Building Websites, Building Businesses: How to Provide the Right Online Presence Tools

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What We’re Talking about Today

- Online presence opportunity
- What SMBs are looking for
- What to look for in a partner solution
- What to include in your offering
- Demo: Web Business Builder
- Panel discussion
Global Opportunity

Where does the opportunity for SMB web presence stand today?
Global Web Presence Market for SMBs to Reach $25.6B in 2018

Source: Odin SMB Cloud Insights™ 2015
Odin SMB Cloud Insights™ 2015: United States

Key Factors in Choosing a Web Hoster:

- Price: 62%
- Customer experience: 32%
- Existing relationship: 23%
- Security: 17%

Source: Odin SMB Cloud Insights™ 2015
How to Stay Competitive and Increase Margins

• Basic web hosting not enough
• Create attractive offering
• Website add-ons
  – Mobile optimization
  – SEM
  – Ecommerce
  – And more
SMBs Want to Buy from You

Add-on Purchase Location:

- Web Hoster: bundles with website purchase: 42%
- Third-party provider: 25%
- Web Hoster: returned after website purchase: 19%
- Directly from the application developer: 14%

Source: Odin SMB Cloud Insights™ 2015
What are SMBs Looking for?

- Great selection of templates, customizable
- Easy-to-use user interface
- Modern features
- Integrated online marketing tools
- Mobile optimization

A complete web business solution.
Mobile Optimization is Critical

Google’s New Search Algorithm Stokes Fears Of ‘Mobilegeddon’

APRIL 21, 2015  5:10 PM ET

SAM SANDERS

Google has a lot of algorithms. And the company updates them on a regular basis. But one update that started rolling out Tuesday has tech writers across the Internet warning of a coming "Mobilegeddon."

The change is only taking place on Google searches made on smartphones. The results will favor websites deemed "mobile friendly," giving them higher rankings than sites that are only optimized for desktops and laptops.

Google spokeswoman Kristzina Radosavljevic-Szilagyi

The Google logo is seen at the Google headquarters in Brussels. This week, Google is changing the way its influential search undone recommends websites on.
Opportunity in Mobile Optimization

US SMB Websites 2015:

- 30% Mobile optimized
- 34% Displays on mobile without optimization
- 36% Only displays properly on a computer

Source: Odin SMB Cloud Insights™ 2015
What Should Service Providers Look for in a Solution?

- White label
- Localization
- Easy
- Flexible
- Built-in Upsell Capability
  - Let the tool do the work for you
Upsell is Key

Demo gets the job done!

15-20%
What to Include in Your Offering

• Sell a complete online business presence
  – Feature-rich site-building tool
  – Website add-ons like e-commerce, search engine marketing, and social media
  – Mobile optimization
  – Website backup and security
  – “Do-it-for-me” DIFM services
DIFM SMB Website Data 2015

Source: Odin SMB Cloud Insights™ 2015
Odin + yola = Web Business Builder
Web Business Builder

- E-commerce
- SEM
- Website
  [www.mysite.com]
What to Do Next

• Review the Odin SMB Insights™ Reports
• Contact your Odin representative
• Choose the option that best suits your business needs
• Start selling your online presence solution
Trevor Harries-Jones
CEO
Yola
Panel Q&A

Craig Ball: VP, Global Cloud Partners, Soshlr
Ricardo Lasa: CEO, SiteWit
Jim O’Hara: President, Ecwid, Inc.
Trevor Harries-Jones: CEO, Yola
Peter Dumanian: Business Development, CloudFlare
Michael Fountain: Director of Product Marketing, Odin
Thank you