Solutions Playbook:

Targeting Web Professionals

Purpose & Scope

The purpose of this playbook is to educate and enable Infrastructure Service Providers on how to expand their channel and grow their business by developing solutions targeting Web Professionals (Web Pros). Consider this playbook as a guide to the materials and information you need to successfully develop and sell specialized solutions to Web Pros.
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changing Industry Trends</td>
<td>3</td>
</tr>
<tr>
<td>Solutions for Web Professionals</td>
<td>5</td>
</tr>
<tr>
<td>How to Develop a Solution</td>
<td>6</td>
</tr>
<tr>
<td>Order Process</td>
<td>8</td>
</tr>
<tr>
<td>Solution Offer Landing Page</td>
<td>9</td>
</tr>
<tr>
<td>Website Layout &amp; Usability Best Practices</td>
<td>10</td>
</tr>
<tr>
<td>Website Graphics &amp; Visuals Best Practices</td>
<td>11</td>
</tr>
<tr>
<td>Best Practice from Parallels Partners Leading the Industry with Solution Offers</td>
<td>12</td>
</tr>
<tr>
<td>Build Community - WordCamps and Meetups</td>
<td>15</td>
</tr>
<tr>
<td>Advertising/Promotion</td>
<td>16</td>
</tr>
<tr>
<td>Search Engine Optimization (SEO)</td>
<td>17</td>
</tr>
<tr>
<td>Parallels Plesk 12 Web Professionals Awareness Campaign</td>
<td>18</td>
</tr>
<tr>
<td>Product and Marketing Resources</td>
<td>19</td>
</tr>
</tbody>
</table>
Changing Industry Trends

With over 900 million websites worldwide, hosting websites and web applications is one of the top infrastructure workloads delivered by service providers large and small. In fact, this past year alone, 300,000 new web servers were spun up in data centers around the globe. However, two key trends are converging that create risk for traditional service providers of hosting infrastructure:

1. **The share of web infrastructure is shifting from traditional infrastructure providers to non-traditional and new entrants.**
   - Three companies, AWS, Linode and Digital Ocean, made up over 50% of new web server growth in 2013 (Source: Netcraft)
   - At the same time, share of installed servers across the top 250 infrastructure providers shrunk by 12%

   This shift in web servers is squeezing the traditional infrastructure providers from both ends.

2. **Interest in WordPress is growing dramatically as you can see by trend line below. And the money typically follows the trend.**
Changing Industry Trends - Continued

3. **Web Hosting is moving from generalist to specialists – customers are searching/buying specialized solutions, not generic hosting.**
   - According to Google Trends, generic search terms such as “Web Hosting”, “Dedicated Server” and “PHP hosting” have bottomed out over the last several years
   - Searching for specialist hosting terms such as “WordPress Hosting” is increasing
   - Demand for WordPress hosting is growing as 1 in every 5 websites is now powered by WordPress (source: W3Techs)

At Parallels, we applied what we learned from industry research and from interviewing our customers to completely restructure Plesk 12 to help you make the transition to this new reality. The idea of a utility hosting control panel is part of the past. Instead, a powerful web management toolset should be a differentiator you can use to build customer-focused solutions.
Solutions for Web Professionals

A high-value area of the market to target is Web Professionals and Digital Agencies. An important influence in the Web Pro space – and in the hosting market as a whole – WordPress powers over 22% of all websites worldwide, and companies targeting WordPress hosting are growing rapidly (Source: Netcraft, W3Techs, Ex. WPEngine.com). Leading research firm, Edge Strategies, estimates that Web Professionals influence over 160,000 web servers per year, yet most providers of web infrastructure are not targeting this critical part of the value chain.

The ideal customer is a high-end Web Professional that designs, develops, deploys, and manages custom WordPress sites for their clients. Providing a secure and fast hosting experience for their customers is a priority. They want a hosting provider that they can rely on to take care of server management and don’t mind paying a premium for stability, security, and peace of mind.

Parallels Plesk 12 Web Pro and Web Host Editions have been optimized for this audience with tools to help them manage their customers’ websites & domains. Key features in both of these editions that will resonate with Web Pros are the new WordPress Toolkit and enhanced Security Core.

The new WordPress Toolkit simplifies daily tasks required to manage and secure WordPress sites. Give your customer back hours per day so they can focus on their core business. With Plesk 12 and the WordPress Toolkit, you will enable customers to:

- Manage multiple WordPress installations, plugins, and themes from a single point of entry
- Easily install, update, and remove WordPress, plus activate and remove plugins and themes
- Securely install WordPress and harden any existing WordPress installation

The enhanced Security Core in Plesk 12 combines ModSecurity, Fail2Ban and Outbound Antispam tools allowing you to deliver server-to-site security out of the box. With the Plesk 12 Security Core on your servers you get:

- Secure servers will protect against persistent attacks targeting known or newly discovered vulnerabilities
- Increased uptime as malicious attacks against your servers are automatically blocked in real time
- Cleaner IP addresses with outgoing spam protection preventing your servers from being blacklisted
How to Develop a Solution

Parallels created a Solution-Stack Formula for designing offers based on the strategic bundling of pre-configured hardware, software & services into a comprehensive solution-stack. Web Pros are looking for solutions that deliver everything they need and limits the number of configuration options to just a few choices if necessary.

The Solution-Stack Formula below uses four key building blocks to enable you to create a comprehensive offer that meets Web Pros needs.

Solution-Stack Formula

#1 - Your Infrastructure
Linux, Windows, Dedicated Server, or VPS (pre-configured)

+ #2 - Plesk 12 Edition*
Recommend the Web Pro, or Web Host editions (included in the offer by default)

+ #3 - Plesk 12 Add-ons
Bundled into the price or available as an upgrade as needed (add-on examples in above chart)

+ #4 - Your Services
Include Support, Monitoring, SLAs bundled into the price or available as an upgrade as needed

= Your Solution-Stack

*You may also use the Web Admin or Web App editions to configure a low-priced offer, however the WordPress Toolkit is not included in these two editions.
**Single Plan:** This fully configured, ready-to-order solution combines both hardware and software.

<table>
<thead>
<tr>
<th>New Offer</th>
<th>Web Agency Starter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>Linux or Windows VPS with ample resources pre-configured, no additional options available for this offer. This could also be a dedicated or managed server.</td>
</tr>
<tr>
<td>Plesk 12 Edition</td>
<td>Plesk Web Pro Edition (up to 30 domains)</td>
</tr>
</tbody>
</table>
| Core Features & Benefits  | ✓ Subscription & Account Management  
 ✓ Simple & Secure WordPress Management  
 ✓ Built-in Server-to-Site Security  
 ✓ Outbound Antispam |
| Add-ons                   | ☐ Email AV (add-on for an additional fee)                                         |
| Services                  | ✓ 24/7 Monitoring  
 ✓ 99.99% Uptime  
 ✓ Add anything else that helps differentiates your services |
| MSRP                      | Price/month <consider adding an offer such as Free 30-day trial>                 |

**Choice of plans:** To enable Web Pros to select a plan that is right for them, we recommend that you create a choice of plans. Below is an example of three offers that are varied in combination of performance enhancements + key add-ons that stack the value in quality, quantity, & price. The descriptor subtitle communicates the difference in benefits.

<table>
<thead>
<tr>
<th>Web Agency Starter</th>
<th>Web Agency Pro</th>
<th>Web Agency Premium</th>
</tr>
</thead>
</table>
| ✓ Core Features  
 ☐ Email AV Optional Add-on | ✓ Core Features  
 ✓ Email AV Included  
 ✓ Security Core Upgrade Included | ✓ Core Features  
 ✓ Advanced Reseller Management  
 ✓ Email AV Included  
 ✓ Security Core Upgrade Included  
 ✓ CloudLinux Included |
| VPS Level I | VPS Level II | VPS Level III |
| Price/month | Price/month | Price/month |
**Order Process**

Since a solution is pre-configured for the customer, the purchase order process should take 2-3 clicks to purchase.

- **Required:** A Plesk 12 edition bundled with a server and no other control panel options are available
- **Recommended:** Suggest a couple of related add-ons as upsell offers that add value to the solution

Below is an example solution order form:

<table>
<thead>
<tr>
<th>Description</th>
<th>Period/Quantity</th>
<th>Discount</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Agency Pro</td>
<td>1 Month</td>
<td>List Discount</td>
<td>List Price</td>
</tr>
<tr>
<td>Parallels Plesk Web Pro Edition [30 Domains]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional VPS, xGB RAM, xGB Storage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24/7 Monitoring</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>99.99% uptime</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anything else pre-packaged</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Highly Recommended Add-ons:**

- ☑ Email Antivirus
- ☑ Cloud Linux

**Total Due**

[Buy Total]
Solution Offer Landing Page

In marketing your solution, it’s important to have a landing page that educates Web Professionals on how they will benefit from your services. Help them make an informed decision by clearly pointing out how your offer solves their problems and provides value. Below is an example of a dedicated solution offer page that outlines the offer is for Web Professionals and highlights key features such as the **WordPress Management Tools** and **Built-in Server-to-Site Security**, the top two Plesk 12 features that are most important to them.
Website Layout & Usability

Top 3 Best Practices:

1. **Placement**: A clear layout and concise offering presentation helps a visitor quickly understand the multiple options at hand, and select the appropriate one for their needs. Prioritize content elements top to bottom with your most important information above the fold and at the top of your web pages. You do not want visitors to have to scroll down too far to discover what you would like them to take action on.

2. **Readability**: Visitors scan text to quickly find the information they are looking for or to decide if they are in the right place. You can help them along by breaking things up to avoid large blocks of text and keeping your layout consistent. You should also use headings, bullet points, bolding of key information and other formatting elements to make the content scannable and easy to absorb.

3. **Whitespace**: A properly designed site uses whitespace to the best advantage, spacing and placing elements for maximum visual impact. Cluttered websites with an over-saturation of graphics, content blocks and CTAs, overwhelm visitors and make it more challenging to move them on a path of action.

Parallels developed Go-to-Market resources including a Solution Landing Page that partners can customize — available on PartnerNet.
Graphics & Visuals

Top 3 Best Practices:

1. **Modern and up-to-date website design**: Visitors often feel a lack of trust in a business when their website looks outdated. Older websites also tend to deliver a poor user experience. Current web design standards can spell the difference between someone staying on a site and buying, or heading to a competitor that is keeping up with current design trends. When your target market is web designers, you can bet that they will be influenced by the quality of site design and user experience.

2. **High quality, strategic graphics**: Avoid generic graphics that don’t add value or capture interest. Use stock images with caution. Don’t simply insert graphics because you think you should. Every image on your website must have a purpose.

3. **Maximize your header**: The header is what visitors will first see when they land on your site. Make a good first impression with quality design and attention grabbing elements. The header is the ideal place to highlight your most important information, such as your top services, or any special promotions you are currently running.

This is a good example of a modern, professionally designed site that is up to par with current web design standards and the best practices we have been discussing here, including considerations such as:

- Elements (colors, fonts, layouts etc.) are consistent
- Fonts are clear and easy to read
- Spacing is optimized to make information easy to digest with no overwhelming chunks of text or clutter
- The graphic is modern and relevant to the content
- Call to action pops and draws attention
- Copy is focused clearly on the target market and the benefits that Web Pros are looking for such as “Simple and Secure WordPress Management”
Best Practice from Parallels Partners Leading the Industry with Solution Offers

**HostMySite**
Based in United States

1. **Offer Clearly Targets Web Pros:** Web Pros can immediately recognize this is a solution designed to meet their needs.

2. **Easy Homepage Navigation:** Drop down menus are an important way of making information easily accessible, allowing a website user to very quickly and easily get an understanding of what is included in a particular website section. The hover box provides more details right on the page making it easy to find the right information.

3. **Choice of plans:** Provides options for Web Pro to select the one that is right for them. Descriptor subtitle communicates the difference in benefits. Solutions are bundled with hardware that provides ample resources.

4. **Two Click Purchase Process:** Most importantly, these plans are fully configured and extremely easy to purchase.
1. **Impactful Landing Page Design with Clear Call-to-Action:** When your target market is a web professional, you can bet that they will be influenced by the quality of site design and user experience. Web Pros can immediately recognize this is a solution designed to meet their needs as it **leads with key features** – WordPress Toolkit and Security which are of top importance for this audience. The call-to-action is clear and above the fold – no scrolling – which helps increase sales conversation rates.

2. **Key Feature Graphics:** Graphic icons add value and capture interest. In this case, they help communicate what the feature is. Don’t overwhelm the customer with too many features – just focus on key benefits and make sure every image on your page has a purpose.

3. **Easy to purchase:** The order process is also a best practice because they have fully configured the offer with only two upsell services. The customer can check out in just a few clicks.
1. **Landing page clearly markets to Web Pros:** Highlights key features they are looking for. The page uses whitespace to the best advantage, spacing and placing elements for maximum visual impact.

2. **Ideal Plan Audience Description:** By stating whom the plans are ideal for, Web Pros can easily identify which plan is right for them.

3. **Leads with Features Web Pros Need:** Web Pros look for features they need first so offers should not lead with hardware/technical specifications. The use of graphics helps communicate feature/benefit. A good use of white space makes the content easy to read.

4. **Easy Purchase Process:** Just a few clicks to purchase and just a couple of upsell items that add value. By offering a 30-Day trial you can increase your sales conversation rates.
Build Community - WordCamps and Meetups

To help build community and drive awareness of your offer, we recommend that you participate in regional WordCamps and local WordPress Meet-ups. WordCamps are informal, community-organized events that are put together by WordPress users and focus on everything WordPress related. Learn more
Meet-up groups are locally organized groups that get together for face-to-face events on a regular basis (commonly once a month). Learn more

There are three ways to connect with Web Professionals:

• **Sponsor** (create awareness for your brand and solutions you offer to Web Pros)
• **Speak** (focus on education & training, not on selling)
• **Volunteer** (network with Web Pros while giving back to the community)

Sponsorship Best Practices:

• **Secure a level that provides a table** (sometimes referred to as stand or swag table)
• **Use a table skirt with company name** and vertical pull-up sign works best
• **Attendees love swag** – distribute t-shirts, stickers, buttons, anything cool
• **Engage, learn and offer advice** – become a trusted member of the community
Advertising/Promotion

With the world of online advertising, there are so many options for reaching the Web Pro target audience. Choose from Pay-per-Click and retargeting advertising models to reach users as they surf the web. Opt for social media advertising such as sponsored posts and paid ads on networks like LinkedIn, Twitter, Facebook to reach Web Pros as they surf their social profiles.

Google AdWords

Wordpress Hosting - HostMySite.com
Ad www.hostmysite.com/WordPress
Manage Multiple WP Sites Auto Upgrades, Security Tools Incl'd

Sponsored post

Display Ads

Be sure that your ads, from text and content to graphics and design, resonates with the target audience and is an enticing offering for them. Parallels has developed Go-to-Market resources including Ad Banners that partners can customize – available on PartnerNet.
Search Engine Optimization

Website visibility is critical to your online success. The majority of your buyers will begin their online search with one of the major search engines. It’s now more important than ever to make sure your new solution offer ranks near the top of any search engine query. Key best practices include:

Move away from generic hosting offer descriptions: Use specific messages that address your target audience and are comprehensive about your solution, your audience, and your geography.

Traffic-generating keywords: One of the highest traffic-generating keywords is WordPress and should be used in your marketing efforts: WordPress Toolkit, Simple and Secure WordPress Management.

Implement consistently: Use keywords on all content, URLs, Metatags, Heading Tags, Anchor Text, ALT tags, etc., but without disregarding semantics. Do not overuse keywords, referred to as “keyword spamming” or “stuffing”. Excessive use of keywords can lead to major SEO problems for your website. The general recommendations are 1-3 keywords per page and make sure to use the primary keyword is within the first 100 words of every page.
Parallels Plesk 12 Web Professionals Awareness Campaign

In September, Parallels will launch a campaign and a new website targeting Web Professionals that design, develop, deploy, and manage WordPress sites for their clients. The new website, Plesk.com, is where they will learn about the benefits of Plesk 12 and where they can purchase. Plesk.com will include a Partner Solutions Directory (below) that lists Infrastructure Providers that have developed new, Plesk 12 solutions specifically configured for Web Professionals.

To participate in the Plesk.com Partner Solution Directory, Infrastructure Partners need to:

- Create a fully configured, solution specifically designed for Web Professionals using any of the Plesk 12 Editions [as described on pages 8-10]
- Note: If you use the Web Admin or Web App editions for a low-priced offer, please be aware that the WordPress Toolkit is not included in these two editions so alternate benefits need to be present in your solution
- Create a dedicated solution landing page for Web Pros. Content must market the solution to Web Pros by highlighting key features and benefits of Plesk 12 + your hardware + your services to that audience [as described on page 11]
- Submit your solution listing using this online form
- Promote your new solution offer directly to Web Pros through your marketing/media channels

All listings received after the directory is live in August, will be reviewed in five business days. Approved listings will be published within 5-10 business days. Parallels reserves the right to adjust these times to account for seasonality.
Product and Marketing Resources


Webinar:
Parallels Plesk 12 Reinvented: Reach New Audiences and Expand your Channel - [On Demand Webinar](http://www.parallels.com/products/plesk/)
Parallels Plesk 12 has re-invented its offers to meet the challenges and opportunities in the new world of hosting. In this webcast, you’ll learn about the new capabilities of Plesk 12 and how solution-based offers can help you reach new audiences and expand your channel.

Plesk 12 Partner Resources: Located on [PartnerNet Product Resources](http://www.parallels.com/products/plesk/), including:
- Product Readiness/Training Materials
- Go-to-Market Materials: Ready-to-use marketing content including copy blocks, product lock-ups, campaign materials

Need Help Getting Your Marketing Done? Hire Our Experts! Go to [Ready-Now Marketing](http://www.parallels.com/products/plesk/) on PartnerNet where you’ll find expert marketing services at discounted rates. These special offers are just for Parallels web hosting partners.