



# COMPETITOR ANALYSIS



Version 4.0

**it'seeze** websites  
brilliant designs – better results



# INDEX

3-4 OVERVIEW

---

5 THE BIG OPPORTUNITY

---

6 YELL

---

7 WEEBLY

---

8 WIX

---

9 GODADDY

---

10 WORDPRESS

11 1&1 - IONOS

---

12 SQUARESPACE

---

13 WEB.COM

---

14 WEB FACTORY

---

15 ONE.COM

---



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

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

We separate our competitors into 3 defined categories: National – Self build, National – Professionally designed, and Local designers.

We cannot provide details of your local competitors - we recommend you regularly write your own reports for these to form part of your business plan.



## National - Self-build/website maker/drag and drop builder – Wix is an example

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

## National (professionally designed, in-house closed source CMS) – it'seeze are an example

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

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

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

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



## The big opportunity

- 5.6 million SMEs in the UK & Ireland
- 1.98 million SMEs do not have a website
- Most SME websites are not effective
- 25% of websites are not mobile-friendly
- 97% of consumers search online for products and services (82% use a mobile phone)

Sources: FSB, Approved Index, Bright Local, & Canonicalized.





### Products/Packages

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

However, all website designers and their digital marketing team are located in the Philippines and websites are often poor quality with no results, as highlighted in their Trustpilot reviews.



### Pricing

The most similar packages to our Max offering are the Premium plus and Elite (as includes a consultation) which has a £999 setup fee, with monthly payment of £55 for the length of the contract. The Elite package is the only responsive and bespoke option.

Sales reps have a lot of room for negotiation, sometimes dropping the setup fee entirely on the lower packages but they always add additional services, sometimes unnecessarily. They also offer a free, templated website (only online) which they use as a platform for 'upselling' to a monthly package.



### Support

Consultants are sales reps focused on upselling, and change often - once a website is sold, are rarely seen again. Support is by email, live chat, forum, or a call centre. They now provide a UK based 'Customer Relationship Manager' but there are many unhappy customers and Yell still have poor customer retention.



### Content Management System/Editor

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



### Target

Google search 'powered by yell business' followed by your region (e.g. Bristol) to find websites designed by Yell.

**Website** <https://business.yell.com/websites/>



### Trustpilot

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





### Products/Packages

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

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



### Pricing

Free for a basic site but full suite of building tools, premium support, and hosting only available on paid plans.

Business solution is currently £18 a month (when paid annually), however this does include a fully integrated ecommerce offering for small business.

Apps store with apps for additional functions can be expensive (see CMS below).



### Support

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



### Content Management System/Editor

Simple drag and drop website builder with limited capabilities. Apps need to be installed for additional functionality, some basic apps are free but others can be costly to create the desired functionality. Unless confident in HTML/CSS you cannot change the column width or background design.



### Target

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



### Trustpilot

2 stars – Poor - <https://uk.trustpilot.com/review/weebly.com>.

Many reports of poor customer support with unmanned phone lines, online chat, or email.





## Products/Packages

Most prominent and popular **self-builder** hosting 90 million websites. Basic sites are free but you need to pay to add professional features.

Lots of templates available for many different industries, but once you have chosen you cannot change it.

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



## Pricing

Free for a basic site but the full suite of building tools, premium support, and hosting only available on paid plans. Their VIP package is £18 per month which includes an online store and site review. They offer a free domain for 1 year.



## Support

Business hours phone support, email, and forums.



## Content Management System/Editor

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

There is so much choice in templates, features, and customisation that it can feel overwhelming.

Now offers 'Wix ADI' which is an artificial intelligence aided setup. The user answers a few questions about what type of website they would like and the site is created for them. This option is restricted as it doesn't provide full editing control or full access to the Wix App market.



## Target

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



## Trustpilot

1 star – Bad - <https://uk.trustpilot.com/review/www.wix.com>. Many reports of poor customer support and technical issues.







### Products/Packages

They have always been one of the most basic **self-builders** with basic templates and limited widgets with a lack of customisation and functionality. Also offer pre-built WordPress sites but extra malware security, backup and SSL are all extra cost. There are many reports of poor customer experience that can be found all over the internet.

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



### Pricing

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



### Support

Offer 24/7 support by phone, live chat, and email but there are many reports of poor response and not achieving the desired outcome. The knowledge base is confusing and the support is reported to be unhelpful.



### Content Management System/Editor

Floating toolbar showing page elements to add to site. Widgets added for photo gallery, players etc. Difficult to align. Once a theme is chosen then cannot change or will lose all content. Editing layouts are limited and you cannot add an author or tags to blogs.



### Target

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

**Website** <https://uk.godaddy.com/>



### Trustpilot

1 star - Bad - <https://uk.trustpilot.com/review/www.godaddy.com>





## Products/Packages

**WordPress** now powers 28% of all websites and is the most popular web platform. It offers 2 options to use their CMS:

**WordPress.org** requires more technical and HTML knowledge and is the platform of choice for most independent professional designers or those who wish to access all the features. The platform is open source which means it is free for anyone to download and install. Although promoted as easy to set up, users report the opposite; often resorting to seeking help from a web agency. As there are many developers around the world working on features and updates, you can face serious security issues if not managed correctly. A simple update can crash the whole website. It also requires regular backups which needs managing and maintaining. As it is an open source platform the code and login process can be manipulated for hacking and can also cause functions to fail when updating. *Note: other free open source CMS platforms similar to WordPress include Drupal and Joomla and require some technical knowledge.*

**WordPress.com** tries to offer a website builder experience on top of the traditional WordPress CMS. It offers a selection of free and paid themes with widgets and plug-ins for added functionality, but still requires the user to spend time learning how to build their website. Is popular with bloggers as this is how the CMS originally started.



## Pricing

**WordPress.org** is free, just need to pay for hosting. There are many self-build providers now offering 1-click WordPress installs with backup features. **WordPress.com** is priced by annual billing, no option for monthly payments. Free themes available but premium themes need to be paid for, it is £20 a month for the business plan, billed annually.



## Support

Online forums, email, and live chat.



## Content Management System/Editor

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



## Target

Google search 'powered by WordPress' followed by your region to find some websites designed by WordPress. **Website** <https://wordpress.com/>



## Trustpilot

WordPress.com – 4 stars – Great - <https://uk.trustpilot.com/review/www.wordpress.com>





## Products/Packages

A **self-builder** that is quick and easy to use with very low prices, but offers basic and dated templates. The builder is dated, limited in functions and appears cluttered. Their support is reported to be poor and many have issues setting up their website.



## Pricing

Comes with a free domain for the first year, a personal email account, built-in email marketing, social media integration, and tools for SEO. Business package is £0.83 per month for first 12 months and then £10 per month. The Pro package is £1 a month for first 6 months and then £20 per month and includes additional features such as pop-up events, email campaigns and SEO tutorials.



## Support

Offers 24/7 email and phone support. It has live chat available from 8am-8pm, and a dedicated knowledge base.

Now offers a 'personal consultant'. This is an employee you can contact directly for recommendations, explanations, and advice. Although reviews suggest they lack technical knowledge.



## Content Management System/Editor

Supports drag and drop functionality but clunky interface and limited builder.



## Target

Google search 'this website was created using 1&1 my website' followed by your region to find some websites designed by 1&1. **Website** <https://www.ionos.co.uk/>



## Trustpilot

4 stars – Great - <https://uk.trustpilot.com/review/1and1.com>. Reviews are mainly for their domain hosting services.





### Products/Packages

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

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



### Pricing

Business site is £15 per month (billed annually) or £21 per month (month to month) but does include fully integrated ecommerce (3% transaction fees).



### Support

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



### Content Management System/Editor

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



### Target

Not possible at present apart from searching example sites.

**Website** <https://www.squarespace.com>



### Trustpilot

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





## Products/Packages

A main competitor of **it'seeze** on Approved Index. Primarily a web hosting company but increasing their presence as provider of **professionally designed** websites for small businesses. Not to be confused with Web.com in the US who have a bad reputation.



## Pricing

Based on individual quotes so prices are not advertised. A recent quote detailed their 'Online presence package' to include 10 designed pages (unlimited pages available), copywriting for all pages, domain, SSL, optimisation, Google My Business setup, submission to local directories, hosting and full maintenance - including updates, modifications and support. Initial set up of £229 and £49 per month, contract free.



## Support

Full initial consultation but only by phone, webinar, and email. Aftercare support is reported to be frustrating and issues have been reported if a customer decides to cancel.



## Content Management System/Editor

Confusing interface but easy to replace images and swap out social media buttons. You can also add documents, maps, contact forms, search bars, and HTML snippets.



## Target

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

**Website** <https://uk.web.com/>



## Trustpilot

4 stars - Good - <https://uk.trustpilot.com/review/uk.web.com>

Mixed reviews of customer service but they are improving. Very helpful on initial consultation and setup but many customers waiting a long time for their website, incompetent mistakes and promises not always kept.





## Products/Packages

Promote affordable bespoke websites for businesses, built in the UK, **professionally designed** (no templates) with a 5-10 working day turnaround. However, the whole process is by email and phone and their value is focused on price only. Will only meet face to face for large projects over £1500.

They offer a basic editor and an enhanced version.



## Pricing

Start from £299, then £9.99 a month for a 5 page website. £399, then £9.99 a month for 10 pages (Popular package). Professionally designed with designated designer. Ongoing Search Optimisation worth £420+VAT every year is included as standard on the Popular, Popular Plus, and Premium website packages. Most popular package is the Popular Plus at £449+VAT then £14.99 per month as includes a 20 stock image library. The Premium package is £899 setup, then £14.99 per month and includes 50 stock images and annual account reviews.



## Support

Phone, live chat, and email. Annual account reviews are only available on the Premium package.



## Content Management System/Editor

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



## Target

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

**Website** <https://www.webfactory.co.uk/>



## Trustpilot

5 stars – Excellent - <https://uk.trustpilot.com/review/webfactory.co.uk>





### Products/Packages

Originally just a provider of web hosting but now offer their own low cost website builder (templates) and also an easy WordPress installation with any hosting package.

WordPress sites include SSL certificate, backup restore and malware scanner.



### Pricing

Premium website builder package is £5.78 per month but is often reduced to only £2.89 per month. Webshop is £10.18 per month but regularly reduced to £5.09 per month. Includes web hosting, emails and domain for 1 year. Annual billing only. Includes 140+ responsive templates, unlimited email accounts, unlimited website pages, free stock images, backup and restore.

WordPress sites are £10.65 a month with setup fee of £10.85.



### Support

Basic support site only, no phone support. Just an online chat facility.



### Content Management System/Editor

Simple templated sites can be created within their own web builder within minutes. They also provide a 1-click WordPress setup which is fast, but there isn't much guidance and is not beginner friendly. You can trial their builder/editor online: <https://webeditor.one.com/trial>



### Target

Not possible. **Website** <https://www.one.com/en/>



### Truspilot

4 stars – Great - <https://uk.trustpilot.com/review/www.one.com>. The reviews are mainly for their hosting services. Reports that servers are often down and issues with cancellations.





COMPETITOR ANALYSIS

**it'seeze** websites

brilliant designs - better results