conferences. All our catering uses the best ingredients, sourced locally. However, in addition to South Asian Cuisine we are also able to offer a range of other options.

**Where does our food come from?**

Our products are all made by us in our commercial kitchen in Bedminster. We source our fruit and vegetables from the Bristol wholesale grocery market. Other ingredients and spices come from the Sweetmart in Easton, Bristol - all their spices have been milled in the UK. Any specialist spices that we need, have been bought in by us in the Keralan markets and milled in a local mill in Kozikhode.

**About The Mango Hub**

Established in 2012, by Fred Balakrishna, The Mango Hub brings his passion for Indian food to customers in Bristol and the South West.

Following a career in retail, Fred re-trained as a chef after which he catered for a number of high profile clients; these included the 2012 Olympics and the Worcester Country Cricket Club, as well as a year in London on the pastry section and fine dining.

However, he wanted to follow his passion for Asian food, which had always been a part of his life as well as part of his heritage. Hence along with his wife Bec and step daughter Anna, and with 3 generations of the extended family involved in the wider business, they setup The Mango Hub so Fred could live his passion.

**Mango Food**

- Please could you make sure the markets you are at are correct!
- Could you add to food list if necessary (think about SEO)

Mango Food runs stalls at street markets in Bristol, Clevedon and the surrounding areas.

Who are we and what do we stand for?

The Mango Food branch of the Mango Hub was founded by Fred Balakrishna along with his wife Bec and step daughter Anna, with 3 generations of the extended family involved in the wider business. We have a multi-cultural heritage together with a passion for good food made locally from family recipes. Our ingredients are carefully sourced for quality and we aim to provide healthy food as much as flavour allows.

Our motto is: "Family, Food, Flavour"

Markets we Sell at

- Hill Road Market Clevedon North Somerset - every Saturday from 9.30am – 3.30pm
- Finzels Reach Market – every other Saturday from 12pm – 2pm
- Bridgwater.
- Portishead
- Brent Knoll.
- Temple Quay Bristol - 1st and 3rd Workers
- Frome on the 1st Sunday of each month till December and in
- Green Park station, Bath - each Friday.

What Sort of Food Do We Sell?

We produce authentic world street food which is very different to the kind of food you usually find in "takeaway" and fast food outlets. The sorts of things you might find on our market stall would include

- Homemade Chutneys and jams (not like the British style of chutney)
- Spiced Tarka Dal
- Vegetable curry with black peppercorns
- Bondas (spiced or herby potato balls coated in gram flour)
- Pakoras (various varieties)
- Bhajis (various varieties)
- Puris (fried Indian bread)
- Sweet Burfi (various varieties).
- Idlis (various varieties)
- Fresh dips

# Closing

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# What I send next

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# What do I get back?
# Does this mean I always get the content?

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# Q&As

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# Development

# Launch of the blog

Blog feed component

# Shop Product Improvements

+ New product page layout

+ Previous price for products

+ Variant groups for personalisation

+ Weights for product variants

+ Specify related products

# Other Shop Improvements

+ Reording previous orders

+ Status of payment gateways

+ Authipay payment gateway

+ Paymentsense payment gateway

# Third-party Integration

+ Tidio chat

+ Facebook pixel code

+ Google Tag Manager

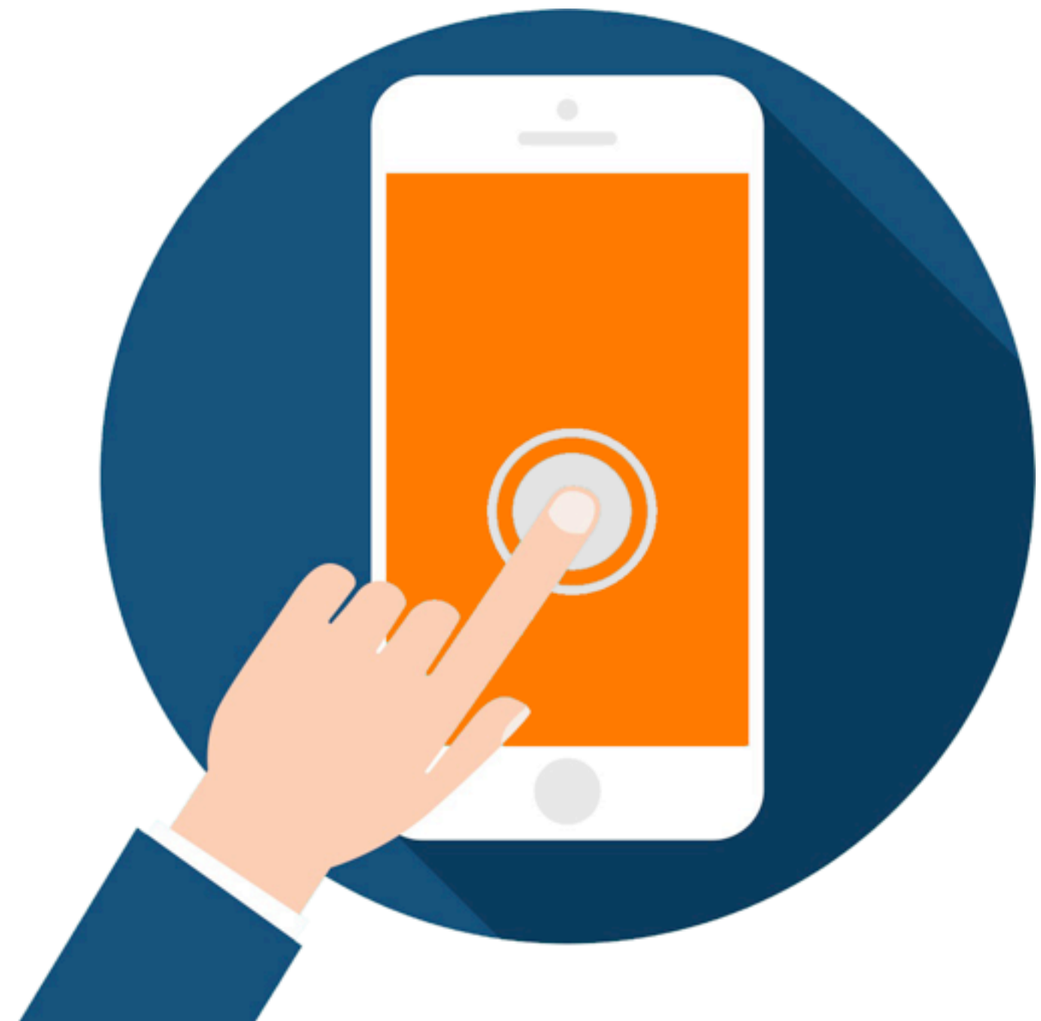
+ Twitter cards

# Usability Improvements

+ Consultant log-in

+ Improved mobile navigation

+ Coloured icons for coloured sections



# Admin system

+ New design for e-mails to clients

+ Printed contracts for clients without access to their e-mails

+ Records of ad-hoc invoices and credits

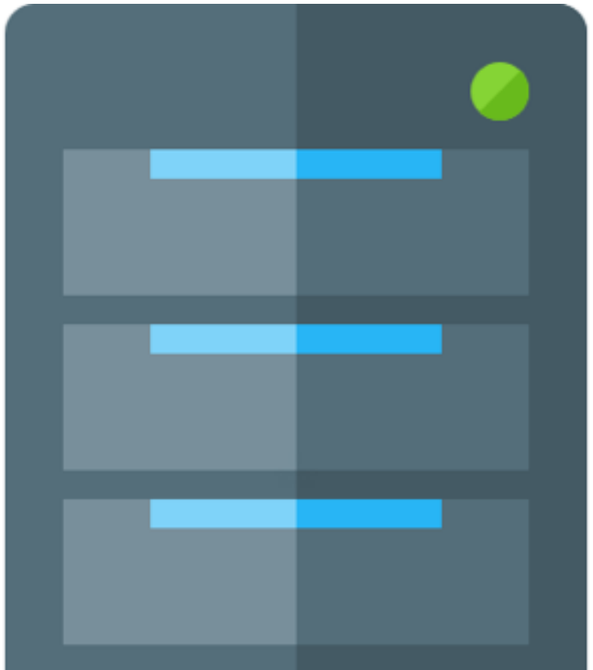
+ Retiring the site creator

# New servers

+ Hardware and software managed by the same company

+ Improved reliability

+ Faster (page generation time down from 0.2s to 0.1s)



# Cloudflare

+ Used for Lauren's Cows: 23,000 page views in an hour following appearance on Countryfile
+ Offers DNS, caching, and SSL certificates for free

CLOUDFLARE

# Up next

+ **Shop**
  + Product wishlists

+ **Admin System**
  + The new content uploader

# New Content Uploader

it’seeze Uploader

# What is the New Content Uploader?

A brand new system we've developed that will replace the current Admin Briefing Section

Any content for a website, including extras will be submitted through the new Uploader

Once initial payment is made you can upload content

it'seeze Uploader

# Why the update?

Basic notes system is not effective enough

**The knock on effect of this:**

1. *It doesn't prompt for specific information*
2. *You may have created your own way of supplying information*
3. *We receive information in multiple formats and locations*

# The benefits

Save you time. Speeds up the briefing process for you

Gives you a clearer picture

Give us the information we need

Customers can use it too!

It will be responsive

# Let’s demo the new uploader

it’seeze Uploader

# Domains & Emails

## Best Practice & Answering your questions

# Session Topics

- Domains: The process
- Getting the domain details for transfer
- Email advice

# Domains: The Process

# Domains: The Process

Franchisee establishes the domain name

↓

Franchisee establishes domain details for transfer and submits details in the Admin System

↓

Head Office preps for domain transfer, sets up email address and forwards email details to franchisee

↓

Franchisee sends email details to customer

↓

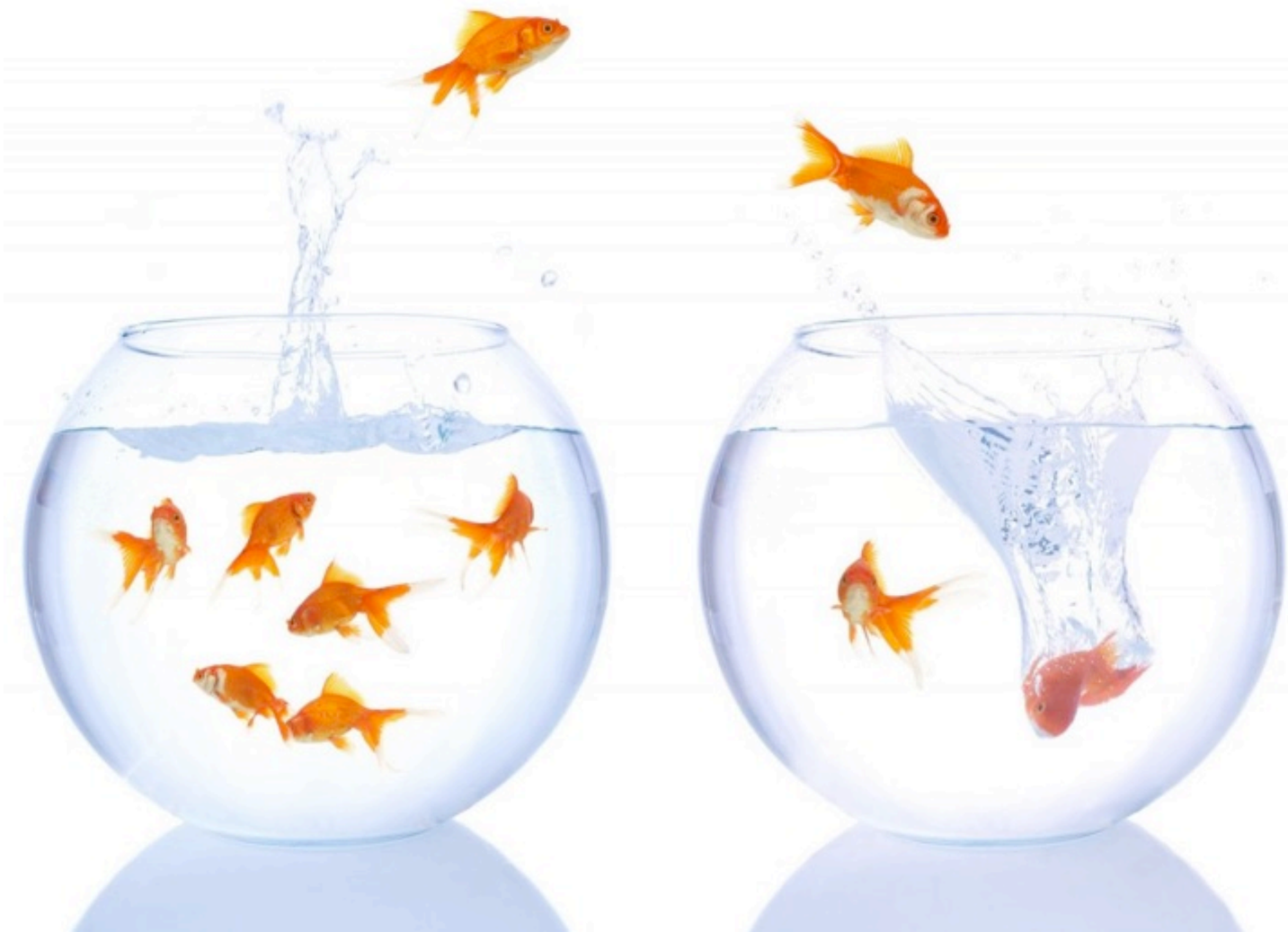
Franchisee clicks ‘Go live’ button in the Admin System to request website to go live

↓

Head Office completes domain transfer

↓

# Getting the domain details for transfer



# Getting the domain details for transfer

1 Do a who.is look up to establish the current host (a.k.a Registrar)

Current host

```
Domain name:
        google.co.uk

    Registrant:
        Google Inc.

    Registrant type:
        Non-UK Corporation

    Registrant's address:
        1600 Amphitheatre Parkway
        Mountain View
        CA
        94043
        United States

    Data validation:
```

```
Registrar:
    Markmonitor Inc. t/a MarkMonitor Inc. [Tag = MARKMONITOR]
    URL: http://www.markmonitor.com
```

```
        Expiry date:  14-Feb-2018
        Last updated:  13-Jan-2017

    Registration status:
```

# Getting the domain details for transfer

## 2 Does the customer have access to a login for [name of registrar]?

**IF YES**

Get details and check for correct domain and number of emails

*If more than 5 emails advise customer of additional cost and confirm if they require all emails and are happy to transfer service*

**IF NO**

Get customer to reset login or if they don't have access to a login, to speak to the Registrar or website provider

*Customer can look for an invoice if unsure of their domain website provider*

# Getting the domain details for transfer

### 3 What if the website provider doesn’t know who the host is?

Get customer to speak to the Registrar (e.g. 123-Reg) to get access to transfer domain

### 4 What if the customer doesn’t make any progress?

Get customer to speak to Nominet if a .co.uk. New domain will need to be purchased if .com

# Email Advice

# Email advice for new mailboxes

## Promote webmail

Emails can be accessed from any device and with just a username and password

Customer doesn’t need to add mailbox in an email client

## Support for adding mailbox in email client

Email help guides

Head Office support - £32+VAT (5 mailboxes on a single desktop device)

Local support – we encourage you to charge for your time

# Email advice for backing up emails

Tell customers to keep their mailbox on their email program as an archive.

If customers have backup software ensure the email files are also backed up.

Once the new mailbox is added, advise customers to disable the archive accounts so they no longer try to receive new email.

If customer using webmail, advise customer to add mailbox to an email application to back them up

**Help page:** http://support.itseeze.com/consultants-area/domains/email-advice/

it'seeze websites

brilliant designs – better results

# A Car Buyers Guide

John Cooper

# Think of a Website as a Car...

# Make the Comparison

- ✓ First you buy your car = website
- ✓ You choose your optional extras
- ✓ You need to know how to drive it = We'll teach you to edit the site
- ✓ You need to put fuel in it = SEO
- ✓ You need to service and maintain it = ongoing support

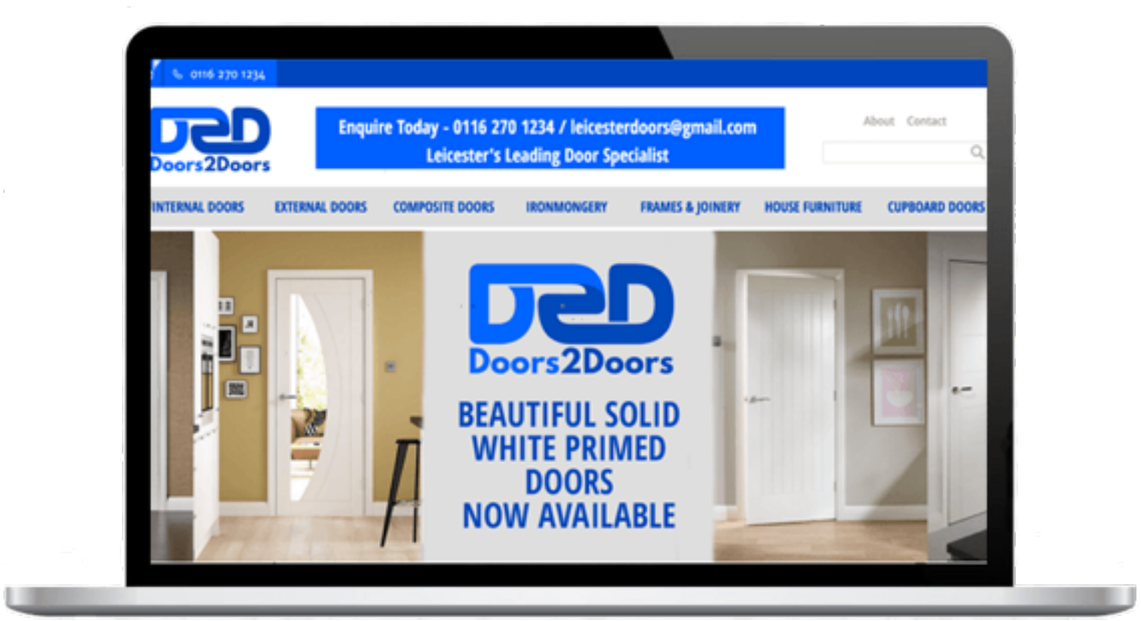
# Learning to Drive? You'll need...

| | | |
|---|---|---|
| ✓ Driving lessons | = | ✓ CMS Training |
| ✓ Road Awareness | = | ✓ Help Guides |
| ✓ Insurance | = | ✓ Ongoing Local Support |
| ✓ Breakdown cover | = | ✓ National Support |

# Running Your Car

| | | |
|---|---|---|
| ✓ Fuel | = | ✓ SEO |
| ✓ Servicing | = | ✓ Updated content |
| ✓ MOT | = | ✓ Quarterly Review |
| ✓ Road Tax | = | ✓ Web Hosting |

# Website extras – selling the dream



# When you buy a car...

# You are shown lots of different things...

- Leather seats
- Upgraded DaB radio with Bluetooth for hands-free calling
- Uprated suspension for better handling
- Performance engine parts
- Heated seats
- Air conditioning
- Lots of nice shiny bits!

# … Then You See the Price

- Car adverts show prices FROM **£9,999**
- The car advertised is full of extras
- The small print says model shown

  **£23,500**
- But you want all the extras – what do you do?

# Choose Your Website Extras

| | | |
|---|---|---|
| • Leather seats | = | Scrolling/fading banner |
| • Upgraded DaB radio | = | Fly-out form |
| • Uprated suspension | = | News ticker |
| • Performance engine parts | = | Logo design |
| • Heated seats | = | Booking widgets |
| • Air conditioning | = | Styled tables |
| • Lots of nice shiny bits! | = | Vector icon animations! |

# WHY BUYING A WEBSITE IS A LOT LIKE BUYING A CAR

## Choosing the right supplier

You don't want to buy a car from just anywhere – choose a supplier that's professional, reputable, and local to you.

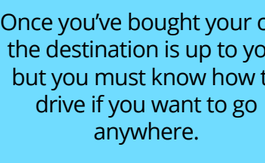
The web design company you choose should come highly recommended, and be local, reliable, and experienced.

## Picking the perfect model

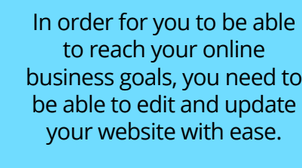
As standard, you'll receive the basic model with the latest design, but additional features can be included to suit your requirements.

There's no one-size-fits-all solution – you need to select the style that's right for you, and this can then be modified as required.

## Customising your selection



Your new car will be fully functional, but can always be personalised with custom touches such as alloy wheels or leather upholstery.



Your website can be tailored to your individual preferences, with extras available such as widgets or fading images.

## Getting behind the wheel

Once you've bought your car, the destination is up to you, but you must know how to drive if you want to go anywhere.

In order for you to be able to reach your online business goals, you need to be able to edit and update your website with ease.

## Keeping it running

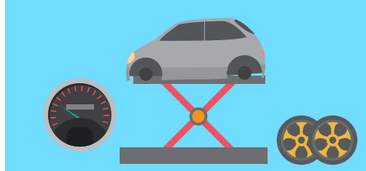


You must keep your car regularly topped up with fuel – if you're running on empty, you're unlikely to get very far.



Your marketing efforts will power your website, with high quality SEO and fresh content helping it to run effectively.

## Maintaining it over time



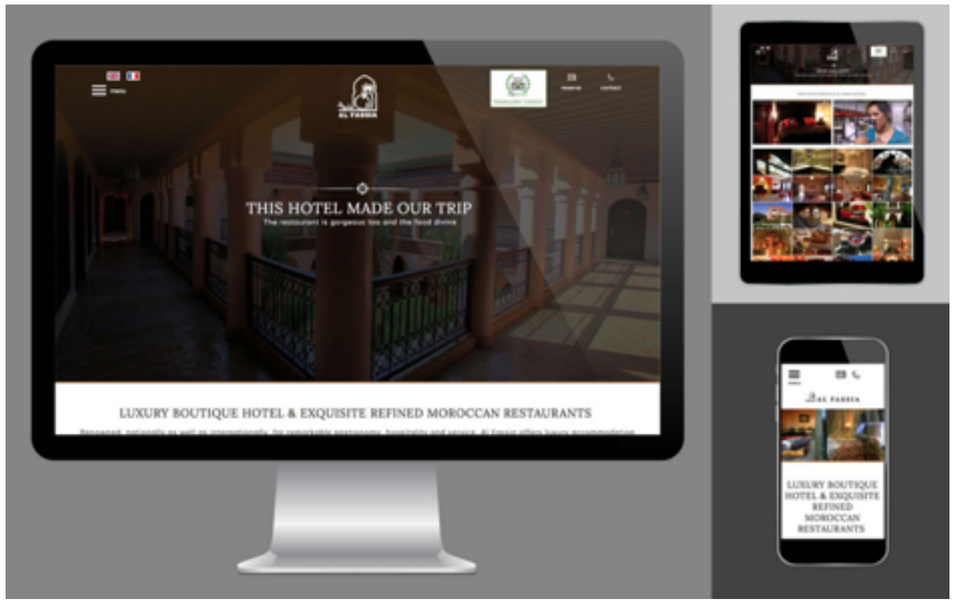
Your car will require routine servicing and valeting, and will need up to date insurance and tax to be road-worthy.

Your website should be frequently reviewed and updated, and must have secure hosting and a registered domain name.

**it'seeze websites**

brilliant designs – better results

# **it'seeze** websites



## Brilliant Designs – Better results:

Professionally designed websites that look great on any device

# Any Questions?

Thank you for listening

www.itseeze-leicester.co.uk

# Franchising
# – a business partnership

- The franchising relationship and definitions
- Franchise policies and requirements
- Additional services

# The franchising relationship and definitions

- A business that works
- Total Inter-dependency between franchisor / franchisee
- Not an employee / not a customer

# Franchising policies and requirements

- The brand – following guidelines
- The Franchise Agreement – there for all
- Consistency - one policy, one standard
- Policy amendments – business needs, closing down ‘loop holes’
- Listening to feedback, implementing best practice
- Requesting information

# Additional services

- Website sales – the primary focus
- Customised ‘extras’ – additional income stream
- Additional services – the franchisees choice
  - Direct – time vs benefit
  - Strategic associates – the preferred route
  - Spoton.net – developing key associations