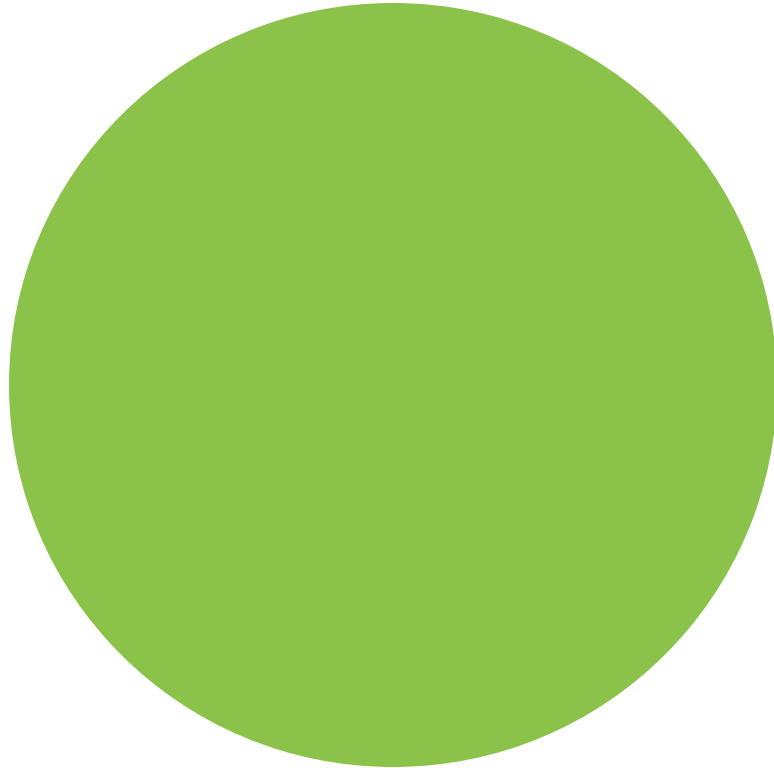one.com

WSB Dashboard themes and features 2022-23

hi.

date

Themes

.Be empowered to grow your business with the right tools

.Build trustworthy and engaging websites optimized for any screen

.Expand your market and create loyal customers

Features

Seo Booster

- Marketgoo tier 0 docs

- Marketgoo apis used by CP https://group-one.atlassian.net/browse/CPD-156

- We need an API that
    - Can inform CRM that a tier 0 package has been added
    - Can tell WSB what marketgoo tier a given domain has (with None being the value if they do not have an account).

- WSB implementation should link to cancel page in CP somehow

Local Marketing

- Facebook Business Page + GMB

Improved Dashboards Steps and Navigation

General improvements

– Add assistance to Stats in dashboard

– Test night feedback

– Replace the Google Ads link with the actual iframe

– Test night [feedback](#)

– Apps page

– Add Shop iFrame

Contact form improvements

Google My Business components

SEO improvement enablers

– Google mark-up: Schema.org

– Google search console

SoMe post creator (Image or video)

Email marketing

OneConnect (Contact list / mini CRM)

– WiX Ascend research

– Update https://group-one.atlassian.net/wiki/spaces/WED/pages/31955550279/One+Inbox+formerly+known+as+Contact+list

Google Analytics

- Create predefined GA event for our components, [GA documentaion](#)

- Docs

- What does our users want to track?

Booking

Idea shortlist (On the bubble)

- Performance manager
- Sell on SoMe
- Newsletters
- Geniewords - paid SEO help

Feedback

Summary

General dashboard feedback

- Reception has been mediocre first month:
  - Lumoa score 2.68
  - Hot Jar survey: 15% negative, 33% neutral, 52% positive
- Most common negative feedback
  - Too hard to find 'Edit site' button / I want to avoid 'extra step' to get to editor
  - Users would like the ability to edit site on mobile
- Most desired improvements
  - Help with SEO 26%
  - Help with Marketing (Email 18% and Local 15%)
  - Other 47%

B+E add-on feedback

- Top purpose of site
  - Sell products 69%
  - Spread awareness of business 69%
  - Provide contact details 48%
- Most used features
  - Shop 59%
  - Google Analytics 29%
  - Google My Business 26%
  - Messenger Chat 24%
- Most desired features to be added
  - Tips on how to grow business 42%
  - Marketing (Email 37% and Local 25%)
  - Additional payment methods 33%
  - Other 29%

Lumoa January 2022 – Overview

Lumoa January 2022 – Top comments
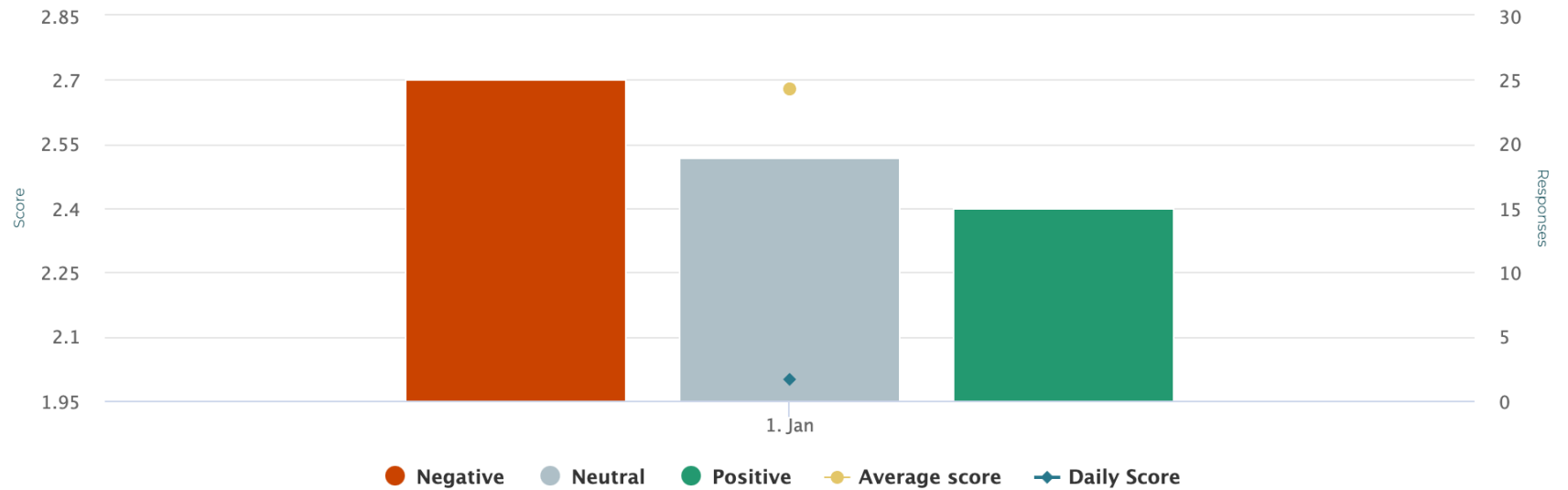
Users want to go directly to the editor or can't figure out how to get there *(12/21 negative comments)*

– I'm going to change my existing website. Then how do I do it?

– Hate this new start page!

– It won't let me into my site

– Get rid of it! I'm going straight to the "Edit website" and not to a ridiculous staging post!

Users want to be able to edit their site from mobile *(4/21 negative comments)*

– I can't come to editor with my smartphone and change something. Option is displayed in, but only the information that published and the 5 topic presets (such as contact information)

– You can't edit the website from mobile.

– Can't customize my website on a smartphone. That is no longer of this time. I am on holiday for 4 days and do not take a laptop with me but only my smartphone. With the new home screen of website builder, I get stuck.

HotJar survey January 2022 – Key finding

How happy you are with what you can do in this page? Why?

Totals
9,6 % - 1
5,3% - 2
33 % - 3
31,9 % - 4
20,2% - 5

Why?

– Site is easy to use (+)

– Limitations of personalization (-)

– Performance (-)

Note: Comments and ratings seems to be directed at WSB, not just Dashboard.

How this page can be more useful for you?

Totals
18% - Help with email marketing
12,3% - Have more steps
26,1% - More options for statistics
26,1% - Help to improve SEO in my site
15,4% - Introduce local marketing features (Google My Business, etc.)
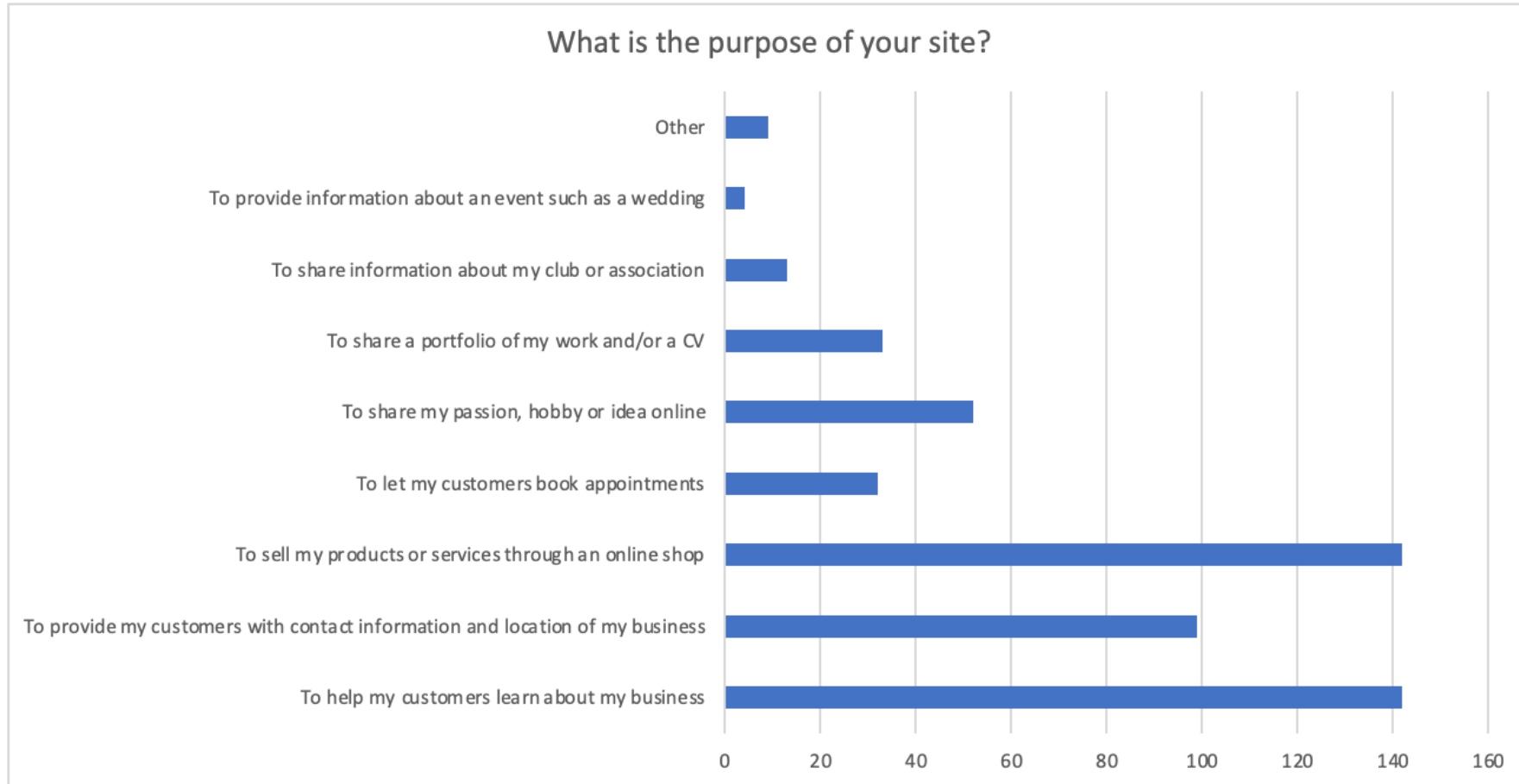47,7% - Others

Others
- "More interaction between 3.rd party software (WordPress, Shopify etc.)"
- "Marketing"
- "Missing overview"
- "To get help on live chat a little faster"
- "Help to add calendars to display upcoming events"

HotJar survey January 2022 – Links

– UK: https://insights.hotjar.com/sites/898148/surveys/responses/767306

– DK: https://insights.hotjar.com/sites/898148/surveys/responses/767331

– Processed feedback: https://dovetailapp.com/projects/7qwyT4Lpr7JGSKlgf0xPVx/readme

First-year-free B+E Survey

What is the purpose of your site?
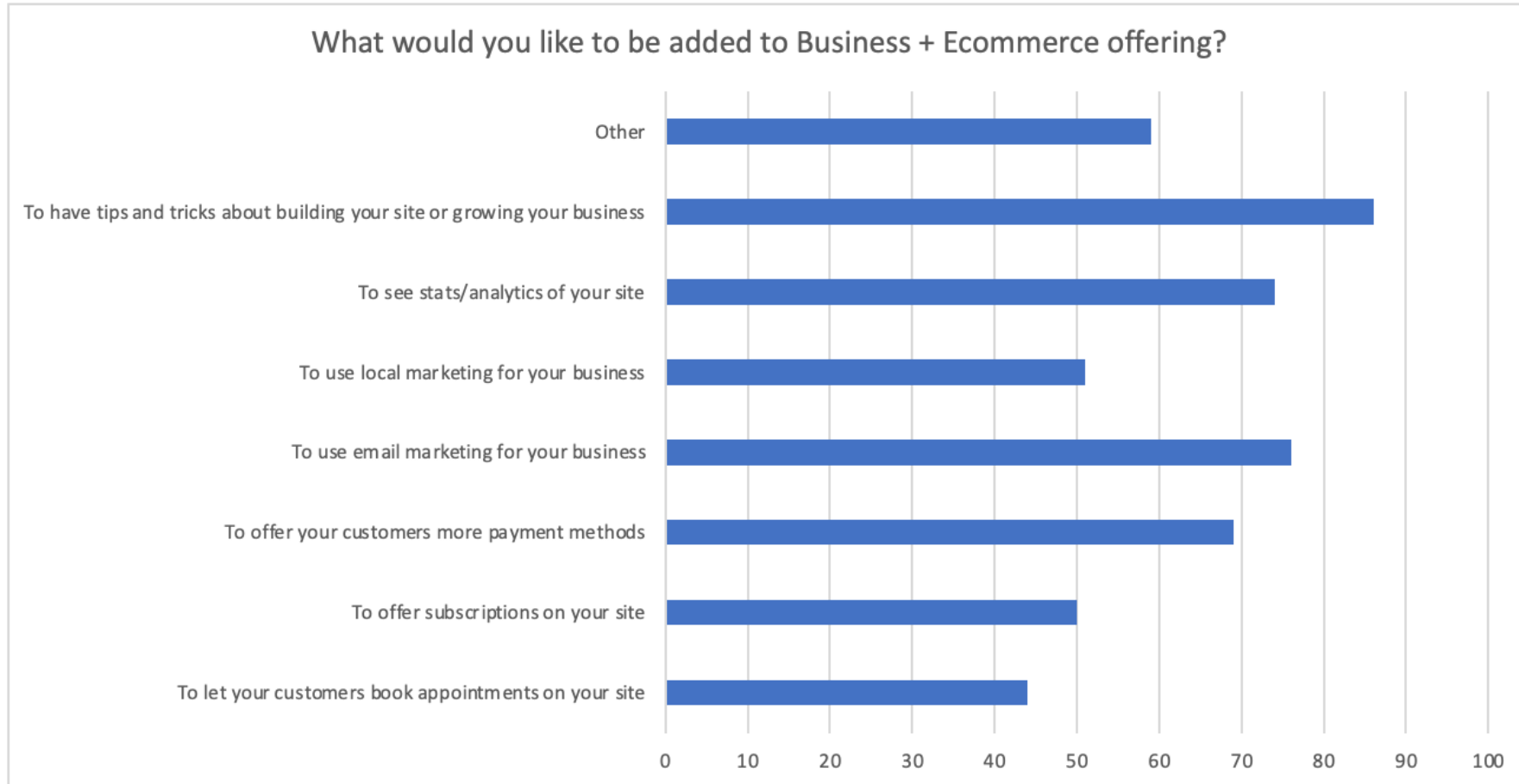

What is the purpose of your site?

First-year-free B+E Survey

Which Business + Ecommerce features are you using?

First-year-free B+E Survey

What would you like to be added to Business + Ecommerce offering?

What would you like to be added to Business + Ecommerce offering?

First-year-free B+E Survey

Links

Google surveys

– English

– Danish

– Dutch

Excel data sheet:

https://onehosting-my.sharepoint.com/:x:/g/personal/jjh_one_com/ESSn1bpEzx1Fkbhm5S68EQ4B5Mti9Sx-xqRFQfwyebeFQQ?e=23IFzi

Research

Key findings

Links

- [Importance of return customers](#)
- [Competitor Dashboard analysis](#)
- Selling on Social Media
  - [Importance of Social Selling](#)
  - [How to sell on facebook](#)
  - [Meta documentation](#)
  - [Why you should sell on facebook](#)
  - [Benefits of selling on facebook](#)
  - [Risk and rewards selling on facebook](#)

- Social Media marketing
  - [Importance of SoMe marketing](#)
  - [Why SoMe marketing is effective](#)
  - [Reasons to be adverticing on SoMe](#)
  - [SoMe Marketing 101](#)
  - [5 steps to building a SoMe ad (strategy)](#)
  - [Effectiveness of SoMe advericement](#)

- Research successful business sites for feature inspiration

- Customer interview 1
- Customer interview 1
- Kyoto case interview