



A GUIDE FOR CUSTOMERS

WEBSITE ADD-ON DESCRIPTION & BENEFITS



This Guild Helps You Understand the Benefits of Website Features

This essential list eliminates the tech jargon and simply translate features into benefits, which are more valuable and impactful to our valued clients.



FEATURES



BENEFITS

A

AFFILIATE MANAGEMENT SYSTEM

Reward customers who refer their friends.

ALT TAGS

Increase the number of people who find you through Google images.

ANTI-SPAM ON CONTACT FORMS

Make sure people filling in your contact forms are real humans and not nasty spam robots.

B

BBPRESS FORUMS

Build a community by allowing your customers to ask each other questions on your website.

BLOG POST MASONRY GRID

Make your blog look beautiful on any computer, iPad or smart phone.

BLOG WITH CATEGORIES AND TAGS

Increase the number of people who find you on search engines.

**BOOKING CALENDAR/
SCHEDULE APPOINTMENTS ONLINE**

Eliminate going back and forth to find the right time with clients who want an appointment.

BREADCRUMBS

Make it easy for your website visitors to go back and forth to find what they are looking for.

BUDDYPRESS SOCIAL NETWORK

Build a community by allowing your customers to interact with each other "Facebook style" on your website.

BUSINESS HOURS

Make it easy for your customers to find out when you are open for business.

FEATURES



BENEFITS

C

CART ABANDONMENT

Remind customers who don't complete their purchase to come back to your website and finish their order.

CLIENT PHOTO PROOFING GALLERY

Allow clients to review their photographs before placing an order.

COMING SOON PAGE

Build anticipation before you launch your website.

COMPETITIONS/FREE OFFERS

Easily offer prizes to encourage your customers to share your website with their friends.

CONTENT DRIPPING

Slowly release information to your students, so you don't overwhelm them with too much at once.

CONTENT MANAGEMENT SYSTEM

Easily update your website in the future.

CONVERSION GOALS

Measure the success of your website to make sure you are getting a return on investment.

COUNTDOWN TIMER

Encourage your customers to make a purchase by showing them when your special offer expires.

COUPONS/ STORE CREDITS/ GIFT CERTIFICATES

Allow your customers to buy gift vouchers for their friends.

CURRENCY CONVERTER

Allow your customers to see your prices in their local currency.

CUSTOMER LOGIN PORTAL

Allow regular customers to save their favorite order for next time.

CUSTOMIZE PRODUCT FIELD

(e-commerce, ie, custom engraving or embroidery)
Easily collect additional information from your customers when they buy. EG: for custom engraving.

FEATURES

BENEFITS

D

 DAILY AND WEEKLY BACKUPS

Easily fix your website in the unlikely event you get hacked or something goes wrong.

 DISPLAY AIRBNB REVIEWS ON WEBSITE

Encourage new guests to book your accommodation by sharing the happy stories of your other guests on your website.

 DISPLAY GOOGLE REVIEWS ON WEBSITE

Encourage new customers to buy from you by sharing positive reviews from your other happy customers.

 DOCUMENT LIBRARY

Easily share documents and product manuals with your customers.

 DYNAMIC PRICING/TIERED PRICING (WHOLESALE/RETAIL)

Show different prices to your retailers and your wholesalers.

E

 E-COMMERCE STORE

Increase sales by selling products and services online.

 EDITORIAL CALENDAR

Keep your writers and editors super organized and on the same page.

 EVENT MANAGEMENT

(Selling tickets, event calendar, registration)
Sell more tickets to your events.

 EXIT POP-UP BANNERS

Increase the number of warm leads from your website.

F

 FACEBOOK PIXEL INTEGRATION AND RETARGETING

Show ads on Facebook to people who have previously visited your website.

 FAQ AND MAQ (MUST ASK Q'S)

Eliminate the same questions being asked over and over again by different customers.

 FEEDBACK FORM

Make it easy for your customers to tell you what they think of your website.



FEATURES

BENEFITS

G

GALLERY PLUGIN

Allow visitors to view multiple photos of a property easily and quickly.

GOOGLE ANALYTICS INTEGRATION

Keep track of how people use your website so you can continue to improve over time.

GOOGLE MAPS INTEGRATION

Allow your customers to easily find the physical location of your business.

GOOGLE MY BUSINESS SET UP

Increase visitors to your website by showing up on Google Maps.

H

HAMBURGER MENU (MOBILE)

Make it easy for your visitors to navigate your website on their smart phones.

HELPDESK SUPPORT/TICKETING SYSTEM

Answer customer queries from the beach or your boat.

I

IMAGE OPTIMIZATION

Keep your website fast for your visitors even if you use lots of images.

INTERNAL LINKS

Keep visitors on your website longer by linking to other relevant pages on your website.

J

JAVASCRIPT SAVINGS CALCULATOR

Show your customers how much they will save by choosing you.

JOB BOARD

Attract more qualified applicants and save time recruiting your next team member.

K

KNOWLEDGEBASE

Allow customers to answer their own questions before they contact you.



FEATURES

BENEFITS

L

LEAD CAPTURE FORMS

Increase the number of warm leads from your website.

LEARNING MANAGEMENT SYSTEM (LMS)

Educate your customers about your products and services before they choose to buy.

LISTING MANAGEMENT (DIRECTORY WEBSITE)

Increase the number of visitors from Google by listing all the businesses in your industry.

LIVE CHAT

Real Time Interaction with potential leads.

M

MEMBER MANAGEMENT

Communicate with all your members from one central location.

MUSIC SAMPLE AREA (BANDS/ARTISTS)

Get more gigs by allowing booking agents to hear your music without posting CDs.

O

OMNI-SEARCH

Allow your customers to easily find what they are looking for on your website.

ON-PAGE SEO

Make it really easy for Google to recommend your website to new visitors.

ONLINE AD SALES

(Sells ads to your members)

Allow customers to book and pay for their own advertisements on your website without employing tele sales people.

ONLINE RESERVATION (RESTAURANT)

Show your availability and allow customers to easily book a table.

OPTIMISED FOR SEARCH ENGINES

Increase the number of people who find you on Google.

P

PASSWORD PROTECTED PAGES OR SECTIONS

Protect sensitive information from people who should not have access.

PAYMENT GATEWAY INTEGRATION

Collect money from customers directly on your website.

PAYPAL DONATION BUTTON

Easily accept donations for your cause.

PHOTO EDITING

Edit your photos without photo shop or other complicated software.

PORTFOLIO

Show off your latest work and encourage new clients to hire you.

PREMIUM FONTS

Make sure your website matches your corporate branding for a consistent customer experience.

Q

QUIZ / POLL

Ask your customers questions and allow them to choose their own adventure through your website.

QUOTE REQUEST FORMW/IMAGE UPLOAD

Allow customers to upload photos of their backyard so you can give them an accurate quote without leaving the office.

R

RECIPE CARD PLUGIN

Allow visitors to easily follow your recipes and even download them if they wish.

RELATED POST WIDGET

Keep your visitors on your website longer by suggesting other content they may be interested in.

RESPONSIVE DESIGN

Allow people to discover your website on their computers, iPads or phones.

RESPONSIVE VIDEO EMBED CODES

Make sure any videos on your website can be watched on any computer, iPad or smartphone.

RETURNS AND WARRANTY REQUEST

Easily manage returns and warranty requests without spending hours on the phone or in email.

S

- SCHEDULE BLOG POSTS TO SOCIAL MEDIA AUTOMATICALLY (LIKE CO-SCHEDULE)** Share your website on social media even if you can't squeeze it into your busy schedule.
 - SECURE HOSTING** Keep the website up online and protected from hackers.
 - SHIPPING RATE CALCULATOR** Allow your customers to calculate shipping before they purchase.
 - SHOPPING CARTS** Increase sales by allowing customers to buy multiple products in the one order.
 - SINGLE PAGE CHECKOUT** Increase sales by making your online checkout easier and less confusing.
 - SOCIAL MEDIA SHARING BUTTONS** Make it easy for people to share your website on social media.
 - STAFF DIRECTORY** Allow customers to easily find and direct questions to the appropriate team member via email or by phone extension.
 - STUDENT CONTENT PROTECTION** Easily provide access to different levels of training based on a student's level.
 - SUBSCRIPTION** Allow your customers to make easy monthly payments for your services.
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FEATURES

BENEFITS

T

TARGETING WIDGETS

Keep your customers on your website longer by showing them the type of content they are interested in.

TESTIMONIALS WIDGET

Encourage people to buy from you by showing them you have lots of happy customers.

THREADED COMMENTS

Grow a community by allowing your customers to have a conversation directly on your website.

TIMEZONE CONVERTER

Show your website visitors events in their local time zone.

U

UPSELL AND CROSS SELL WIDGETS

Communicate with all your members from one central location.

W

WPML MULTILINGUAL

You can extend your reach globally with a website that is in the language of your target audience.





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