plesk

Plesk is the leading WebOps platform to **build**, **secure** and **run** **applications**, **websites** and **hosting businesses** in the cloud.

Plesk is running on more than **377.000 servers**, automating and securing **11M+ websites** and at least **19M mail boxes**.

Website optimization and go-to-market quick start guide

How to build targeted WordPress hosting offerings for Web Professionals

1. ***Understand your customer – Targeting the WordPress community***

   Web Professionals are very often freelancers who are developing 10-50 websites in parallel. The services they provide to their end-customers do not only include website design and web application development but also very often website administration and management. Although the WordPress developer community can be fairly technical, they usually show very little to no interest in managing infrastructure. With only very few exceptions Web Pros do not offer hosting services and are therefore dependant on the collaboration with a hosting services provider.

   Unlike the traditional SMB customer, Web Pros focus on the things that are relevant to their job and prefer a direct communication style. Word of mouth is key so they hardly pay attention to any paid advertising whereas a recommendation provided by an influencer in a blog post can drive significant business. Web Pros use their own language full of abbreviations that are unknown to the outside world and only 37% of Web Pros would buy directly from a vendor website that is neither recommended through social media nor blogs.

   Top 3 topics that matter to Web Pros are security, security and security. Followed by mass-management of multiple WordPress instances, automation of common tasks as well as auto-detection of malfunctions including self-repair and hardening up sites with one click.

2. ***Understand your business***

   Think about your business against your key offerings and verticals. A lot of websites grow over time with multiple individuals working on different sections. Using a consistent language across your entire website is not only relevant from an SEO perspective but also important to avoid confusion among your customers. To improve your current website you should check if
   - You're using specific messages that address your target audience(s) and are comprehensive about the respective solution, your geography, your vertical and your satisfied customers?
   - You can instantaneously answer the question why I should buy from you?
   - Your current value propositions are really differentiating from your nearest competitor (hosters are always offering the best support ever, don't they)?
   - You see an opportunity to move away from generic hosting solutions: Web Hosting vs. Digital Agency Solutions or Web Hosting vs. Managed WordPress Hosting?

3. *The customer journey*

The new golden rule in sales is to give your customers the ability to do what they cannot do today but would do if they only knew how! With that said, it is important to focus on your customer's pain points and address them in an easy to understand and simple manner. Although your staff is highly skilled and technically focused you cannot expect that your customers share the same interest in hardware, infrastructure and system administration as you do. Web Professionals prefer to buy bundles that are meeting their business needs and come at an aggressive price point. With that said, online buying is a multi-step process and you have to win at each level

SEO	Webpage optimization	Content Marketing	Check - out

a) SEO

A few facts and figures from Dan Richmond's e-book 'SEO in practice, 2nd edition', to start with:

· 8 out of 10 internet users rely on search engine results, not simple surfing.
· 85% of these searchers don't click on paid links.
· 63% of links that are naturally displayed at the top of search engines get the clicks.
· 30% higher conversion by being naturally found at the top due to SEO (=30% revenue increase).

You might be satisfied with your current SEO analysis but are you sure you're focusing on the right keywords? Web Pros don't react to speeds and feeds and hardware doesn't matter to them.
The majority of Web Pros will not understand the detailed hardware specs or why they should care....

Finding the right keywords and making your entire site HTTP/2 compliant is key to successful SEO. Common keywords used by Web Pros are secure WordPress hosting, web app hosting, WordPress hosting price, WordPress managed hosting comparison, WordPress hosting speed comparison, best WordPress hosting 2016, top 10 WordPress hosting, best WordPress hosting for small business, WordPress hosting reviews 2016, fastest hosting for WordPress. .

Once you have identified your keywords you need to implement them consistently: use those keywords on all content, URLs, metatags, heading tags, anchor text, ALT tags, etc. but without disregarding semantics.
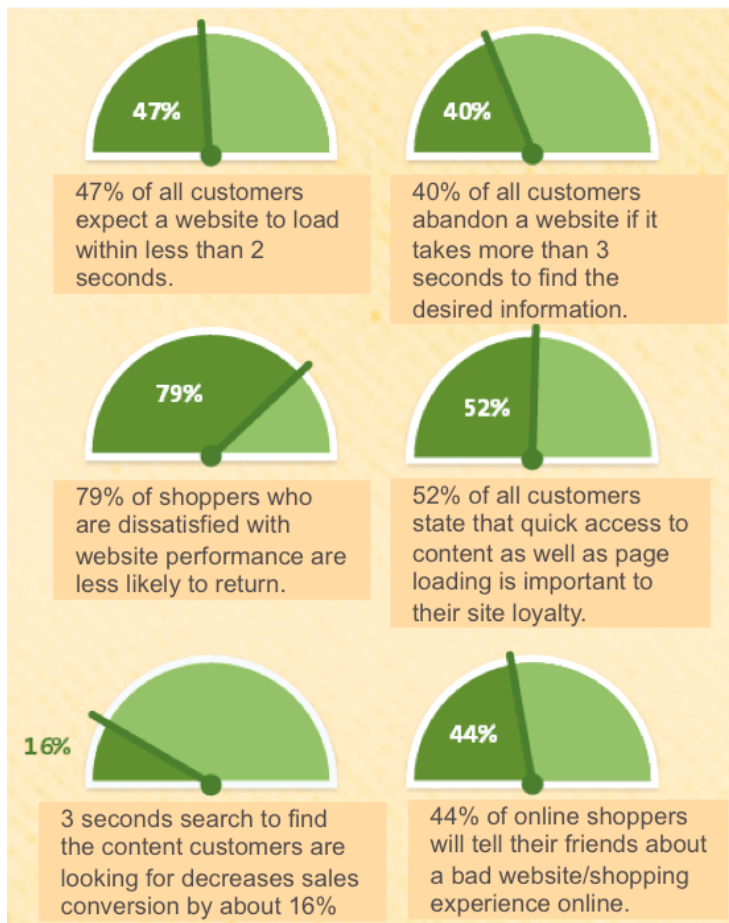
Last but not least you need to get votes. Inbound links and social media engagement are signs of content relevance and popularity for both search engines and users. Spreading your message

across the web and on all devices should become a natural process.

b) Website optimization

According to retailresearch.org E-commerce is the fastest growing retail market across the globe. Overall online sales numbers are expected to show double digits' growth again which is good news. However, online shopping customers continue to be very impatient.

47% of all customers expect a website to load within less than 2 seconds.

40% of all customers abandon a website if it takes more than 3 seconds to find the desired information.

79% of shoppers who are dissatisfied with website performance are less likely to return.

52% of all customers state that quick access to content as well as page loading is important to their site loyalty.

3 seconds search to find the content customers are looking for decreases sales conversion by about 16%

44% of online shoppers will tell their friends about a bad website/shopping experience online.

Although everyone is aware that time to load is key to sales conversion optimization, quick access to the desired content on a website is equally important.

Overall, customers decide within 6 to 10 seconds if they stay on your website or leave and will most likely never return. 40% of all customers abandon a website if it takes more than 3 seconds to find the information they are looking for.

So what? In order to accelerate sales conversion it is essential to ensure that your website content is structured in a way that a search engine result takes your customer to the buy button within three seconds.

c) Content – the art of storytelling

Customers are looking for useful and relevant information that is easy to understand and fun to read. You need to provide valuable content to capture their decision. The most important rule to follow is leading with benefits rather than features. Talk to a use case rather than bits and bytes. Every customer has specific needs and is looking for solutions that can solve the problem. If you intend to talk to Web Pros, you must focus on the information that is relevant to them and speak their language whereas an enterprise customer

from the financial industry has totally different needs. Following are some main best practices regarding content creation:

- · Write your content in a natural way, do not over or under do it
- · Less is more
- · Keep your content fresh and exciting to give people a reason to engage and return
- · Focus on customer pain points and how to resolve them
- · Speak with one voice and structure content in a way it will resonate with your target audience
- · After a presentation, 63% of attendees remember stories, 5% remember statistics (Source: Authors Chip & Dan Heath), customer looking at website content behave the same way

Creating great content is the first step, getting it published is the next logical step. There are three main digital assets which need to be fed with relevant content and properly linked to each other in order to be successful in todays digital world:

- · Website
  - ○ Main dynamic tool for acquiring new and servicing existing clients, generator for online sales
- · Blog
  - ○ Important value-add to your website providing fresh, relevant content in a personalized way by sharing news, trends, stories, tips & tricks and more. Major benefit of a blog is giving people a reason to engage and stay in touch. Excellent opportunity to personalize your message and let customers react to emotions that will lead to actions whereas reasons only lead to conclusions.
- · Social media
  - ○ Platforms to increase exposure, generate interaction and stay connected with loyal fans and build business partnership

d) Check out process

A consistent approach across all elements of the online buying process is very important to complete the sale and also includes the check-out. Let's assume for a second that you've done a fantastic job so far and have a great SEO listing, site visitors find exactly what they want within two seconds and your social media activities support trigger a good amount of new leads. However, a lead will only convert into a sale if the online buyer is able to complete the customer journey successfully. With that said, the check-out process must be simple, should not require sys admin knowledge and has be completed with just a few clicks.

WYSIWYG – that's all what online shoppers expect when they want to buy a bundle. It is therefore essential to adjust the default settings in your order process. Following is one

example:

Three options taken from plesk.com

- As you are also selling the infrastructure each bundle should contain a pre-defined server of your choice. Check your database and define your top sellers when creating bundles, focus on what your target audience wants and needs, forget about the corner cases

- Thus, a customer does not need to worry about nodes, RAM, disk space, bandwidth, etc. Do it for them and adjust the default settings accordingly.
    - The only choice would be the OS, everything else is set by default
    - Plesk edition of your choice must be set by default

- Don't miss the opportunity to upsell 2-3 add-ons max (i.e. CloudFlare, Email Antivirus)

- When you sell to Web Pros, staying away from standard high level product descriptions could be an option...
    - By not selecting Kaspersky Antivirus for Servers you knowingly accept that all data stored on this server is not protected and an easy target for hacker attacks.

- Provide your customers with a quick-start installation guide as part of the check-out process, i.e. order confirmation Email describing the set-up of your infrastructure and how to activate Plesk.

Here's how step two of the check-out process should look like. Ideally, a customer should be able to complete the sale with 2-3 clicks.

This document is complementary to a detailed website optimization proposal and should provide you with relevant background information how to accelerate sales conversion.

Please don't hesitate to contact phillebrand@plesk.com in case of any further questions.

Happy Selling!

Kind regards,

Patricia Hillebrand
Director, Global Partner Marketing
+49 151 629 64 900
Skype: patricia.hillebrand