COMPETITOR ANALYSIS

Version 3.0

it'seeze websites

brilliant designs – better results

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We provide our customers with a professionally designed website, a local consultant, affordable pricing plans, and an easy to use website editor which provides complete control to the user. Prospects will still compare our services to other website design companies, but the combination of these products and services cannot be found elsewhere on the marketplace.

The purpose of this competitor report is to summarise the main options that may be considered by a prospect early on in the buying process. It is useful for franchisees to know all the key facts, which can then be used to enhance the benefits of an **it'seeze** website or target our competitors' unhappy clientele.

1) Self-build/website maker/drag and drop builder

Prospects considering a self-build option need to be made aware that although it may appear to be cost effective, they will be limited to choosing a website template which has been replicated many times and therefore will not be unique to their business. Their website will also not be professionally designed. This will affect their online presence and their Google ranking. Although they may feel this is a more economical option, they need to consider their time involved building and maintaining the site, and the return on investment.

2) Local website designer (usually using a free open source CMS such as WordPress)

Local designers often use WordPress, Joomla, or Drupal, which are free, open source content management systems that can lack security and involve using a lot of plug-ins to achieve a desired build. It is also worth noting that using a small web design company means it can take time for changes to be carried out on a site, and small companies often go out of business, leaving the customer with a poorly performing marketing tool, no consultant, and no support.

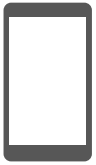
3) National (professionally designed, in-house closed source CMS)

Many of our national competitors lack the local and head office support that we offer, often using sales reps that encourage upgrades and are rarely seen again once the sale is closed. They also do not offer a website editor that is as easy to use and their prices are significantly higher for the latest developments that match our offerings.

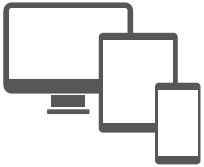
The industry has a bad reputation for customer service, so the fact we offer a local consultant with the ability to meet business owners face to face is key when selling your services. Your perception and communication is key to building relationships and helping local businesses. You are the **it'seeze** USP!

Desktop vs Mobile vs Responsive website design

- Displays on desktop/laptop and mobile but appears smaller on mobile devices and therefore does not always read correctly
- Can often shrink important details on mobile devices, e.g. text too small to read, links too close together, content wider than screen
- Hard to use on mobile devices and will fail Google's 'mobile friendly test'
- Will rank lower than a mobile-friendly site in Google search results



- 2 separately designed sites stored on server
- Reformats itself when mobile user detected
- Works on most smartphones and tablets but mobile version looks different to desktop site and will display certain elements of the page with differently optimized images, larger buttons etc.
- Usually has a link to the 'full' desktop site
- Both sites need to be maintained and optimised for search engines
- In most cases there are 2 URLs which has negative effect on SEO



- Website adapts to any screen size and reformats on any device
- Rather than detecting the device like a mobile design, the website automatically adapts to the screen of the device
- Most expensive to develop
- Can easily be seen by resizing the browser
- Only 1 site to maintain
- Google favours responsive in search results

Products/Packages

Close offering to **it'seeze** as they offer professionally designed websites (not self-build) with full face-to-face consultation and an editor for customers to take control of site.

Pricing

The most similar package to our Max offering is the Premium plus (as includes a consultation) which has a £999 setup fee, with monthly payment of £55 for the length of the contract. However, this package does include copywritten pages. Sales reps have a lot of room for negotiation, sometimes dropping the setup fee entirely on the lower packages but always add additional services, sometimes unnecessarily.

Support

Consultants are sales reps focused on upselling, and change often - once a website is sold, are rarely seen again and support is handed over to head office. Support is by email, live chat, forum, or call centre. No one-to-one training. There are many unhappy customers and Yell have poor customer retention.

Content Management System/Editor

Full CMS via any web browser. Limited training, mostly via online tutorials.

Target

Google search 'powered by yell business' followed by your region (e.g. Belfast) to find early websites designed by Yell. You will find that many are not responsive as this is only available in the Elite package.

Email

Premium package provides 10 emails - this increases for Plus and Elite. Please see table at the back of this guide for comparison.

Trustpilot

4 stars – Great - https://uk.trustpilot.com/review/www.yell.com. If you filter and read the lower scores then you will find many reports of their customers being mis-sold to or having been sold a website and then forgotten about.

weebly

Products/Packages

Very easy to use drag and drop self-builder, but only offer a limited amount of templated designs which can look repetitive and not unique to any business.

Reported to be good in terms of speed and security but can be difficult to make sites SEO friendly as the use of headings is limited and only basic guides are available online.

Pricing

Free for a basic site but full suite of building tools, premium support, and hosting only available on paid plans. The Business plan is currently £17 a month when paid annually, however, this does include a fully integrated ecommerce offering for small business.

They offer one free domain and Google Ads credit. Apps store with apps for additional functions can be expensive (see CMS below).

Support

Free sites have email support and forums only. Paid plans offer phone support but US number.

Content Management System/Editor

Simple drag and drop website builder with limited capabilities. Apps need to be installed for additional functionality, some basic apps are free but others can be costly to create desired functionality.

Target

Google search 'powered by weebly' or 'proudly powered by weebly' followed by your region to find early websites designed by Weebly.

Email

G-Suite – Please see table at the back of this guide for comparison.

Trustpilot

1 star – Bad - https://uk.trustpilot.com/review/weebly.com. Many reports of poor customer support with unmanned phone lines, online chat, or email.

wix.com

Products/Packages

Most prominent and popular self-builder hosting 90 million websites. Basic sites are free but you need to pay for any professional features. Wix sites have many technical limitations including limited marketing and SEO tools. Lots of templates available for many different industries, but once you have chosen you cannot change it.

Hundreds of third party apps available but could affect your website if they are shut down and Wix hold no responsibility. Cannot edit the HTML or CSS.

Pricing

Free for a basic site but the full suite of building tools, premium support, and hosting only available on paid plans. Their VIP package is £16 per month which includes an online store and site review. They offer a free domain for 1 year.

Support

Business hours phone support, email, and forums.

Content Management System/Editor

Easy to use, simple drag and drop page components but no parameters to keep layout looking good. Design, pages, and navigation straightforward but apps needed for additional functionality. Apps store has many free apps, but can cost over £10 a month. Sites are full of lots of Javascript. They respond to speed tests quickly but in reality take time to fully load.

Target

Google search 'proudly created with wix.com' or 'this website was created using wix.com' followed by your region to find websites designed by Wix.

Email

G-Suite – Please see table at the back of this guide for comparison.

Trustpilot

2 stars – Poor - https://uk.trustpilot.com/review/www.wix.com. Many reports of poor customer support and technical issues.

Products/Packages

Always been one of the most basic self-builders with basic templates and limited widgets with a lack of customisation and functionality. Now also offer pro-managed WordPress sites but extra malware security, backups, and SSL all cost more. There are many reports of poor customer experience that can be found all over the internet.

They are now promoting a new builder and the fact you can build a website in under 1 hour (and even on your smartphone) but this is unrealistic - they have made the builder even simpler with fewer features. Users can set up a website quickly but will find the limitations very frustrating.

Pricing

Can try for free but for 1 month only. Business Plus plans start from £6.99 per month for the first year only.

Support

Offer 24/7 support by phone, live chat, and email but there are many reports of poor response and not achieving the desired outcome.

Content Management System/Editor

Floating toolbar showing page elements to add to site. Widgets added for photo gallery, players etc. Difficult to align. Once a theme is chosen then cannot change or will lose all content.

Target

Google search 'powered by godaddy' followed by your region to find some websites designed by GoDaddy.

Email

Offer Office 365 email accounts as standard and the option to purchase additional. Please see table at the back of this guide for comparison.

Trustpilot

3 stars – Average - https://uk.trustpilot.com/review/www.godaddy.com - Most recent reviews are mainly 1 star with reports of poor customer service and support.

WordPress

Products/Packages

WordPress.com is a service built on top of the popular WordPress CMS used by many designers and 28% of the web. WordPress.com tries to offer a website builder experience on top of the traditional WordPress.org CMS which requires more technical and HTML knowledge. WordPress.com offers selection of free and paid themes with widgets and plug-ins for added functionality, but still requires the user to spend time learning how to build their website. Is popular with bloggers as this is how the CMS originally started.

Wordpress.org is the platform of choice for most independent designers but if not managed correctly can cause serious security and backup issues. As it is an open source platform the code and login process can be manipulated for hacking and can also cause functions to fail when updating plug-ins. Many self-build website providers now also have a 1-click install WordPress option with their own pre-built themes.

Note: other free open source CMS platforms similar to WordPress include Drupal and Joomla and require some technical knowledge.

Pricing

Annual billing, no option for monthly payments. Free themes available but premium themes need to be paid for, it is £20 a month for the business plan, billed yearly.

Support

Online forums, email, and live chat.

Content Management System/Editor

Operates in 2 parts, a simple website builder and a complex CMS for more advanced features. Using 2 interfaces is tedious and frustrating, having to swap to create forms etc. Tasks Editor is NOT a drag and drop, leading to a confusing experience overall that requires study

Target

Google search 'powered by WordPress' followed by your region to find some websites designed by WordPress.

Email

No email service.

Trustpilot

Wordpress.com – 4 star – Great - https://uk.trustpilot.com/review/www.wordpress.com

1&1

Products/Packages

Self-builder that is easy to use with low prices, but offer dated templates and the builder is limited and cluttered. Their support is reported to be very poor and many have issues setting up their website.

Pricing

No free version but offer 30-day money back guarantee.

Only package which offers an SEO optimised site and 'Personal Consultant' is the 'Premium package' which is £19.99 a month but offer 50% reduction for first 12 months.

Support

'Personal Consultant' is a direct line and email address but only available in 'Premium Package'. Many complaints across the web that response is fast but not helpful. Help files are not comprehensive enough.

Content Management System/Editor

Supports drag and drop functionality. Images can be resized and cropped without external software. Undo button makes mistakes easy to amend. Apps available for ecommerce functions, bookings, live chat, blog, etc.

Target

Google search 'this website was created using 1&1 my website' followed by your region to find some websites designed by 1&1.

Email

Exchange account. £2.99 a month for 15GB. Please see back of guide for full comparison.

Trustpilot

4 star – Great - https://uk.trustpilot.com/review/1and1.com. Many reviews of domain hosting rather than the websites. Reports of the editor being confusing, bugs in the system leading to crashes.

SQUARESPACE

Products/Packages

Self-build and professional design focused website building platform with visually attractive, responsive templates.

Provide ability to make design tweaks with extensive styling options not found on any other website builder, although this can become overwhelming for the average user. Templates are responsive but you do not have 100% control over how the site will display on a mobile device.

Pricing

No free version, Personal site is £10 per month (billed annually) or £13 per month (month to month) and a Business site is £15 per month (billed annually) or £21 per month (month to month) but does include a fully integrated ecommerce (3% transaction fees).

Support

Help videos on how to use building tools. Email support and live chat.

Content Management System/Editor

Drag and drop functionality but complicated. Can customise design including spacing, images, colours, fonts, etc. Reportedly more complex than other builders and requires patience and a designer's eye.

Target

Not possible at present apart from searching example sites.

Email

G-Suite – 1 free account for 1 year - Please see table at the back of this guide for comparison.

Trustpilot

1 star – bad - https://uk.trustpilot.com/review/www.squarespace.com. Reports of poor customer service, problems with SEO and lack of functionality.

Products/Packages

Primarily a web hosting company but increasing their presence as provider of templated or professionally designed websites for small businesses.

Editor lacks user friendliness but there is an option to have a Web.com expert build a site for you, but the consultation is by phone and email.

Pricing

No free trial. DIY website is £7.99 a month. Custom sites are more expensive per month (depending on requirements) but often drop the upfront charge. Package includes ecommerce.

Support

Telephone and email support but reported to be frustrating and issues have been reported if a customer decides to cancel.

Content Management System/Editor

The editor is a blank canvas so can drag and drop anywhere which presents many issues in viewing changes and overlapping menus and therefore is reportedly one of the worst available on the market.

Target

Not possible at present apart from searching their portfolio, testimonials, and case studies.

Email

5 free email accounts. Please see table at the back of this guide for comparison

Trustpilot

5 stars - Excellent - https://uk.trustpilot.com/review/uk.web.com

webfactory

Products/Packages

Promote affordable bespoke websites for businesses, professionally designed (no templates) with a 2 week turnaround. However the whole process is by email and phone and their value is focused on price only. Will only meet face to face for large projects over £1500.

They offer a basic editor and an enhanced version.

Pricing

Start from £399+VAT, then £9.99 a month for 10 page website. Extra cost for upgrades such as copywriting, imagery, logo design, social media setup, SEO etc. Only includes the basic editor.

Most popular package is the Popular Plus at £449+VAT then £14.99 per month and includes SEO and stock imagery.

Support

Phone, live chat, and email.

Content Management System/Editor

Websites come complete with a basic editor or an enhanced version with additional functionality and control.
The enhanced version is only available on the Popular Plus package and above.

Target

Google search 'website design by webfactory' followed by your region to find some websites designed by Webfactory.

Email

10 free 5GB email accounts with the Popular Plus package. Please see table at the back of this guide for comparison.

Trustpilot

5 star – Excellent - https://uk.trustpilot.com/review/webfactory.co.uk

Products/Packages

Originally just a provider of web hosting but now offer their own low cost website builder and free, easy WordPress installation with any hosting package. WordPress sites include SSL certificate, backup restore, and malware scanner.

Pricing

Basic package free for 1 year, Premium £5.78 per month, Webshop £10.18 per month. WordPress sites are £10.65 a month with setup fee of £10.85. Domain fees and email are extra.

Support

Basic support site only, no phone support. Do offer 24 hour online chat.

Content Management System/Editor

Simple sites up to 5 pages can be created with the web builder within minutes and they provide 1-click WordPress setup which is fast but there isn't much guidance and is not beginner friendly.

Target

Not possible.

Email

Offer 25GB email accounts as standard and the option to purchase additional. Please see table at the back of this guide for comparison.

Truspilot

3 star – Average - https://uk.trustpilot.com/review/www.one.com. Poor customer support and servers are always down.

bOnline

Products/Packages

Close offering to **it'seeze** as websites are designed by professional designers from initial brief to launch.

They provide customer training on their editor which provides full control of their site, online tutorials and email support are also available.

Like us, the pricing model is an upfront fee and monthly payments. However, they do not visit businesses by appointment and consultation is all over phone or email and not local.

Pricing

5 page website starts at £399+VAT and monthly subscription of £15+VAT. All sites offer a consultation with a designer but it's £300 extra to work with a senior designer with more experience. They offer chargeable additional services for copywriting, basic content, logo design, SEO etc. They promote the monthly fee as a subscription for the use of the CMS, free updates, and the ongoing support.

They offer a 'managed' subscription for £25+VAT a month and they will do all the edits for the customer.

Support

Phone, email, and online chat.

Content Management System/Editor

Full control editor available and full training provided. Can also hire a team of SEO advisors to track and report on Google Analytics and improve SEO.

Target

Google search 'website designed by bonline' followed by your region to find sites designed by bOnline.

Email

2 business emails, 25GB. Please see table at the back of this guide for comparison.

Trustpilot

4 stars – Great - https://uk.trustpilot.com/review/www.bonline.com. Many reports of waiting for the site to be built.

National Competitor Email Comparison

Our **it'seeze** standard email service is the best value compared to our competitors' offerings* as customers receive 5 free email accounts and then only pay £12 per additional account.

Our standard **it'seeze** email service is more than satisfactory for most users with only 0.08% of our webmail customers actually upgrading their mailboxes for additional storage.

**With the exception of Yell whose website packages are significantly more expensive*

Wix vs it'seeze

Package Name	Quota	Mailbox Technology	**No. of Free accounts**	Price of extra account per annum exc. VAT	Webmail	Included Support
G Suite Basic	30GB	Gmail	**0**	£39.60	Yes	24/7 phone, email, and web support.
it'seeze Standard	1GB	Zimbra	**5**	£12	Yes	Phone, email, and online help guides.

Weebly vs it'seeze

Package Name	Quota	Mailbox Technology	**No. of Free accounts**	Price of extra account per annum exc. VAT	Webmail	Included Support
G Suite Basic	30GB	Gmail	**0**	£39.60	Yes	24/7 phone, email, and web support.
it'seeze Standard	1GB	Zimbra	**5**	£12	Yes	Phone, email, and online help guides.

1&1 vs it'seeze

Package Name	Quota	Mailbox Technology	**No. of Free accounts**	Price of extra account per annum exc. VAT	Webmail	Included Support
1&1 Mail Pro	15GB	Exchange	**0**	£35.88	Yes	Phone, email, online help guides.
it'seeze Standard	1GB	Zimbra	**5**	£12	Yes	Phone, email, and online help guides.

Squarespace vs it'seeze

Package Name	Quota	Mailbox Technology	**No. of Free accounts**	Price of extra account per annum exc. VAT	Webmail	Included Support
G Suite Basic	30GB	Gmail	**1**	£39.60	Yes	24/7 phone, email, and web support.
it'seeze Standard	1GB	Zimbra	**5**	£12	Yes	Phone, email, and online help guides.

One.com vs it'seeze

Package Name	Quota	Mailbox Technology	**No. of Free accounts**	Price of extra account per annum exc. VAT	Webmail	Included Support
Office 365 Plus	25GB	Exchange	**1**	£118.68	Yes	Live chat, email, online help guides with some phone support.
it'seeze Standard	1GB	Zimbra	**5**	£12	Yes	Phone, email, and online help guides.

GoDaddy vs it'seeze

Package Name	Quota	Mailbox Technology	**No. of Free accounts**	Price of extra account per annum exc. VAT	Webmail	Included Support
Office 365	50GB	Gmail	**0**	£59.98	Yes	24/7 phone, email, and web support.
it'seeze Standard	1GB	Zimbra	**5**	£12	Yes	Phone, email, and online help guides.

WebFactory vs it'seeze

Package Name	Quota	Mailbox Technology	**No. of Free accounts**	Price of extra account per annum exc. VAT	Webmail	Included Support
Popular Plus Emails	5GB	IMAP/POP	**10**	N/A Have to upgrade package for more	N/A	Phone and email only.
it'seeze Standard	1GB	Zimbra	**5**	£12	Yes	Phone, email, and online help guides.

bOnline vs it'seeze

Package Name	Quota	Mailbox Technology	**No. of Free accounts**	Price of extra account per annum exc. VAT	Webmail	Included Support
bOnline	5GB	IMAP/POP	**2**	£15	Yes	Phone, live chat, and online help guides.
it'seeze Standard	1GB	Zimbra	**5**	£12	Yes	Phone, email, and online help guides.

Yell vs it'seeze

Package Name	Quota	Mailbox Technology	**No. of Free accounts**	Price of extra account per annum exc. VAT	Webmail	Included Support
Premium	Unlimited	IMAP/POP	**10**	£0	N/A	Phone, email, and online
it'seeze Standard	1GB	Zimbra	**5**	£12	Yes	Phone, email, and online help guides.

COMPETITOR ANALYSIS

it'seeze websites

brilliant designs – better results