

BEST PRACTICE GUIDE



it'seeze websites
brilliant designs – better results

INDEX

Week 1	3
First month and ongoing	4 - 5
Tips for success	6 - 9
Networking Tips	10 - 14
What do I get for my monthly plan?	15 - 16
Overcoming objections to pre-payment	17
Pitching Lite & Max	18 - 19
Defining support	20
Key strategic contacts in your region	21 - 22
Free online resources	23
Spoton.net support contacts	24
Office hours	25
Product information	26 - 27
it'seeze Website Pricing UK	28
Website and extras pricing	29 - 35
Turnaround Times	36
Website briefing	37 - 38
SEO Guide	39 - 43
Sitebeam cheatsheet	44 - 47
Questions and ideas	48 - 49

WEEK 1 & ONGOING

	TASK	LINK / ACTION
WEEK 1	<p>Familiarise yourself with the systems until confident (it'seeze Website Editor, it'seeze Admin System, Pipedrive and our Commerce product)</p> <ul style="list-style-type: none"> All login details are on your key details sheet Complete all practice docs within this handbook 	http://bit.ly/2ysnlmE
WEEK 1	<p>Read notes to refresh on telesales training and conducting effective appointments.</p>	http://bit.ly/2gMt5ym
WEEK 1 & ONGOING	<p>Attend networking groups listed on the document provided in your welcome pack. 4N & BNI are funded as part of your franchise but join as many as possible to build awareness in your region and attend regularly.</p> <p>Remember to update your 4Networking online profile.</p>	<p>HO pay for BNI & 4N, please ask your group leaders to invoice Spoton.net direct and send to: alex.brook@itseeze.com</p> <p>4N: http://bit.ly/1vMOkma</p>
WEEK 1 & ONGOING	<p>Schedule 1 hour a day to call businesses to book appointments and build your pipeline.</p> <ul style="list-style-type: none"> Your database of leads are located in Pipedrive CRM under the Prospects stage in your pipeline More Prospects can be found in the admin system. New contacts added on monthly basis (the number of contacts is dependent on the amount of competitors/poor websites you send to Head Office so this list can be generated) Monitor your conversion rates to increase performance 	<p>Pipedrive: http://bit.ly/2zzO1jQ</p> <p>Prospects in Admin System:</p> <p>More info http://bit.ly/2x0PZrN</p> <p>Link to Admin System http://bit.ly/2zfeORk</p> <p>Link to Conversion Statistics Table http://bit.ly/2xke8ty</p>
WEEK 1	<p>Make a list of friends and family members:</p> <ul style="list-style-type: none"> Demonstrate the it'seeze Editor to at least 5 of them Give them all leaflets and business cards to take to work to distribute Ask them for an introduction to any local businesses they may know 	
WEEK 1	<p>Practice Fact find document on friends and family, role play with them being a customer requiring a website</p>	http://bit.ly/2zf1vBK
WEEK 1	<p>Attend Field Training Day with an experienced franchisee</p>	<p>Contact Alex for more info: alex.brook@itseeze.com</p>

FIRST MONTH & ONGOING

	TASK	LINK / ACTION
FIRST MONTH	<p>Contact key contacts such as a copywriter, photographer, printers, business coaches, accountants to offer or refer additional services that your client's may require and build a network in your region.</p> <ul style="list-style-type: none"> • Ask them for an introduction to any local businesses they think may be interested in a consultation • Demonstrate the it'seeze editor to them so they can become an endorsement 	<p>Key contacts sheet was provided in your welcome pack</p>
FIRST MONTH	<p>Distribute flyers and approach key decision makers in:</p> <ul style="list-style-type: none"> • Independent shops • Independent coffee shops/cafes/hotels • Office blocks • Light industrial parks • Homes with a liveried vehicle outside 	<p>Ensure you get relevant contact details to follow up by telephone in a few days</p> <p>Monitor Progress in Pipedrive</p>
FIRST MONTH (ONGOING)	<p>Set up social media profiles on Facebook, LinkedIn, Twitter and connect with people you know. Announce your new venture and ask contacts to share your profile and share and like posts from Head Office.</p> <p>Follow any local businesses that you feel are prominent in your area and continue to follow/like those you meet.</p> <p>Find local Twitter hour. There are lots of UK Twitter hours taking place throughout the week on Twitter, allowing businesses to increase their exposure by using a hashtag.</p>	<p>Social Media Guide: http://bit.ly/2yPHnJ6 Twitter Hours: http://bit.ly/2ytM6yu</p>
FIRST MONTH	<p>Send Press Release to local papers announcing your local consultancy for local businesses.</p>	<p>Template for press release: http://bit.ly/2z4nIoL</p>
FIRST MONTH	<p>Approach local radio stations for any appropriate shows to be able to promote your local consultancy and franchise.</p>	<p>Radio interviews and adverts: http://bit.ly/2yoABt0</p>
FIRST MONTH	<p>Arrange a trial of Approved Index & Bark with Amy</p>	<p>Email: amy.cross@spoton.net</p>

FIRST MONTH & ONGOING

	TASK	LINK / ACTION
FIRST MONTH & ONGOING	<p>Source additional prospective customers to call from:</p> <ul style="list-style-type: none"> • Online directories such as Check-a-trade • Review sites such as TripAdvisor • Business cards collected from events, meetings etc. • Adverts in local magazines and newspapers • Google search key industries and your region e.g. plumbers in Torquay and contact those ranking on page 3, 4, etc. 	<p>Enter deals/customers into Pipedrive: http://bit.ly/2ztZojY</p> <p>7 Sec test, check:</p> <ul style="list-style-type: none"> • If responsive • Clear call to action • Details visible • Engaging content • Search performance <p>Check-a-trade: http://bit.ly/1ilCpY9</p> <p>TripAdvisor: http://bit.ly/1WKW2sR</p>
FIRST MONTH & ONGOING	Explore business grant opportunities in your region that could help local businesses get funding for marketing and a new website.	
FIRST MONTH & ONGOING	<p>Research events such as local business, shows & expo's or other relevant exhibitions.</p> <p>Attend as a visitor or exhibitor if possible</p>	<p>Eventbrite: http://bit.ly/18XERhw</p> <p>Press Releases: http://bit.ly/2y0zXCS</p>
ONGOING	Update your regional site and social media with latest news, client testimonials, case studies and links to our blog	<p>it'seeze blog: http://bit.ly/2mUTHNx</p> <p>Guide to blogging: http://bit.ly/2x1z2gO</p>
ONGOING	<p>Research who your local competitors are:</p> <ul style="list-style-type: none"> • Identify it'seeze benefits /advantages compared to your competitors • Identify any issue's their customers may be unhappy with • Use Competitor analysis handbook for targeting competitors • Send Head Office a list of competitors to initiate a Reverse IP process run to identify their customers websites 	<p>Competitor reports: http://bit.ly/2hM7e9F</p> <p>Reverse IP Scheme: http://bit.ly/2x0PZrN</p>
ONGOING	<p>Contact Alex for best practice, advice and reasons for recent success from franchisees.</p> <p>Read monthly sales reports and newsletters.</p>	<p>alex.brook@itseeze.com</p> <p>http://bit.ly/2yF3W2H</p>
ONGOING	Contact Head Office on an ongoing basis for any additional support needed	Tel: 01803 407470
ONGOING	Always ask for referrals/introductions to other businesses once your clients sites are live and they are happy with your service	

TIPS FOR SUCCESS

It takes time to build trust and familiarity as a local consultant in your region so it is essential that you utilise every method to get in front of prospective customers.

To generate leads quickly you need to engage in conversation with local businesses whether this is by phone or face to face.

Networking is an important part of building awareness but be aware that this can take more time than the traditional direct prospecting methods as you are not directly selling and need to become a trusted source of advice.

Head Office continues to be active in marketing methods to raise brand awareness for the franchise and engage customers' on their online journey and will pass any enquiries relevant to your region.

SELL SOLUTIONS.

"If you set out to sell websites, you'll sell some. If you set out to help every business by understanding what it is they do and what their business aims are, then explaining how an it'seeze website can help them achieve those goals, and how your services differ from other website providers, will bring much better results, and future referrals." - **John Cooper, it'seeze Websites Leicester**

REMEMBER YOUR OBJECTIVES.

"Think about your business plan and keep referring to this – who are you selling to, what exactly are you selling, how do you plan to sell it, and why should people want to buy from you?" - **Phil Revill, it'seeze Websites Nottingham**

BUILD LASTING RELATIONSHIPS.

"It is a lot more cost effective to keep an existing customer than find a new one. Set client expectations realistically and honestly, including how long it will take to respond to any requests for help and information – and then stick to the promises you make. After all, a happy client is more likely to recommend your services to others." - **Suzy Perry, it'seeze Websites Bristol**

MIX AND MINGLE.

"Get known locally through networking, as this helps to increase referrals. Getting out there and speaking to people is the best way to build up your reputation and make strong business connections." - **Garry Stewart, it'seeze Websites York**

PARTNER WITH THIRD-PARTY COMPANIES.

"There are many ways to refine your whole process - for example, you can improve your client's website content by recommending the use of a professional copywriter. This works well for me as it gets the ball rolling quickly and also makes me a margin!" - **Rob Davies, it'seeze Websites Ryedale**

TIPS FOR SUCCESS

PUT YOURSELF OUT THERE.

"You get out what you put in - so the results are up to you. Remember no one knows who you are or what you do, so don't be shy, get out and contact people who need websites. There are millions of terrible websites out there - concentrate on the poor ones with potential, particularly those that aren't mobile friendly yet, and show people how you can help." - **John Wright, it'seeze Websites Horsham**

BE PERSONABLE.

"People buy from people, so always be passionate and enthusiastic. Also speak in plain terms that everyone can understand - this helps to break down any potential communication barriers about web design." - **Mark Burton, it'seeze Websites South Manchester**

PUT YOUR WEBSITE TO USE.

"Every Spoton.net franchisee gets a unique regional website. Keeping this updated is a great way to reach new customers and really show what you can offer. After all, as a web design company, having a strong online presence is essential!" - **Ann Naylor, it'seeze Websites Windsor**

VARY YOUR APPROACH.

"My advice is to pick up the telephone and start making calls. Phoning 50-60 companies a day and asking for a meeting is pretty simple; it's also cheap, quick, and will help build a pipeline for the future. Break it up with a day's door-to-door canvassing. It's a great way of meeting people and spreading brand awareness! Simple, good old hard work and persistence!" - **Oliver Brock, it'seeze Websites Colchester**

INVEST IN YOUR SUCCESS.

"All marketing is an investment, but the payback may not be instantaneous, so some speculative marketing spend will be required. I have heard people say too many times that they haven't been networking as they can't afford it and will start when they have some clients!" - **Steve Axtell, it'seeze Websites Northampton**

SHOW SOME INITIATIVE.

"You have to be active to be successful when running a web design franchise. Inbound leads will get you so far, but if you just sit at your desk all day waiting for the phone to ring or enquiries to come in via your website, you'll be losing out on valuable opportunities. You have to get out there and find clients." - **Ian Burnett, it'seeze Websites Warwick**

TIPS FOR SUCCESS

BELIEVE IN THE PRODUCT.

"The single most important factor for me is the product itself - it's bespoke, fit for purpose, and always up to date - and I can tell you that with the it'seeze website editor, training customers on how to use their websites has never been easier. This confidence in what you're selling is important, as it shows people that you're offering the right web design service for their business." - **John Cooper, it'seeze Websites Leicester**

PICK UP THE PHONE.

"Although it might seem daunting, telemarketing really does work. For me, it's one of the most important approaches to winning new business. I've had great success with it - 40% of all my leads are a direct result of picking up the phone. You just have to have the right attitude!" - **Sarah Thompson, it'seeze Websites Coventry**

EXPERIMENT.

"The business will not just come to you - you need to go and find it. The first six months are a good time to see what works best for you - try everything recommended to you during your training week to get your web design franchise up and running at a good pace." - **Suzy Perry, it'seeze Websites Bristol**

BE FLEXIBLE.

"Work around your customers. Making yourself available for evening and weekend appointments may be more convenient for small businesses, and will also give you a competitive edge, as many web design companies are not always willing to offer this." - **Rob Davies, it'seeze Websites Ryedale**

LOOK TO YOUR FELLOW FRANCHISEES.

"Talk to other franchisees, pick their brains, and find out what works for them. Everybody's willing to help and share ideas at Spoton.net, as with our protected franchise regions there's never any risk of competing with one another. We've all got our own set of techniques for winning new business, and one of them might just work for you too." - **Garry Stewart, it'seeze Websites York**

FORM STRATEGIC PARTNERSHIPS.

"Think about how to work with other local companies, for example small businesses that will happily recommend your web design services. It's definitely worth searching out these valuable contacts - a quarter of my business is from just four individual referrers." - **Steve Axtell, it'seeze Websites Northampton**

BRANCH OUT.

"You can expand your income by promoting complementary digital marketing services alongside the websites that you offer. This is a great way to increase your earnings and solidify your reputation as a local web specialist with clients." - **Ann Naylor, it'seeze Websites Windsor**

TIPS FOR SUCCESS

ACTIVELY NETWORK.

“Don't just 'attend' networking: you need to be active in the room – either trying to get appointments or recommendations. During most networking events, you get 40-60 seconds to stand up and introduce yourself to the group. It's useful to plan this out beforehand.” - **Phil Reville, it'seeze Websites Nottingham**

FIND YOUR NICHE.

“The team at Spoton.net will provide you with a best practice guide full of tried and tested methods - try different things and see what works for you. We're all different – so if you achieve more success with some things above others, then focus your efforts accordingly. You will learn as you go.” - **Rob Davies, it'seeze Websites Ryedale**

GET SUPPORT.

“There's a dedicated support team at the Spoton.net Head Office ready to offer help and expertise whenever required. I can't fault the commercial and technical support that I've received.” - **Brian Cox, it'seeze Websites Camberley**

NETWORKING TIPS

(ADAPTED FROM THE BOOK 'THE UNNATURAL NETWORKER' BY CHARLIE LAWSON)

Networking is a skill

Networking is a subject and therefore a skill you can practice and fine tune.

It takes effort to step out of your comfort zone and start to build relationships with people you don't know, so you need to know who to approach and how to get into a good conversation.

It is not enough to just swap business cards with everyone in the room and just find out a name, business and location. It is much better to spend time with an individual to find out more information about them to develop a relationship.

Don't look to do business straight away. Start with a conversation and a business discussion will naturally come later. Do not try and sell!

No one goes to networking to buy, so why try and sell?

The people in the room are your potential salesforce. On average, a person has 1,000 contacts, from sources such as their; clients, suppliers, colleagues, ex-colleagues, hobbies, interest groups, family, friends and contacts in mobile phone.

It is not 'who you know' but 'who they know'.

Potentially, a networking group of 20 attendees could connect you to 20,000 people!

A recommendation (referral) is stronger than any other factor, such as price or particular products benefits.

A referral is a recommendation which gives credibility to your business and shows you are trusted.

Strategic contacts

Don't waste time on building relationships with those who cannot benefit you.

It is far better to target referrers with contacts that you could do business with, e.g. an Accountant who regularly speaks to business start-ups, or a Printer, who regularly deals with businesses needing to market their business.

Prepare and set goals before any networking event.

Make a list of the attendees and their professions to set targets of who you want to meet. Set your goals on what and how you will achieve these goals over a set period and measure your success.

NETWORKING TIPS

(ADAPTED FROM THE BOOK 'THE UNNATURAL NETWORKER' BY CHARLIE LAWSON)

Meeting others - Building relationships

It takes time to build relationships and for networking contacts to have confidence in you and your business.

It takes even longer if your service cannot be easily tried and tested.

It is essential that you think about what your customers receives after they have used your service, and then express this in your introductions.

For example, think of more creative answers to the question, 'what do you do?' - Just replying, 'web consultant' can stop a conversation dead in its tracks! Try not to use your title. Think about what your client receives from your service.

Therefore a better answer to, 'what do you do?' would be something like, 'I help people reach their online potential.'

This answer opens up the conversation for your fellow networker to find out more.

Use open ended questions to develop conversations further, start questions with; who, what, where, when, why, how.

Never end a conversation with 'it was nice to meet you', this can end a relationship. Always end a conversation with, 'who is a good contact for you to meet?'

One to ones - Building trust

Ones to ones are very important to build rapport with an individual as you will be away from interruptions and have more time to get to know each other.

It is essential to listen! You will more likely to refer business to this person if you know more about their service and how they have helped others. *There is a reason you have 2 ears and 1 mouth!*

Always prepare questions before your one to one meetings to maximise your time. These are some good examples:

- Who are your top 3 current clients? (Potential referral opportunities for you and for you to find referrals for them)
- Why do your clients think you are good? (Much easier to recommend them with this knowledge)
- What's the best way to introduce you to a target client? (Client success stories are the best way to do this)
- Who typically passes business to you as an introducer? (Introducers, or strategic contacts, are a great for business - you could receive 10/100/1000 end users rather than 1 referral!)
- How did your last referral happen? (Usually a story and can often be replicated)
- What can I watch/listen out for to get a referral for you? (Alternative approach to find business, e.g. someone complaining about their computer being slow could be an opportunity for an IT professional)

Always finish your one to one with:

- What follow up actions do we both have?
- When's our next one to one?

Remember, it's a journey not a single trip!

NETWORKING TIPS

(ADAPTED FROM THE BOOK 'THE UNNATURAL NETWORKER' BY CHARLIE LAWSON)

Presentations – Tell a story

When presenting, either for 60 secs or 10 mins, it is better to tell a story than just tell people what you do or how you do it.

Focus on telling a story will illustrate how you have helped your clients and how they feel about your service. People are interested on how you have provided a solution, how you have made an impact and how you can improve their business.

Stories are more interesting than facts and will engage your audience. They can explain how your customer's feel about your service and show the human side of business.

Facts tell, stories sell! Instead of being transactional, stories make us relational

For your story, always focus on one small part of your service, do not try and include every aspect. Always try and get across clearly why your referral target would want to speak to you.

Think about; how did you help a similar client? Did you make them more efficient? Did you save them money? Did you save them time?

A good example:

I'd like to tell you about Steve – a new client I took on recently. Steve runs an Accountancy practice and he came to me very worried as he was struggling to bring in new business. His website was generating nothing at all and was costing him £200 a month in maintenance charges.

I was able to set him up with a new website which he can update himself with the click of a mouse. Within a couple of months he has received more online enquiries than he did in the previous 12 months through his old website. Not only that, he is saving £160 a month. He is so happy, he has referred me 2 contacts of his that are interested in improving their online presence.

Targeting - Be specific

The more you focus on the target market you want referrals for, the more business you will get. Think about your best client and the industry they are in. Think of the type of businesses you would like to speak to.

Pick a business and work out which job title you need to speak to. Conduct some research on LinkedIn to try and find the name of that person.

Name your referral requests when speaking to your group;

- The target industry
- Type of business
- Location
- The target person – job title and name

Example (which can be added to the end of your story):

A good referral for me this week would be to speak to other Accountancy practices. In particular, Joe Bloggs, lead partner of XYZ Accountants Ltd based in Rickmansworth. I'd like to speak to Joe because his company's website is very similar to my client's old website. I'd like to help him see similar returns by updating his web presence.

NETWORKING TIPS

(ADAPTED FROM THE BOOK 'THE UNNATURAL NETWORKER' BY CHARLIE LAWSON)

Follow up – Be Credible

Always do what you say you're going to!

Follow up as soon as you have left an event as you will be less likely to forget important actions that could lose your credibility and trust.

Make notes!

Use business cards to make notes so you create a trigger to action a follow up, e.g. 'call to arrange a one to one' or 'connect on LinkedIn'.

Online networking – A big potential

Online networking is just as important as finding yourself a good networking group. It also opens a much greater reach of potential referrers.

Many people ignore LinkedIn requests but these could be the start of a new conversation and relationship that develops into recommendations.

You wouldn't ignore someone at a networking event, so why do it online?

You can easily build a relationship through an online conversation and even book a one to one and meet them in person.

Remember, once up on a time you didn't know your best client, who's to say the person trying to connect won't become a client?

To make Social networks work for you, search each platform to find topics of interest and start liking and sharing relevant posts. Social networks such as Twitter and Facebook will then, in time, display topics of your interests based on your interaction.

A good example of this is to use hashtags.

A hashtag is a word or phrase preceded by the # symbol. This practice started on Twitter but has now spread to other networks.

For example, if you enter the hashtag #webdesign into Twitters search function, it will find people talking about the subject with relevant content.

If you share any relevant content and connect with (friend or follow) relevant people, then you will develop your own following and expand your network.

This main focus should be on the social networks; LinkedIn, Facebook and Twitter.

Sharing content (or writing) gives you the ability to position yourself as an expert in your field.

Plan to post regular content and be realistic with your schedule. It is far better to post once a week on a regular basis, than aim for five days and fail!

NETWORKING TIPS

(ADAPTED FROM THE BOOK 'THE UNNATURAL NETWORKER' BY CHARLIE LAWSON)

Final note – Tracking progress

As well as setting out clear goals for your networking activity, it is just as important to track and record your progress.

You need to establish the ROI (return on investment) and record the business you receive from your networking groups and online networking. This can be a spreadsheet or hand written, as long as you record it in some format!

Always consider how business came to you, even when it is not initially clear, and you will be able to further fine tune your networking efforts and skills.

WHAT DO I GET FOR MY MONTHLY PRICE PLAN?

Why pay monthly?

All the services you need, in one place

Our customers benefit from professional, feature rich, and custom designed websites created by experienced designers and developers, without the expensive outlay. This enables small to medium businesses to budget effectively, aid important cash flow, and achieve an affordable and successful online presence.

Providing you with a website for life

If you pay for a website in one lump sum, you buy the technology at the time, resulting in a short-term solution and additional costs every time you want to add features and functionality to your site to keep it up-to-date and performing well. We offer an affordable service based pricing model with support and technical updates included, allowing you to plan and budget for the future.

What do I receive?

8 inclusive services across all price plans

1) Local Consultant & Support

We won't leave you on your own - your local **it'seeze** consultant is on hand if you ever need any guidance or advice. There are no call centres or delayed responses, just friendly, face-to-face assistance. In addition, we have a team of experts and support advisors at our **it'seeze** head office who are available to help you, and a 24/7 online support centre full of useful resources.

2) Secure UK Web Hosting

Your website is stored, backed up, and hosted in UK data centres, keeping you online and giving you complete peace of mind knowing that your site is secure.

3) SSL Certificate

SSL security is included with all our websites, helping to keep your visitors safe and their sensitive data protected. You'll gain customer confidence and Google will favour your listing in search results as Google promotes HTTPS-encrypted websites.

4) The **it'seeze** Website Editor

Whilst many Content Management Systems (CMS) can be very complicated to use, the **it'seeze** editor makes it simple to add pages, update text and images, post blogs, embed videos, upload brochures and menus, and regularly update and renew content to enhance your online performance.

With the **it'seeze** editor you can make changes to your website instantly, without waiting days or weeks for web companies to get back to you, or risking additional costs.

You can use it on any desktop computer with an internet connection and the editor works seamlessly on all popular browsers such as Chrome, Microsoft Edge, Firefox, and Safari.

WHAT DO I GET FOR MY MONTHLY PRICE PLAN?

5) Free System Updates

As you know, advancements in online technology are being made on a daily basis. We work hard to make sure we stay ahead of the game, which is why an it'seeze site is a site for life. We have dedicated 'techies' working round the clock on the it'seeze editor to ensure that our websites never become outdated, and new tools and components are added regularly. This means you'll never have to budget for an expensive outlay on a new website, as your it'seeze site will never become obsolete.

6) SEO Tools & Performance Statistics

SEO is the practice of optimising your website content in order to improve its visibility in organic search engine results. With our step-by-step guides and the it'seeze editor's built-in SEO tools, it's never been simpler to make sure your customers find you online.

You can also monitor the performance of your website with useful statistics - see how many people visit your site, track their journey, and receive detailed analysis of your customers' engagement.

7) Domain Name & Hosting

Your price plan includes domain name registration and ongoing hosting, ensuring that you receive a secure website address.

8) Email

If you don't already have a business email address then we can supply up to five in your price plan. These will match your website address, allowing you to maintain your professional image whilst communicating with your customers.

Please see our [price plans for more information](#) on what's included within our website packages.

OVERCOMING OBJECTIONS TO PRE-PAYMENT

The upfront payment and price plan contract serves as a confirmation of order and agreement to our ongoing monthly services.

We pride ourselves on our ability to offer professional and affordable websites with extremely fast turnaround times, and with your upfront payment in place we are able to begin working on your website. This upfront payment, which acts as a setup fee, therefore benefits both parties as it confirms your commitment to the project and ensures that we will complete your website in a timely manner.

The upfront payment also covers the work of your local consultant in setting up your website. Your dedicated point of contact throughout the process, they will work with you from the initial consultation until your website launch, with ongoing support available after that.

We provide an all-in-one website service that includes this initial website consultation, your design brief, professional website design, domain administration, email services, web hosting, software updates, security monitoring, ongoing assistance, and more. All of these services are covered by your upfront payment and price plan.

Lastly, many web design companies charge far higher fees for website design and these are often split into multiple payment stages, which can make completion of your website a much slower process. By comparison, our upfront payment is low cost, straightforward, and guarantees your website will be completed in good time.

PITCHING LITE AND MAX

The Lite package

- Promote as a basic 'web presence' option (not basic design!). A website to give a company credibility and reference point, i.e. so they can add a website URL to promotional material (business card etc.), add to directories, use the URL in communication to customers on email etc.
- Quite often, a step up from a social media page.
- Generally Suitable for start-ups, sole traders etc. or those not concerned with increasing their online presence- More suitable for smaller companies with limited budget - normally reflected in employee size.

The Max package

- Promote as our most popular, standard package and our most effective 'marketing' option.
- More suitable if a customer wishes to start gaining presence in search engines and promote their business online.
- Provides the opportunity for more content to be crawled (10+ pages), regular fresh content (blog), email marketing (MailChimp), Social Media feeds and promotional Video (YouTube) – all a benefit to being found in search engines.
- Can also add more pages which provides the opportunity to create more landing pages which can be used for PPC/AdWords campaigns.
- If you wish to gain more max sales, it is worth promoting this as a pitch and thinking about who you are targeting in terms of company size and available budget.

Selling Max – Tips from the franchise network

Sarah Thompson

Do not talk about packages and pricing until the end of your meeting. Start your meeting building the relationship with the customer, finding out about their business, their products and services and their current needs. Based on their business setup, start building the foundations of the website with them, just focusing on page titles. Before you know it, you will easily have over 5 pages. Look to fulfil their requirements further by discussing how a website can market their business online and talk about the SEO benefits of having more pages and ability to blog.

Discuss the use of video, email marketing and social media. Present Max as the most popular package, try not to talk about Lite, and if you do, present it as a very basic package just to have an initial online presence without the marketing tools to generate more traffic.

Steve Axtell

My principle is that we have 2 business packages Max and Commerce. Once I have talked to the client and discovered what they want on their site, where they want to trade, how much competition there is, what their competitors websites look like etc., it usually becomes very apparent that they need a Max site as a Lite site simply wouldn't cut it.

As soon as a potential client knows there is a cheaper option the temptation is to go for a Lite, whether it's right for their business or not. If someone is considering Lite we should ask questions such as: Do you need video? Will you be blogging? Will you need to offer downloads? At the same time as explaining why video/ blogs etc. are good for a website. Personally I would remove Lite from all price lists and websites but keep the package for clients who simply need a simple 5 page site.

PITCHING LITE AND MAX

Phil Revill

Explain the extra features and why these are important.

Illustrate what others have achieved with Max by using Video, a blog, iframes such as a calendar or reviews, more opportunities for social media. Uploading PDF's and making them available for download is a feature that is often missed as a marketing opportunity. For example, a customer can create branded invites, thank you cards etc.

Think about what other landing pages can benefit the business and it soon adds up to more than 5, for example services can be broken down or a simple thank you page after someone has submitted a contact form counts.

Also, don't forget about password protected pages, this can be useful for membership sites or those who want to create something of value to their customer. This is only available on the Max.

DEFINING SUPPORT

LOCAL CONSULTANT SUPPORT	
Included in Monthly Price Plan	Chargeable Services
<p>Initial website editor training (up to 1 hour)</p> <p>Includes: logging in, using the text and image toolbars, adding and deleting pages, text, images and columns, viewing statistics.</p>	<p>Additional training on the website editor</p> <p>Includes refresher training and training of new staff.</p>
<p>Tour of the Support Site</p> <p>Includes: video tutorials, email set up guides, FAQs and more.</p>	<p>Website editing completed by your local consultant</p>
<p>24/7 Access to the Support Website</p>	
<p>Enquiries responded to by email and phone - backed up by a team of technical experts at our UK Head Office</p> <p>9am - 5.30pm Monday-Friday, excluding bank holidays.</p>	<p>Scheduled appointments, face-to-face</p>
<p>Click here for a full list of services and features included within your Monthly Price Plan</p>	<p>Contact your local consultant for a quote for any of the above services and any extra services not listed here</p>

KEY STRATEGIC CONTACTS IN YOUR REGION

We recommend establishing a relationship with other local business owners that sell a different product to service to the same type of customers as you. These contacts can be a source of referrals can be affiliates of each other. Some can also allow you to extend your service offering to your clients.

These are the industry types that have been most useful to it'seeze franchisees, you may meet these contacts in your local networking groups but please do some online research in preparation for the start of your franchise. We recommend developing these relationships as early as possible to generate leads on a referrals basis as these contacts will have an established presence and client base in your area.

COPYWRITER

Contact	Details
Name: Company:	Tel: Mob: Email: Web:

PHOTOGRAPHER

Contact	Details
Name: Company:	Tel: Mob: Email: Web:

SEARCH SPECIALIST (SEO/PPC)

Contact	Details
Company: Ocere (it'seeze national partner)	Please contact Alex for more details: alex.brook@itseeze.com

PRINTER

Contact	Details
Name: Company:	Tel: Mob: Email: Web:

KEY STRATEGIC CONTACTS IN YOUR REGION

ACCOUNTANT

Contact	Details
Name: Company:	Tel: Mob: Email: Web:

IT SERVICES

Contact	Details
Name: Company:	Tel: Mob: Email: Web:

SOLICITOR

Contact	Details
Name: Company:	Tel: Mob: Email: Web:

BUSINESS COACH

Contact	Details
Name: Company:	Tel: Mob: Email: Web:

FREE ONLINE RESOURCES

RECOMMENDED BEFORE THE TRAINING WEEK:

Course	Details
<p>The Digital Garage by Google</p> <p>Free tutorials from Google on creating a digital presence, from websites to online marketing and beyond.</p> <p>Essential topics before training week:</p> <ol style="list-style-type: none">1. The online opportunity2. Build your web presence3. Get started with search4. Get started with Analytics5. Intro to search engine optimisation6. Discover the possibilities of Mobile7. Get noticed locally	<p>http://bit.ly/1URJ0uC</p>

Course	Details
<p>Google Analytics Academy</p> <p>Learn Google analytics with free online courses</p>	<p>http://bit.ly/2yNxryx</p>

Course	Details
<p>Webmaster Academy by Google</p> <p>Free course for anyone interested in learning how websites are created & how to make improvements.</p> <p>Includes basic SEO training, with links to starter guide and general practice.</p>	<p>http://bit.ly/2xm6cb6</p>

SPOTON.NET SUPPORT CONTACTS

Support Website:

<https://support.itseeze.com>

All the tools, documentation, and resources that you need to assist you with:

- Marketing
- SEO
- Design
- Domains
- it'seeze Admin System
- it'seeze Website Editor
- CRM

... and more!

Franchisee Helpline: 01803 407 470

Emails:

Franchisee Support

- Email: support@itseeze.com
- Response time: 24 hours
- Types of queries: general, CRM, not live sites, and SEO.

Design / Amendments

- Email: design@itseeze.com
- Response time: 48 hours
- Types of queries: design, amendments, website production.

Development

- Email: development@itseeze.com
- Response time: 24 hours
- Types of queries: development, quotes on bespoke work, obtaining a reference number for custom features

Domains

- Email: domains@itseeze.com
- Response time: 24 hours
- Types of queries: domain, checking the status of a domain transfer or registration, providing additional/missing domain details that were not provided.

Finance

- Email: finance@itseeze.com
- Response time: 48 hours
- Types of queries: cancellation requests, finance and accounts

Marketing

- Email: marketing@itseeze.com
- Response time: 48 hours
- Types of queries: marketing and regional site amendments.

Business Development Support

- Email: alex.brook@itseeze.com
- Response time: 48 hours
- Types of queries: best practice and guidance

OFFICE HOURS

Please note below the dates which Head Office will be closed this year.

- Monday 1st January – Bank Holiday
- Friday 30th March – Bank Holiday
- Monday 2nd April – Bank Holiday
- Monday 7th May – Bank Holiday
- Monday 28th May – Bank Holiday
- Monday 27th August – Bank Holiday
- Monday 24th December – Closed for Christmas
- Tuesday 25 December – Bank Holiday
- Wednesday 26 December – Bank Holiday
- Thursday 27th December – Closed for Christmas
- Friday 28th December – Closed for Christmas
- Tuesday 1st January – Bank Holiday

Emergency out of hours contact numbers

Please note below the contact numbers that may be used in emergency circumstances only, outside of normal office hours (Monday to Friday, 9am - 5:30pm).

For example: if a customer informs you that their website has gone down and you have confirmed that is the case, we would need to check our servers. E-mails gone down etc.

Please use the contact numbers in the order they are listed.

Stephen - 01803 203 761 / 07421 739 441

Joanne - 07837 336 072

Virtually all other enquiries may be dealt with during normal office hours on the landline numbers.

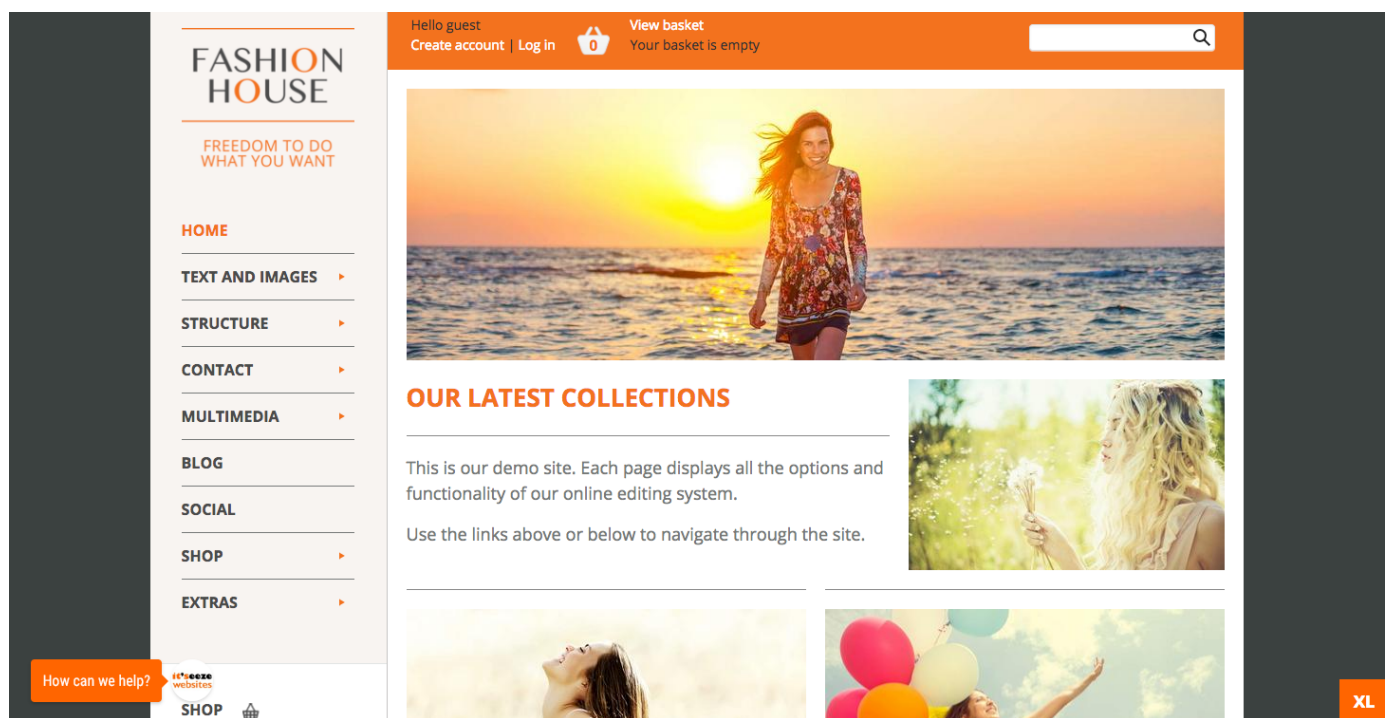
We trust you will respect the use of these numbers.

OUR PRODUCT

ENSURING YOUR CUSTOMER HAS EVERYTHING THEY NEED

Start by selecting the correct package by looking at our price and packages guide
itseeze.com/prices

You can then explore our paid and free extras on our demo website
demo.itseeze.co.uk



OUR PRODUCT

ENSURING YOUR CUSTOMER HAS EVERYTHING THEY NEED

Some of our newest examples

- www.aldesignandbuild.co.uk
- www.blossomandwood.co.uk
- www.kwoklynwan.com
- www.pb-narrowboats.co.uk
- www.myeleganthome.co.uk

Do they satisfy the following

- Does it capture attention?
- What is the website about?
- What am I supposed to do?
- Is it easy to view & use?
- Is it modern and professionally designed?





Lite

A simple but professional online presence



Max

A powerful, feature-packed website solution



Commerce

A fast, secure, and easy-to-use online shop

Price Plan	£20*/mth	£40*/mth	£50*/mth
Upfront Payment	£200*	£400*	£500*
Minimum Term	24 months	12 months	12 months

Website Features

Custom designed pages	5	10	10
Professional stock photos	10	20	20
Image uploads	30	0.5GB	0.5GB
Drag-and-drop editor	✓	✓	✓
System updates	✓	✓	✓
Website dashboard	✓	✓	✓
Unlimited pages	×	✓	✓
Unlimited widgets	×	✓	✓
0.5GB of storage space	×	✓	✓
'Members only' areas	×	✓	✓

Marketing and SEO

Fully responsive design	✓	✓	✓
Initial on-page optimisation	✓	✓	✓
Website submission	✓	✓	✓
Google tool set-up	✓	✓	✓
Social media links	✓	✓	✓
Social media feeds	×	✓	✓
Built-in blog	×	✓	✓
Embedded videos	×	✓	✓
MailChimp sign-up forms	×	✓	✓

Set-up and Support

Website design consultation	✓	✓	✓
Content uploader access	✓	✓	✓
Reliable web hosting	✓	✓	✓
Custom domain name	✓	✓	✓
5 business email addresses	✓	✓	✓
Website backups	✓	✓	✓
Free website transfers	✓	✓	✓
SSL certificate	✓	✓	✓
Ongoing expert advice	✓	✓	✓
24/7 online support	✓	✓	✓

Online Shop

Unlimited products	×	×	✓
Secure online payments	×	×	✓
Advanced shop management	×	×	✓
Product promotions	×	×	✓

New Websites

Responsive sites

	Upfront Payment	Head Office	Franchisee	Price Plan	Head Office	Franchisee
Lite	£200	£50	£150	£20/mth	£10	£10
Max	£400	£100	£300	£40/mth	£20	£20
Commerce	£500	£100	£400	£50/mth	£25	£25

Upgrades

Upgrades with same designs

(non-responsive to responsive)

	Total fee	Head Office	Franchisee
Lite	£100	£50	£50
Max	£150	£50	£100
Commerce	£150	£50	£100

Upgrades with new designs

(non-responsive to responsive)

	Total fee	Head Office	Franchisee
Lite	£150	£50	£100
Max	£300	£100	£200
Commerce	£300	£100	£200

When upgrading the prices are based on the new site type

Website Re-designs

Complete redesign of site

(responsive to responsive)

	Total fee	Head Office	Franchisee
Lite	£150	£50	£100
Max	£300	£100	£200
Commerce	£300	£100	£200

Contracts and minimum terms

When upgrading, a new contract is started. In most cases the minimum term will be the standard 12 month minimum term for Max or Commerce.

However, if the client is currently on the Lite package and there are more than 12 months remaining in the minimum term, the minimum term for the new contract will be adjusted to match. For example, if a client upgrades from Lite to Max after 9 months, the new contract will have a minimum term of 15 months.

Upgrades / Downgrades Fees

(non-responsive to non-responsive or responsive to responsive)

From	To	Total fee	Head Office	Franchisee
Lite or Max	Commerce	£100	£0	£100
Lite+ or Max+	Commerce+	£100	£0	£100
All other combinations		£0	£0	£0

Extra page population

	Total fee	Head Office	Franchisee
New sites, per page	£35	£25	£10
Upgraded sites, per page*	£25	£20	£5

* When requested with a same design upgrade

Please Note:

All prices are exclusive of 20% VAT

Commission Structure

Set Value	Commission
Up to £250	25%
Up to £1,000	As above plus 20% on the additional £750
Up to £2,000	As above plus 15% on the additional £1,000
Over £2,000	As above plus 10% on any additional amount over £2,000

Additional Shop Page Population

	Minimum Price	Maximum Price	Franchisee Commission (up to)
Add 1 to 50 products to the shop	£1	£50	100%
Add 51 to 100 products to the shop	£1	£100	100%
Add 101 to 150 products to the shop	£1	£150	100%
Add 151 to 250 products to the shop	£1	£250	100%
Add 251 to 500 products to the shop	£1	£500	100%
Add 501 to 1000 products to the shop	£1	£1,000	100%

Population of a CSV file which contains details and the names of categories and subcategories each product is within, which can quickly be imported to the customer's webshop.

Email

Email Support & Extras

Service	Cost
Additional 1GB space per email address	£12 per year
For telephone support for set-up of up to 5 e-mail accounts on a single device	£32

Email Packages

	Standard	Plus	Professional	Corporate	Enterprise
Storage Quota of	1GB	10GB	30GB	50GB	100GB
Monthly Price	£1.00	£2.50	£5.00	£7.50	£14.00

All email packages are charged annually in advance

Premium Domains

Top Level Extension	Monthly Cost
.academy	£3.00
.builders	£3.00
.church	£3.00
.clothing	£3.00
.co	£3.00
.company	£2.00
.de	£2.00
.directory	£2.00
.financial	£3.00
.florist	£3.00
.global	£5.00
.healthcare	£4.00
.london	£2.50
.mobi	£2.50
.photography	£2.00
.plumbing	£4.00
.pub	£3.00
.restaurant	£5.00
.scot	£3.00
.solutions	£2.50
.technology	£2.50
.tips	£2.00
.today	£2.00
.training	£3.00
.tv	£4.00

Standard Domains

Top Level Extension	Monthly Cost
.co.uk	£1.00
.com	£2.00
.org.uk	£1.00
.me.uk	£1.00
.eu	£2.00
.org	£2.00
.net	£2.00
.biz	£2.00
.info	£2.00
.name	£2.00
.ltd.uk	£1.00
.plc.uk	£1.00

Logo Design


	Minimum Price	Maximum Price	Franchisee Commission (up to)
Full logo	£225	£350	£125
<i>Our designers will create an original typographical logo with a unique illustrated icon integrated into the design. The logo will be styled and coloured in line with your business.</i>			


Redraw logo	£60	£100	£ 40
<i>Our designers will redraw your logo from a poor-quality image if required, leaving you with a high-resolution design.</i>			

Simple logo	£60	£100	£40
<i>Our designers will create a unique typographical (text) logo that is styled and coloured in line with your business.</i>			


Website Extras


Basic holding page	£48	N/A	£4.80
<i>Our designers will create a simple holding page for your website, featuring your logo and contact details.</i>			

Before and after images	£60	£100	£40 
<i>Showcase your work with a before and after image slider. This allows you to easily compare two images by moving the slider over the 'before' image to reveal the 'after' result.</i>			


Colour changes on scroll	£60	£100	£40 
<i>Make your website pop with this interactive colour changing effect. As customers scroll down the page, your text, header, or background will change to a different colour.</i>			

Fading images	£30	£50	£20
<i>Highlight your products, services, special offers and more with a slideshow of images that fade into one another.</i>			


Fly-out form	£60	£100	£40 
<i>Encourage visitors to fill out your contact or sign-up forms with this eye-catching feature. Your form will 'fly out' from the side of your website when clicked on.</i>			


Icons in navigation	£120	£160	£40 
<i>Our designers will create custom icons for each section of your website, making navigation as simple as possible for your customers.</i>			


Website Extras	Minimum Price	Maximum Price	Franchisee Commission (up to)
Language translation tool*†	£30	£60	£30 
<i>Let international visitors browse your website in their native language with this Google translation tool. *This will be added free of charge if included in the initial website brief. †Full list of languages not recommended on mobile devices.</i>			
Multiple language navigation	£60	£100	£40
<i>Make your website accessible to multi-national visitors with a navigation menu that provides a range of language options.</i>			
Parallax scrolling effect*	£60	£100	£40
<i>Add an impressive visual element to your website with parallax scrolling. As visitors scroll down your page, the background will move at a different speed to the content, creating a stunning 3D effect. *May not work on older mobile browsers, but background image will still show.</i>			
Popup Content	£60	£100	£40 
<i>Grab your customers' attention and generate more leads with a custom popup. This will appear as a tab at the bottom of your page and pop up as a message in the middle of the screen when clicked on.</i>			
News ticker	£30	£50	£20 
<i>Highlight your latest news, special offers, or customer testimonials with this news ticker feature, which displays animated text on a loop.</i>			
Scrolling images	£30	£50	£20
<i>Highlight your products, services, special offers and more with a slideshow of images that scroll from left to right.</i>			
Slide-in image animation	£60	£100	£40 
<i>Bring your website to life with animated photos, icons, or graphics that slide in from one side of the page to the other.</i>			
Styled tables	£15	£30	£15 
<i>Present information on your website in an easy to understand and attractive way with our custom table designs.</i>			
Unbranded footer	£150	N/A	N/A
<i>We can remove the it'seeze logo from your website footer if you prefer the unbranded look.</i>			
Vector icon animation	£20	£30	£10 
<i>Add personality to your web page with custom icon animations that highlight your product or services.</i>			
Video in lightbox	£60	£100	£40 
<i>Transform your web page with a pop out YouTube or Vimeo that fills the screen and plays automatically*, creating an engaging customer experience. *Videos will not autoplay on mobile devices.</i>			


	Minimum Price	Maximum Price	Franchisee Commission (up to)
Care Quality Commission	£20	£30	£10 
<i>Display your CQC rating on your website to let customers know how well your organisation scored in your latest report with this widget.</i>			


Free to Book	£20	£30	£10 
<i>Allow customers to make direct bookings on your website with this widget, which is ideal for hotels, B&Bs, guesthouses, hostels, holiday homes, and more.</i>			


HealCode	£20	£30	£10 
<i>Make the booking experience seamless for your customers and get real-time schedule updates with this widget from MindBody.</i>			

Eviivo	£20	£30	£10 
<i>Make online bookings a hassle-free experience for your customers with this widget, designed for properties from hotels and B&Bs to pubs and event venues.</i>			

Owners Direct	£20	£30	£10 
<i>Generate more enquiries from your website with this widget, which allows customers to check your property's availability and make a booking.</i>			

ScheduleOnce	£20	£30	£10 
<i>This widget makes it easy for your customers to schedule appointments without leaving your website, simplifying the booking process.</i>			

Site Minder	£20	£30	£10 
<i>Simplify the booking experience with this widget from SiteMinder, which provides a customised, two-step reservation process for your customers.</i>			

TripAdvisor	£20	£30	£10 
<i>Display your latest reviews and awards, promote your local area, or encourage customers to rate your business with a TripAdvisor widget.</i>			

	Price	Franchisee Commission
Facebook profile design	£85	£25
<i>Our designers will create a custom cover image and profile picture for your Facebook business page that ties in with your website design.</i>		
Twitter profile design	£85	£25
<i>Our designers will create a custom header image and profile picture for your Twitter account that ties in with your website design.</i>		
YouTube profile design	£85	£25
<i>Our designers will create a custom header image and profile picture for your YouTube account that ties in with your website design.</i>		
Facebook, Twitter, & YouTube profile design package	£220	£65
<i>Our designers will create custom header images and profile pictures for your Facebook, Twitter, and YouTube accounts that tie in with your website design.</i>		

We offer a full design service split into 4 categories.

Free simple logo

Text based logo.

Font / colour chosen by designer to suit business for website use only.

FREE LOGO EXAMPLES



Simple design

+ **Description:** Designer will create a unique typographical (text) logo that is styled and colour formatted to suit the business type.

+ **Initial variations:** 1 option

+ **Supplied for:** Website (RGB) and Print purposes (CMYK)

+ **Revisions:** 1 Revision

+ **Supplied formats:** AI, JPEG, PNG

+ **Final Supplied:** The agreed logo design will be supplied in formats suitable for both print and web.

+ **£60-£100**

SIMPLE LOGO EXAMPLES



Full logo design

+ **Description:** Designer will create an original, illustrated typographical logo with a unique icon integrated into the design. The logo will be styled and colour formatted to suit the business type.

+ **Initial variations:** 2 options using same icon/concept but with 2 typeface / colour variations

+ **Supplied for:** Website (RGB) and Print purposes (CMYK)

+ **Revisions:** 2 Revisions

+ **Supplied formats:** AI, JPEG, PNG

+ **Final Supplied:** The agreed logo design will be supplied in formats suitable for both print and web. The final logo can be supplied to work on both light and dark backgrounds once final design has been agreed.

+ **Price: £225-£350**

FULL LOGO EXAMPLES



Re-drawing logos

+ **Description:** Logos re-drawn from poor-quality images

+ **Price: £60-£100**



New websites

Lite, Max & Commerce	14 - 17 days [†]
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Upgrades

All Upgrade types	21 days
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Re-designs

Lite, Max & Commerce	14 days
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Extra page population

Submitted with new sites	17 days*
Submitted for existing sites	7 days

*Dependent on number of pages submitted - please check.

†At date of issue

Extras

Basic holding page	Before & after images	Colour changes on scroll	Fading images	Fly-out form	Full logo	
Full-width animated gradient	Icons in navigation	Language translate tool	Multiple language nav	News Tickers	Redraw logo	
Scrolling images	Simple logo	Slide-in animation	Styled tables	Video in lightbox	Vector icon animation	7 days

Social Media design

Facebook, Twitter or YouTube Design	7 days
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Bespoke Development

Please contact us for a estimated time of completion before submitting the job	-
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WEBSITE BRIEFING

ACHIEVING SUCCESSFUL COMMUNICATION BETWEEN CLIENT AND DESIGNER



1. GET THE CLIENT INSPIRED

Start by visiting - itseeze.com/our-work

Look through these with the client and note down anything they like or dislike

Then look through the five additional tabs

FEATURED SITES

INDUSTRIES

STYLES

COLOURS

PACKAGES

2. GO TO THE CONTENT UPLOADER

Start by visiting - <https://support.itseeze.com/support/solutions/17000080877>

The Content Uploader has been created to gather the important information in a logical step by step format. Content for all new websites, redesigns, upgrades and extras will all be submitted this way.

UP

it'seeze Uploader

WEBSITE BRIEFING

ACHIEVING SUCCESSFUL COMMUNICATION BETWEEN CLIENT AND DESIGNER

Beautiful imagery ensures a striking, professional feel



3. SOURCE GOOD IMAGERY

If the client has their own good imagery that's great

Ask them to send these to you by email, Google drive or dropbox, you can then send these to the designers through the Content Uploader.

We also have an extensive stock resource

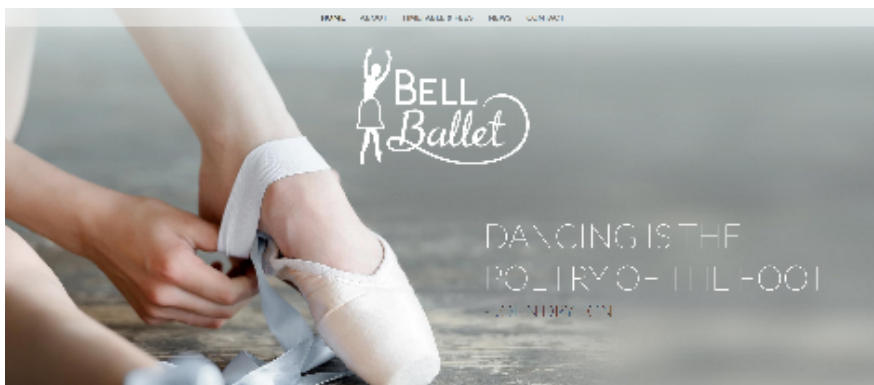
thinkstockphotos.co.uk

Other free image resources to explore

unsplash.com | pexels.com | pixabay.com

YOUR ALL DONE

Now submit all your content into the Content Uploader.



SEO GUIDE

What is SEO?

SEO – Search Engine Optimisation – is the process of improving a site’s or page’s ranking within search results through a combination of on-page changes (such as creating good headings and off-page changes (such as gaining links from third-party sites).

How search engines rank sites

Each search engine has a vast database, called an index, storing information about all the pages they have found and how the pages are connected to each other by links. The index is created using software known as a robot, crawler, or spider. Robots find new pages by following links from existing pages. Some search engines allow you to manually submit new sites to them, but this isn’t necessary as long as there are links pointing to the site.

The ranking of a page in the search results is determined by a combination of relevance and importance. Relevance depends on how much a page relates to the user’s search terms. Importance is independent of any particular search query, and depends on factors such as the number and variety of incoming links.

Domain names

Years ago domain names had a big influence on ranking, and an exact match domain name – one that matches the search query – could significantly boost rankings. Because exact match domain names are more an indication of a site’s budget (due to the high prices commanded by such domain names) than its quality, search engines have steadily reduced their influence on ranking. Instead, domain names should be chosen with a human audience in mind – a domain name should be short, memorable, and easy to type.

Titles and meta descriptions

The title and meta description are two examples of metadata – information that is not shown directly within a page but is available to search engines.

The title (often incorrectly called the title tag) is shown on the browser tab containing the page and in the browser title bar when viewing the page, and is the main link in the search result. The meta description (often incorrectly called the description tag) is often used as the longer snippet of text that appears in the search result.

[A N Other Limited: Hand-made furniture in Totnes, Devon](#)

[www.example.com/](#)

We offer a range of high-quality hand-made chairs, tables, and other furniture, built by expert craftsmen at our studio in Totnes, Devon.

The title is the single most important item to optimise in order to improve a site's perceived relevance. A search engine will regard a page that includes the user's search terms within its title as more relevant than a page that only includes the search term within the page text. Key elements to include within a title are:

- brand
- location (if applicable; it may be omitted for national companies)
- descriptive terms, including possible search terms

In the example above, the page title starts with the brand name, followed by some descriptive terms including possible search terms such as 'hand-made' and 'furniture', and ending with the location.

Away from the home page the brand can be left until the end of the title – for example, "New furniture designs from A N Other in Totnes, Devon". People are more likely to click on a search result when they see relevant words at the start of the title. As the home page will be the highest ranking page on the site for a search for the brand name, it is the only page whose title is worth starting with the brand name.

A title that is too short does not take full advantage of the ability to include search terms within it. A title that is too long is truncated by the search engines, and the additional text past the truncation point does not help ranking. The recommended title length is between 20 and 65 characters.

The meta description does not affect a page's ranking. However, it is often shown in search results and hence can act as a 'pitch' to encourage users to click through to the page. It should be a few sentences, around 80 to 160 characters in length (longer descriptions will be truncated), that give users a compelling reason to believe the page is worth reading. Note that for particular search terms search engines may decide not to use the meta description and instead use some relevant text from the page as the snippet.

In the it'seeze system, the SEO button on the toolbar allows you to edit the page title and description.

Keywords and keyword stuffing

Keywords are the search terms for which you believe your page is relevant. For example, keywords for the it'seeze home page include 'it'seeze', 'website', 'web design', and 'responsive'.

It is possible to tell search engines your intended keywords using **meta keywords** (often incorrectly called the keywords tag). While this was important in the early days of search, the major search engines no longer use this information as it is easy to abuse. Instead they attempt to algorithmically determine the terms for which a page is relevant based on the page content.

For a search engine to know that a page is relevant for a term, that term (or closely related terms, such as different spellings or parts of speech) must be used on the page. Using a keyword more often on the page will generally increase the relevance of the page for that term. However, keyword stuffing – overuse of a keyword – will instead cause search engines to penalise a site by decreasing its ranking. Keyword stuffing can be recognised by unnatural writing, with certain words occurring unusually frequently. If text reads naturally it is unlikely to be guilty of keyword stuffing.

Another form of keyword stuffing is the inclusion of long lists of keywords, usually at the footer of a page. This is commonly used to list all of the locations a company serves. While a short list of half a dozen locations is fine, long lists will cause search engines to penalise the site.

Headings

Headings on websites are not just larger or more prominent text; they are explicitly indicated by invisible pieces of code called heading elements (often incorrectly called heading tags). Keywords that appear within heading elements have a greater effect on relevance than keywords that appear in normal text. However, this effect is relative to other text on the page, so a page where all the text is a heading will be treated the same as a page where none of the text is a heading; this prevents heading elements from being abused.

In the it'seeze system, the heading component allows you to insert heading elements. The most important heading on a page should be set as the h1 heading. Further headings can be given the levels h2 to h6, although it is rare to use levels past h3. There can be multiple headings of a particular level on a page, but in general there should only be one h1 heading.

Text equivalents (alt text)

Search engines are fundamentally text-based; while many search engines provide image and video search tools, these tools rely on finding text associated with the images or videos to be able to determine their subjects.

Images in web pages can specify a text equivalent, often referred to as alt text. It is important to remember that although the text equivalent is read by search engines, it is intended for human consumption. For example, blind people browse the web using software that reads out the text on pages, and reads out the text equivalent for images. For a purely decorative image (for example, a decorative divider), the text equivalent should be left blank. For an image that conveys information, the text equivalent should convey equivalent information. For example, a graph showing sales over the past year might have a text equivalent stating "Sales rose 12% over the past year, from 3167 units to 3547 units". The text equivalent was once commonly used for keyword stuffing, but search engines can now detect this and penalise pages that use this technique.

In the it'seeze system, the text equivalent can be specified by clicking on the edit button for an image component

PageRank

In January 1998 Larry Page, one of the cofounders of Google, filed a patent titled Method for node ranking in a linked database. Building on earlier work with Google's other cofounder Sergey Brin, this patent describes an algorithm known as **PageRank**, which attempts to determine the importance of web pages based solely on the way they link to each other. Later that year Page and Brin founded Google, and results generated using PageRank were so much better than contemporary search engines that Google quickly became the most popular search engine, remaining so ever since.

The mathematics of the PageRank algorithm are described in detail in the patent, but there are two common nontechnical explanations: the **voting model** and the **random surfer model**.

The voting model is more metaphorical than literal, but gives a good intuitive understanding of the algorithm. It says that when a page links to another page, it's like a vote for that page. The PageRank algorithm proceeds over multiple rounds; in the first round every page's voting power is equal, but in each successive round pages that received more votes in the last round have more voting power to give out in the next round. Eventually the results change little from round to round, and the vote a page receives is its PageRank.

The random surfer model is more precise, as it's a direct interpretation of the underlying mathematics. Imagine if a person surfing the web starts at a random page. When they've read the page, they do one of two things: there's a 15% chance they move to another random page, and an 85% chance they click on a random link on the current page. Suppose they continue this process for a large number of steps. The probability that they end up on a particular page is its PageRank.

The end result is that pages with more incoming links tend to rank more highly, especially if the pages that link to them also have many incoming links. As a result, SEO experts sometimes refer to links from higher ranking sites as passing more 'link juice' than links from lower ranking sites.

Navigation

One consequence of the PageRank algorithm is that a page can only rank if it has incoming links. Some older sites use Flash files for animated navigation, which causes problems for ranking as search engines cannot see links within Flash files; even if there are links elsewhere to the target pages, their potential PageRank is reduced by the 'missing' links. Flash files can be identified by right-clicking on them: right-clicking on a Flash file shows a context menu including an 'About Adobe Flash Player' item.

Splash pages are home pages with lots of graphical content, little text content, and a link to a **secondary home page** – a page that would otherwise be the home page. Splash pages harm ranking by 'absorbing' some of the PageRank that would otherwise belong to the secondary home page.

Link building

As a result of the PageRank algorithm, and similar algorithms used by other search engines, a large part of SEO concerns link building: the process of gaining incoming links in order to improve ranking. Some techniques to gain extra incoming links are discouraged by search engines, and links gained in such a way will be ignored if detected.

Natural links are the links that your site gains as a result of people just deciding to link to it, and are the best kind of link. If your content is interesting, entertaining, or controversial, it is likely to gain larger numbers of natural links. Gaining natural links is thus more a process of content creation and copy-writing than one of SEO. It is also a slow process, as to begin with few people will be looking at your site and hence it will take time to gain the first few links. When someone writes an article specifically in order to gain a large number of links, the article is called **link bait**. This term is generally used negatively and reserved for deliberately controversial content; it is less common to use the term for useful or entertaining content. A good way of accelerating the process of gaining natural links is **outreach**: contacting people you think will find your site useful. Outreach may or may not involve actually asking for a link, depending on how you think the recipient will respond; many bloggers, for example, don't like being asked for a link and will be more likely to link if not explicitly asked.

Self-created links are links to your site that you create on other sites. For example, you could link to your site in a comment posted to a blog, or in your profile page on a social network. While it's perfectly normal to have some links to your site of this form, if you have too many links of this form search engines will regard them as suspicious (**comment spam**) and ignore them. In 2005 Google introduced the **nofollow** attribute for links, which is a way for a site to tell search engines to ignore particular links – for example, links from Wikipedia and many blogs use nofollow and so have no effect on your ranking. This was intended to reduce the incentive for comment spam, although the effect has been limited.

Link exchanges and bad neighbourhoods

One common link building technique is the link exchange: linking to a site in return for a link back. As with self-created links, it's normal to have some links for this form, but having too many will look suspicious to search engines, especially if the links have been exchanged with irrelevant sites (sites on completely unrelated topics) or sites in bad neighbourhoods (groups of sites which search engines already regard as suspicious). Search engines will penalise sites that they detect are engaging in link exchanges. This is a harsher punishment than that for comment spam as search engines realise that comment spam could actually be a malicious rival attempting to frame you, whereas link exchanges involve changes to your own site and hence require your participation.

Google's "panda" update

Google launched the "panda" update (formerly referred to as the "farmer" update) on 23rd February 2011. This update attempted to assess the quality of sites. It was developed by training a learning algorithm using the results of real human assessment, which means it penalises sites for using techniques that real people don't like, such as excessive advertising or template content.

Google's "penguin" update

Google launched the "penguin" update on 24th April 2012. This update targeted common spam techniques, including:

- exact match domains (e.g. a-long-list-of-keywords.com)
- overuse of exact match links (a high percentage of incoming links using the same link text)
- low quality articles
- keyword stuffing, especially in internal links

It has been described as an "over-optimisation" penalty, but it's really targeting outright spam.

SITEBEAM CHEAT SHEET

The limitations of Sitebeam

Sitebeam's website analysis is entirely automated, and hence suffers from the same limitations as all automated processes: a lack of true understanding leading to false positives and negatives and an inability to identify exceptional cases. This cheat sheet reviews the tests that currently comprise Sitebeam's report, explaining their uses and limitations.

Alternative text

This test checks whether there are any images without alternative text (called the text equivalent within our editing system). If a site doesn't include alternative text for images then it is less accessible for visitors with visual disabilities, and may rank less well in search engines.

Amount of content

This test checks whether pages have a good amount of textual content. Pages with very little text are unlikely to achieve a good search engine ranking.

Analytics

This test checks whether the site uses a known Analytics tool, such as Google Analytics. Without statistical reporting, it is difficult for a site owner to judge its performance. Limitation: this test cannot detect custom or server-side Analytics tools, such as our editing system's built-in statistics tool.

Broken links

This test checks whether the site has broken links. Broken links look unprofessional, annoy visitors, and may harm search engine ranking.

Content management

This test checks whether the site uses a known content management system. A site without a content management system will require the site owner to go to a web designer or developer for changes. Limitation: this test can only detect a limited number of content management systems.

Cookie law

This test checks whether the site complies with the Cookie Law (section 6 of the The Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011). Note that this test incorrectly states that sites must ask for consent; the Information Commissioner's Office has stated that implied consent (with the ability to opt-out) is sufficient. Limitation: this test can only detect a limited number of third-party solutions and cannot detect custom solutions such as that used in our editing system.

Domain age

This test checks the age of the site's domain name. Some SEO experts believe this affects search engine ranking. Limitation: while there is a correlation between domain name age and site ranking, there is no evidence that the site ranking is directly affected by the domain age rather than by other factors that increase with age (for example, an older domain name will have had more time to build up incoming links).

SITBEAM CHEAT SHEET

Error pages

This test checks whether the site has pages displaying error messages. Visible error messages look unprofessional, and are a sign of deeper problems with the website. Limitation: this test can only identify error messages produced by a limited range of website software.

Facebook

This test checks whether the site links to a Facebook page. Facebook is a valuable marketing channel for many businesses. Limitation: not all businesses will benefit from a Facebook page; businesses that sell expensive and highly specialised products directly to other businesses are unlikely to see a benefit.

Freshness

This test checks whether pages on the site have recently been updated. Sites that are never updated may see a decrease in search engine ranking over time.

Headings

This test checks whether the site uses heading elements (as created by the heading component in our editing system). The use of headings can improve search engine ranking. Limitation: a site may use headings without them being optimised for search engine ranking – for example, a home page heading with the text Welcome to our site.

Incoming links

This test checks how many other pages and sites link to the site. Incoming links are a major contributor to search engine rankings. Limitation: if a site is in a niche market, the potential to gain incoming links is reduced, but fewer are required to rank well.

Link states

This test checks whether links on the site change appearance when they are hovered over, focused, or visited. This kind of user interface feedback makes a site easier to use.

Missing files

This test checks for missing files, such as images that are referred to but do not exist. Missing files may or may not be obvious to visitors.

Open Graph

This test checks whether the site uses Open Graph tags for finer control over its appearance when shared on Facebook. Limitation: Open Graph tags are not needed to specify the title and description (Facebook will use the meta title and description instead), and Open Graph tags are not W3C compliant (see the W3C compliance test below).

SITBEAM CHEAT SHEET

Popularity

This test checks how frequently the site is visited by users of the Alexa toolbar. Limitation: Alexa toolbar users are not representative of the general internet population, and the level of popularity that should be considered good varies with the size of the market targeted by the site.

Printability

This test checks whether the site has print-specific styling. Limitation: many sites will look good when printed without requiring specific styling, and printing is of limited relevance nowadays.

Readability

This test checks how readable the text on a site is. If a site's content is hard to understand it is less likely that visitors will stay on it. Limitation: this test uses an automated algorithm that has limited accuracy, and a high reading age matters less to sites targeting business than those targeting consumers.

Redirections

This test checks whether the site is redirecting visitors improperly. Improper redirects may break the back button (leaving the visitor stuck on a page) and indicate a limitation in the technology behind the site.

Search engine results

This test checks whether a site specifies a meta title and description on each of its pages.

Without this information a site has little control over its appearance in search results. Limitation: Sitebeam regards titles of more than 55 characters as being too long, warning they will be truncated by Google. This limit is overly conservative: itseeze.com has a 63-character title that shows in full in Google. Our website editor regards titles of between 20 and 65 characters as being of a good length.

Section 508

This test checks whether the pages on the site comply with the United States Section 508 accessibility guidelines. Limitation: human input is required to determine compliance with accessibility guidelines. The issues identified by this test will consist largely of false positives, with many issues marked as 'potential error' or 'manual check required'.

Social interest

This test checks whether a site has been shared on Facebook and Twitter. Limitation: this test cannot determine non-public shares, and the level of sharing that should be considered good varies with the size of the market targeted by the site.

Speed

This test checks the time taken for the site to load. Google uses this information as a ranking factor, and a slow site will find it harder to rank well. Sites developed by freelance web designers are often hosted on slow servers.

SITBEAM CHEAT SHEET

Spelling

This test checks the spelling on the site. A site with poor spelling looks unprofessional.

Limitation: the dictionary used by this test does not include rare or technical terms, or most place names.

Stylesheets

This test checks whether the site uses stylesheets (also called CSS). Sites that don't use stylesheets are likely to be extremely old and in serious need of updating.

Twitter

This test checks whether the site links to a Twitter profile. Twitter is a valuable marketing channel for many businesses. Limitation: not all businesses will benefit from a Twitter profile; businesses that sell expensive and highly specialised products directly to other businesses are unlikely to see a benefit.

URL format

This test checks whether a site uses readable URLs. Web addresses such as `example.com/furniture/kitchen` are better for both visitors and search engine ranking than addresses such as `example.com/?page=592`.

W3C compliance

This test checks whether the pages on the site comply with the official W3C standards for HTML.

Limitation: all of the major search engines use invalid HTML (even Google's minimalist home page contains more than 20 validation errors), and there is no evidence that this affects rankings; in some cases invalid HTML is required in order for content to render correctly in older versions of Internet Explorer. We have a standard answer to the question of W3C compliance on the FAQs page on our national website.

WCAG compliance

This test checks whether the pages on the site comply with the WCAG accessibility guidelines.

Limitation: human input is required to determine compliance with accessibility guidelines. The issues identified by this test will consist largely of false positives, with many issues marked as 'potential error' or 'manual check required'.

QUESTIONS

QUESTIONS	ANSWERED

IDEAS

ACTIONS