

it'seeze websites

brilliant designs – better results

Spoton.net Franchisee's Guide to: Marketing and Selling It'seeze Responsive Websites

The information in this document is confidential to Spoton.net franchisees only.



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Responsive pricing and upgrades and downgrades

Responsive sites

	Set-up fee	Head Office	Franchisee	Monthly fee	Head Office	Franchisee
Lite+	£200	£50	£150	£20	£10	£10
Max+	£400	£100	£300	£40	£20	£20
Commerce+	£500	£100	£400	£50	£25	£25

The pricing is determined with the following aims:

- To be as simple as reasonably possible
- To avoid loopholes
- To seem fair to existing clients
- To cover head office costs
- To compensate franchisees for their time
- To be competitive in the market place

Extra page population

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

Please Note:
All prices are exclusive of 20% VAT

Upgrade/downgrade 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

Downgrades

Downgrades are free, with the following rationale:

- Downgrading can be used to retain clients who would otherwise cancel
- The process of downgrading involves a minimal amount of work

Upgrading from one responsive package to another

Upgrades from Lite to Max are free, with the following rationale:

- Upgrading secures a higher monthly income, and we do not want a set-up fee to discourage clients from upgrading
- The process of upgrading involves a minimal amount of work

Upgrades from Lite or Max to Commerce have a set-up fee that is the difference between the Max and Commerce set-up fees, and given entirely to the franchisee, with the following rationale:
The process of upgrading involves a minimal amount of work at head office
The shop will need populating, which usually involves some of a franchisee's time

All pricing information is available on the Support site under 'Price Guides and Extras'

Upgrading from a non-responsive to responsive

You may inherit some clients within your franchise territory that have a non-responsive website (they purchased their website pre June 2015). You should encourage these clients to upgrade to a responsive website as this has several commercial benefits:

- The client is less likely to be poached by competitors if they have a responsive website - therefore increasing client retention.
- Referrals are more likely to come from a responsive website client
- You will financially benefit from their upgrade fee and continued custom.

Clients with a non-responsive it'seeze website can either:

1. Upgrade to responsive keeping the same design.

Package	Price - £	Head Office Commission	Franchisee Commission
Lite	£100	£50	£50
Max	£150	£50	£100
Commerce	£150	£50	£100




2. Upgrade to responsive with a new design.

Package	Price - £	Head Office Commission	Franchisee Commission
Lite	£150	£50	£100
Max	£300	£100	£200
Commerce	£300	£100	£200

When a client upgrades or downgrades, the admin system will compare the contract end date of the existing package against the contract end date of the new package and will automatically select the date that is furthest away in time. This will be covered within our Terms and Conditions.

For details on the upgrade process please go to the Support Website, 'Prices and Extras'

Desktop vs Mobile vs Responsive

<p>Desktop Design</p> 	<ul style="list-style-type: none">+ Displays between desktop/tablet 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 Googles 'mobile friendly test'+ Will rank lower than a mobile friendly site in the results of a Google search request
<p>Mobile Design</p> 	<ul style="list-style-type: none">+ 2 separately designed sites stored on server+ Reformats itself when mobile user detected+ Works on most smartphones and tablets but mobile version looks different from desktop site and displays 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 & optimised for search engines+ In most cases there are 2 URL's which has a negative effect on SEO
<p>Responsive Design</p> 	<ul style="list-style-type: none">+ Website adapts to any screen size & reformats on any device+ Rather than detecting the device like a mobile design, the website automatically orientates on 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 sites in search results

Our target market: Established SME's.

Our innovative responsive product offering, coupled with a competitive pricing structure, enables us to market an imperative website solution to all small and medium sized businesses.

Whilst the amount of competitors offering responsive web design is increasing over time, the majority are relatively poor in terms of their device adaptability (see page 16-19 for examples). We can confidently target established businesses who have a website with another website provider, by offering our superior website packages.

Who to market to:

Fundamentally there are three main 'sectors' of the current market place that we are in a strong position to market to:

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

Go to pages 8-13 to see how to market to these different groups.

The advantages of marketing to established businesses as opposed to start ups:

1. Efficiency benefits:

- These businesses have already identified the need for a website, enabling you to focus on directly selling the benefits of it'seeze to improve a business's online presence.
- They will already have website content.
- The it'seeze editor is far simpler to use than other website editors (CMS). A short demonstration will quickly show the value of the it'seeze system and how it can assist a business to keep their website up to date.

2. Financial benefits:

- In the UK, one in three businesses fail in their first three years. By targeting established businesses, there is less risk attached.
- Established businesses already have a budget allocated for their existing website. What's more, they are likely to have an overall marketing budget.
- Established businesses are more likely to choose a Max or Commerce website rather than a Lite website which is often more suited to sole traders.

Sales Strategy:

In order to sustain our profitable growth, franchisees should, wherever appropriate promote Max and Commerce packages in preference to Lite packages, as these sites are more versatile for growing businesses.

The reason that we limit the amount of features available on Lite sites is to ensure Max remains a superior and desirable product. This is necessary for the future growth of the business. Max and Commerce sites present a better earning opportunity.

Over three years you will earn the following from one client with a:

- Lite site = $£150 + 36 \times £10.00 = £510$
- Max site = $£300 + 36 \times £20.00 = £1020$
- Commerce site = $£400 + 36 \times £25 = £1300$

Lite packages should only be offered when:

- There is no requirement to sell online
- A client does not have the budget for a Max package.
- Five pages are sufficient and the client does not need the facility to add more pages or the additional features available on a Max package.

How to market it'seeze responsive sites to...

... New businesses and existing clients without a mobile site.

Who are they?

Businesses who have a desktop site (whether or not with it'seeze) but are potentially missing out on a large proportion of business because they are not being found by the 80% of people who use a mobile phone for online searches.

How to check if they have a mobile site:

- Run the site through SiteBeam
- Search for the site on a mobile device
- Put an "m." at the beginning of the domain in the search bar instead of www.
- Check it on <https://www.google.co.uk/webmasters/tools/mobile-friendly/>

Key points to communicate to this audience:

The consequences of not having a mobile presence:

According to Google:

- 61% of people leave a site immediately and go elsewhere if it is not mobile-friendly
- 67% of people are more likely to buy products or use services from a site that is mobile-friendly

What's more, desktop sites can take longer to load on mobile devices and according to Google 40% of people will abandon a site if it takes longer than 3 seconds to load.

Responsive sites are easy to view on a desktop, tablet and mobile.

- The website fits perfectly even on a small mobile screen so visitors do not have to scroll horizontally or pinch the screen
- Videos and audio clips, interactive maps, PayPal, shops, and social media streams display perfectly and work seamlessly.

Sales tip: Show examples from the portfolio.

Google favours responsive websites:

Responsive websites offer a better end-user experience and therefore Google rewards this by ranking them higher in searches above non-mobile-friendly sites giving a potential advantage over competitors. Because everything displays and functions correctly on a mobile device the content is quick to load. As a result, people are more likely to stay longer and return to the site and share content across social media, which all helps to boost SEO.

Sites are easy to edit:

Keeping a responsive website up-to-date requires no more time and effort than managing a desktop and less time than editing and managing a separate desktop and mobile site.

Other benefits of it'seeze – including ongoing support.

When targeting people with a website hosted with another provider, refer to our competitor analysis booklet (available on the support site) to focus on our key benefits.

Useful sales tool specifically for this audience:

Take the test: view your website on a mobile

This PDF is available on the support site (Within the marketing section 'Print Adverts and PDFS') – it stresses the implications of not having a mobile online presence.



How does your website look on a mobile?

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

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

- 1. How quickly does it**
40% of people will abandon your website if it doesn't load in under 3 seconds* potentially finding a competitor whose website loads instantly. 
- 2. Do you have to pinch the screen or scroll horizontally to view the content?**
61%* of people leave a site if it's not mobile-friendly because they can't easily find what they're looking for. What would 60% more business do for your bottom line? 
- 3. Would you do business with your company based on your website?**
67%* of people are more likely to buy a product or use a service from a website that is mobile-friendly. By making it easy for people to navigate your site, you'll boost engagement and in turn increase your sales. 

- 4. Look for your website on Google – where does it appear?**
Google rank mobile-friendly websites above other websites. To increase the chances of people finding your business in online search results, you need to be mobile-friendly. 
- 5. Could you be losing business because your website is not mobile-friendly?**
If you think so, then get in touch and let us help you boost your sales. 

Call **0800 294 0521**
Get started at itseeze.co.uk

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*Google

How to market it'seeze responsive sites to...

... New businesses and clients with a separate mobile site.

Who are they?

Businesses with a desktop site and a separate mobile site (this may include some existing it'seeze clients if they became a client before June 2015).

How to establish a separate mobile presence?

- Run the site through SiteBeam
- Search on a mobile device: If there is a mobile presence, check if it is a separate site and not a responsive site, drag your desktop browser to reduce its size – if the site does not shrink or expand according to the screen size this will confirm it.
- Put an "m." at the beginning of the domain in the search bar instead of www.
- Check it on <https://www.google.co.uk/webmasters/tools/mobile-friendly/>

Key points to communicate to this audience

More efficient: Time saving benefits

- Two sites require twice the amount of effort to:
- Update
- Optimise for search engines
- Build links, traffic and social shares
- Track and react to analytics
- Set up Adwords campaigns

Responsive sites load faster than a separate mobile site

According to Google 40% of people abandon a website that takes more than three seconds to load.

Responsive sites take less time to load because they do not have to redirect to a mobile version of the site – it's just one site that optimally adapts.

Seamless link sharing

Link sharing can be problematic when sharing links from a mobile specific site. If for example, Person A shares a link from a mobile site and then Person B tries to view this link on a desktop, they will be redirected to the desktop website home page as default. With a responsive website, whatever device a link is shared from and viewed on, the intended content will display optimally for that device.

Sites are easy to edit:

Keeping a responsive website up-to-date is half the work of managing both a desktop and mobile website because any changes on to the desktop site automatically updates on the mobile version.

Other benefits of an it'seeze responsive website editor include:

- Ability to preview changes in both mobile and desktop format before setting them live.
- Choose which content is prioritised when in a mobile format

Useful sales tool specifically for this audience:

Why have two websites when one is better

This PDF is available on the support site (Within the marketing section 'Print Adverts and PDFS') It highlights the key benefits of having one responsive site rather than a desktop and mobile website.

Why have two websites when one is better?
It'seeze responsive websites display perfectly on every screen so there's no need for a separate mobile website.

Not enough hours in the day?
With an it'seeze responsive website you'll have just one site to:

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

And it will look great on a mobile, tablet and desktop, leaving you more time to concentrate on your business.

Losing business?
An it'seeze responsive website loads faster than a separate mobile website.
The server doesn't need to determine whether to display the mobile or desktop website - saving valuable seconds. Google says, *40% of people abandon a website that takes more than 3 seconds to load.*
How much business have you lost because people give up waiting for your website to load, then finding a competitor whose website loads instantly?

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How to market it'seeze responsive sites to...

... New businesses with a poorly performing responsive site

Who are they?

Businesses who have already invested in a responsive website with a competitor however, their site does not appear correctly when viewed on tablet and/or a mobile. There will be only a few of these at present because currently only 10% of websites are responsive.

How to check if a site is responsive?

On a desktop drag your browser to reduce the window size - if the site attempts to adapt to the different screen sizes then it is most likely a responsive website.

How to check if a responsive site is not performing correctly?

View the site on your mobile and tablet - do not rely on shrinking your desktop browser window to identify errors as this does not accurately reflect how the site will look on an actual mobile device.

- Does everything fit on the screen without having to zoom out or scroll horizontally?
- Can you read and see everything clearly without having to zoom in?
- Are some of the words broken- start and end of word on different lines
- Are links and social media buttons too small to press without pressing the wrong one?
- Are all the text and images aligned?

See pages 16-19 for examples of poorly performing responsive sites.

Identify and advise:

Visual and functionality flaws with their site.

Business owners may not be aware that their responsive website is not displaying correctly on some devices. Demonstrate how an effective responsive site functions by showing the sites on the it'seeze portfolio.

It'seeze responsive websites display flawlessly on any device:

Videos and audio clips, interactive maps, PayPal, shops, and social media streams display perfectly and work seamlessly. You can demonstrate examples of this by showcasing sites within the it'seeze portfolio on a different devices.

it'seeze key benefits

- Professionally designed and mobile friendly
- Increase the chances of a business being found on Google
- Businesses receive ongoing local advice
- It is easy for businesses to keep their website up to date
- Prices start from just £20 + VAT a month

Competitor Analysis:

There are three main competitor types:

- Self-build
- Local website designer (usually using Wordpress)
- National (designed)

Prospects considering a self-build option need to be made aware that although it may seem to be cost effective, they will be limited to choosing a template for their business which has been replicated many times and therefore will not be unique. This will affect their presentation on the internet and the position they will rank on Google. Although they may feel this is a cost effective option, they need to consider their time involved building and maintaining the site and the return on their investment.

Local designers often use Wordpress which is an open platform which can lack security and involves using a lot of clunky plug-ins to achieve a desired build. Using a small company can incur delays for requested updates to a site and they are more susceptible to leaving the customer with a poorly performing marketing tool, with no consultant or support.

National competitors also lack the local and head office support, often using sales representatives who encourage expensive upgrades. They are rarely seen again once the sale is closed. They do not offer a website editor that is easy to use and their prices are significantly higher for the latest developments that match our offering.

View a full competitor report on the Support website to see how national competitors compare to it'seeze.

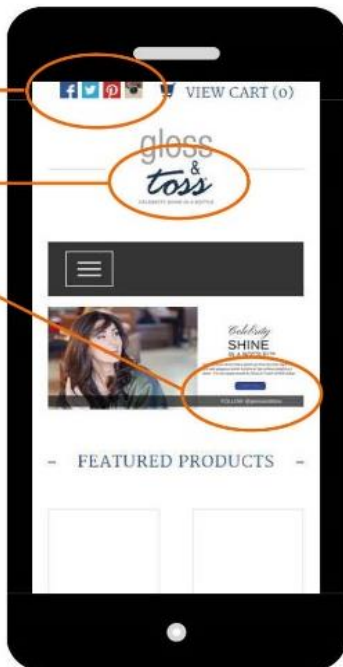
Examples of poor responsive sites

Here are some live sites created by our competitors. All these sites claim to be fully responsive but are actually flawed when viewed on a tablet or mobile. These examples can be used when demonstrating to prospective clients that it'seeze responsive sites display seamlessly, compared to other big names in the website market.

GoDaddy: gloassandtoss.net

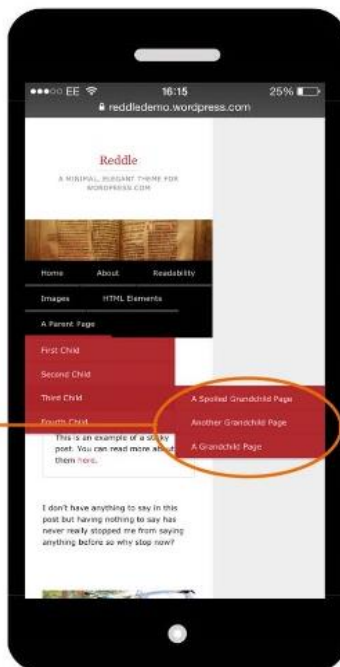
Social media icons too small to press on a touch screen mobile

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



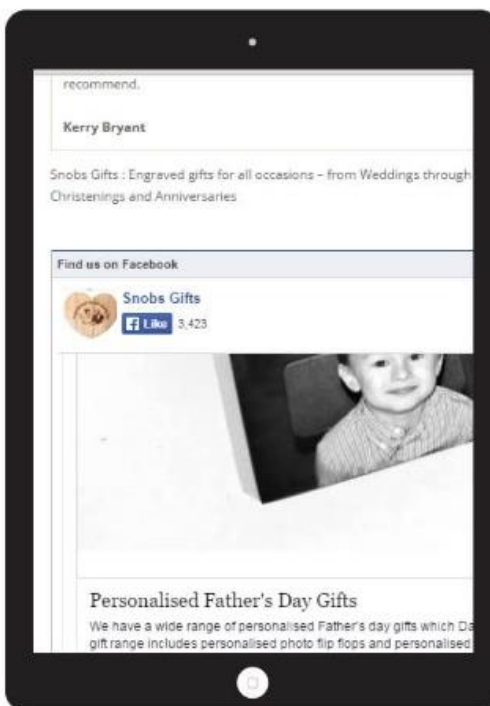
WordPress: reddledemo.wordpress.com

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

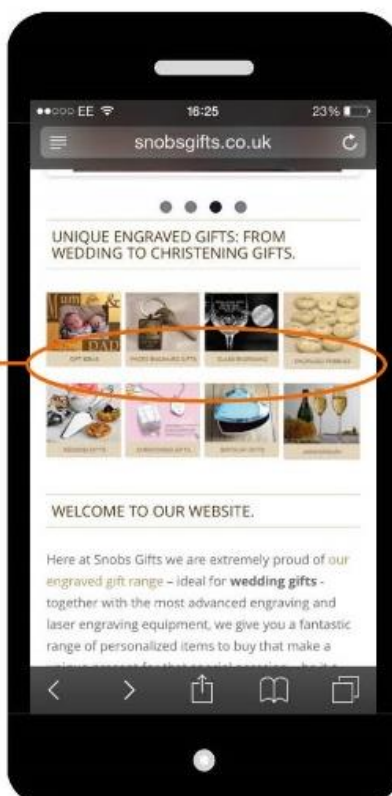


Site Wizard: snobgifts.co.uk

Facebook widget does not adapt on tablets and mobiles

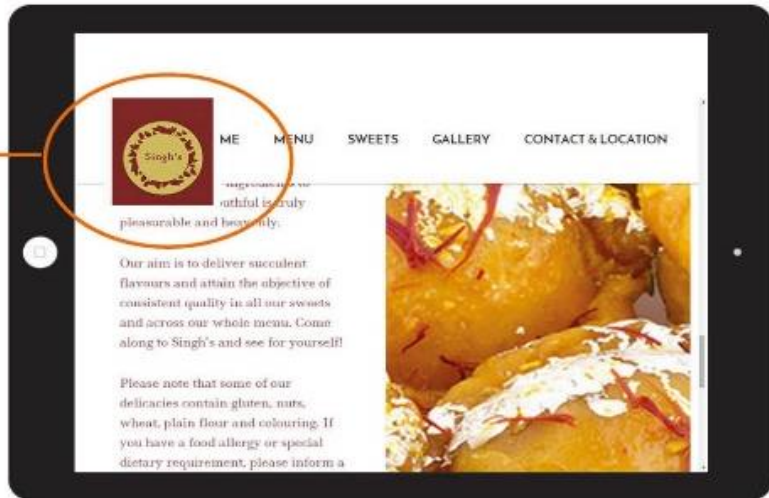


Text on category images is too small to easily read on a mobile



Site Wizard: singhsgravesend.com

On a tablet device
the logo overlaps
the content



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



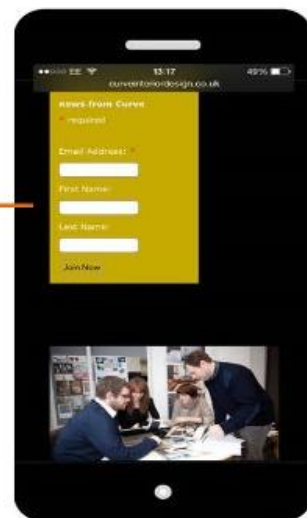
Text on this page not responding to mobile screen size.



Unnecessary blank spaces means more scrolling is required



Small fields makes form hard to fill in on mobile



Marketing Tools

There is a large pool of marketing resources available to support you in your efforts to promote it'seeze websites. Here a few of the key marketing tools available to you:

Websites:

Regional website

Your regional website is professionally designed and fully responsive so it effectively markets exactly what we offer. Head Office will contact you periodically for new information to update your website and enhance your Google ranking.

Online portfolio ('Our Work')

We have several featured examples of responsive sites for different industries, styles and for different website packages. We frequently add our best client websites when they are launched. There are also some useful case studies to explain how an it'seeze website helped to successfully overcome the challenges that businesses have faced.

Demo Website

The client demonstration website is fully responsive. It includes all the latest components to effectively show the full range of features within the it'seeze website editor.

Videos

Customer Journey

This video shows the step-by-step process a new client will experience, from the initial meeting to the launch of their new website.

This video currently plays on the national it'seeze website home page. You may embed this video on your regional site if you wish.

Why responsive?

This infographic video specifically promotes our responsive product offering, highlighting the key benefits, including how it perfectly formats and how easy it is edit.

The video is currently available on the Max and Commerce package pages of the national it'seeze website and on your regional site.

Both videos are also available on our national YouTube Channel should you wish to link directly to these.

AVAILABLE ON THE SUPPORT WEBSITE: support.itseeze.com

Marketing Emails

You will find a selection of promotional email templates on the Support website. If you wish to arrange an email campaign please email the marketing department.

Useful PDFS

Available to download from the Support Site within the Marketing section 'Print Adverts and PDF's

Why a website chart

This chart compares it'seeze websites with other marketing mediums in terms of cost and overall effectiveness. It is useful at persuading people to invest more of their marketing budget towards their website, as opposed to other marketing methods.

Why have two websites when one is better?

This PDF highlights the key benefits of having one responsive site, as opposed to a desktop and mobile website.

What makes it'seeze websites unique?

This PDF highlights the key benefits of having an it'seeze responsive website – from functionality and design, to the ease of editing.

Take the test – view your website on a mobile

This PDF stresses the implications of not having a mobile presence.

Networking/Exhibitions

Educational presentations for networking

You will find a selection of styled PowerPoint presentations on the Support site (In the Marketing section 'Networking') about responsive technology and other topics for you to tailor and deliver at networking events.

Approval of Marketing Materials

It is essential that all marketing materials used to promote any aspects of the business are approved by the Marketing Manager at Head Office, to ensure they meet the required standards, in line with our branding guidelines, this is stated in the Franchise Agreement clause 14.2. This includes newsletters, emails, printed items, adverts, on-line advertising and social media promotions.

In addition we need to check the correct information is promoted, failure to seek our approval could result in serious implications, should a client or prospect consider they have been misinformed. Spoton.net Ltd will relinquish all responsibility, if approval has not been sought.

Additional marketing materials:

If Head Office do not already supply the materials you wish for a specific purpose, please complete a briefing form: <http://support.itseeze.co.uk/consultants-area/marketing-sales/marketing-material-briefing-form/>