

duda

Why the Closing Gap Between Apps & Websites Will Save the Internet for SMBs

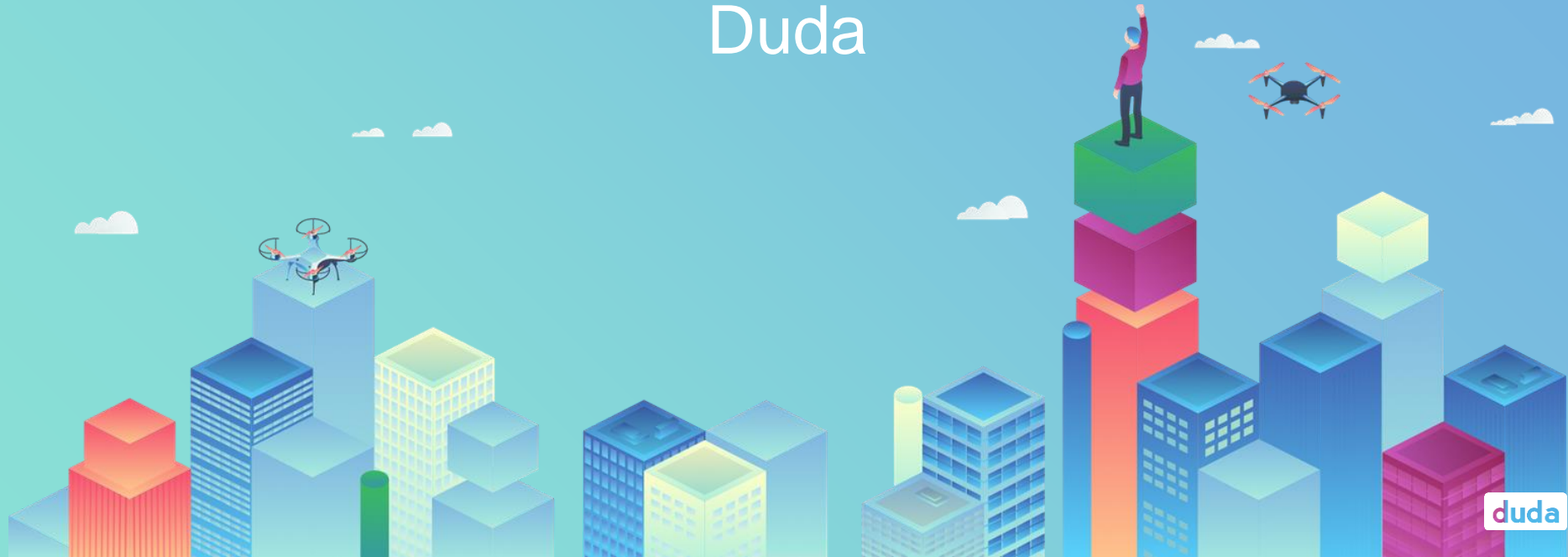


PRESENTED BY

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JOACHIM RITTER - HEAD OF PRODUCT DEVELOPMENT MYWEBSITE & WEBHOSTING, 1&1

About Duda





We Help Hosts and Web Professionals Provide the Industry's Most Innovative & Efficient Web Design Tools to their SMB Customers.

Launched in 2010, Duda is comprised of a team of over 75 web experts working together across the globe.



Palo Alto, California



Denver, Colorado



London, UK



Tel Aviv, Israel

Historically, small business owners have had only two choices for capturing customers on mobile devices.



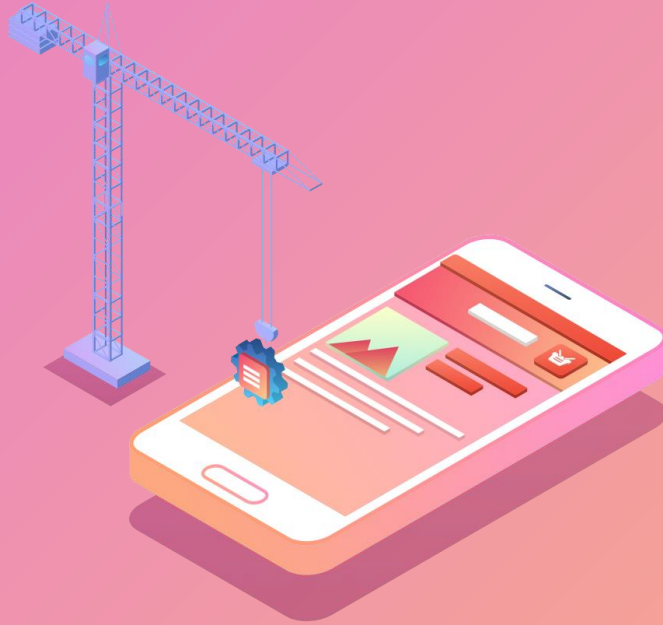
APPS

&



WEBSITES

Both with their pros and cons.



Responsive & Mobile-Friendly Websites

Consumers Love Websites



Websites are the second most-used media by consumers looking to engage with local businesses (number one is search engines)



57% of internet users say they **won't recommend a business** with a poorly designed website on mobile

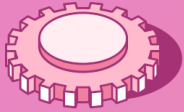


79% of small businesses with websites report their site is **mobile-friendly**



Mobile devices are now the **primary point of access** for consumers engaging with websites

But There Are Some Limitations



Limited functionality



Internet connection required

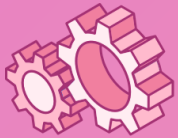


Disjointed, slow-loading experience



Apps

Apps Provided Advanced Functionality



Rich functionality



Immersive experience



Offline interactivity

But Are Ineffective for Small Businesses



Majority of U.S. consumers download zero apps per month*



1 in 4 people abandon mobile apps after only one use**



Building an app can be cost-prohibitive for SMBs



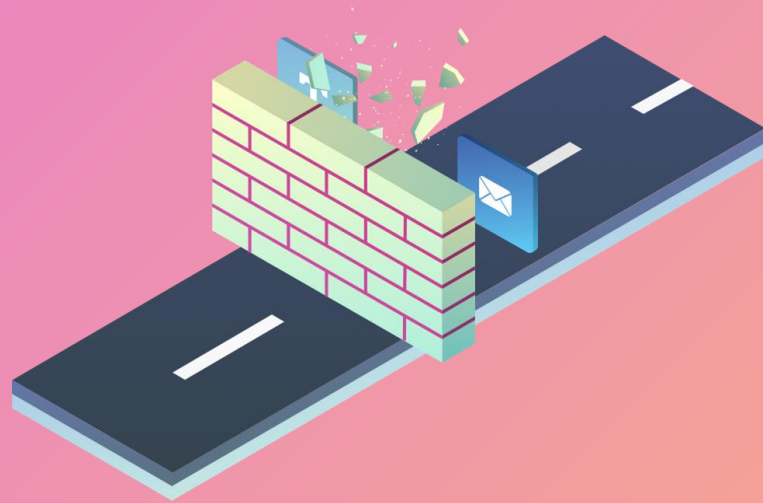
Native Apps need to be created specifically for iOS and Android



Submitting an app to a store can be a difficult, time-consuming process

*[TechCrunch 2017](#)

**[TechCrunch 2016](#)



And Recently, Hit a Brick
Wall.



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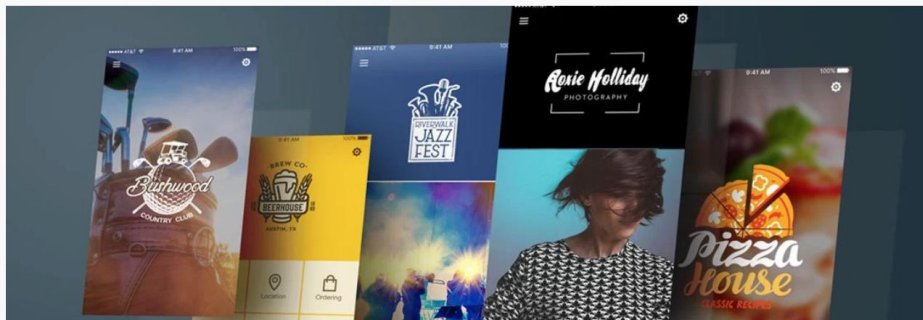


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Apple's widened ban on templated apps is wiping small businesses from the App Store

Posted Dec 8, 2017 by [Sarah Perez](#) (@sarahintampa)





So, Does This Mean App-Loving SMBs
are Stuck with Static Websites with
Limited Functionality?



No Way!

Today, Websites are Learning to Act Like Apps

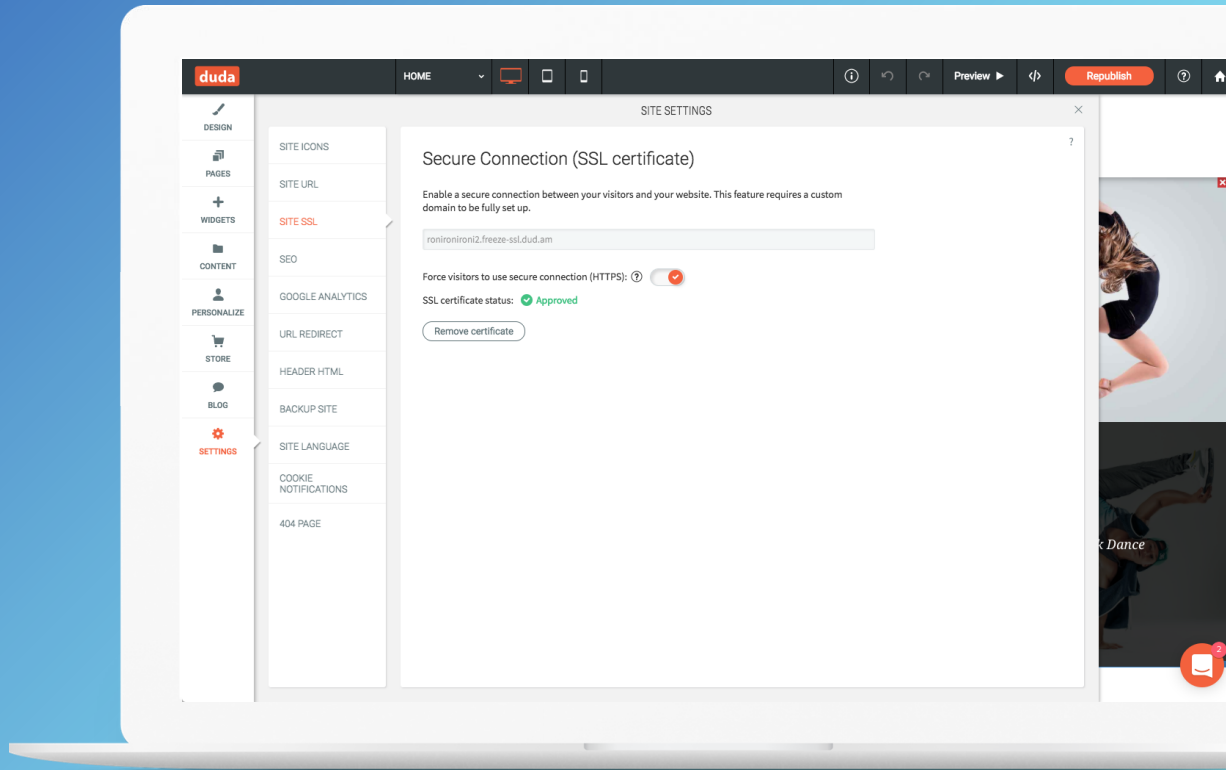
Google is pushing websites to adapt app-like functionality, resulting in Progressive Web Apps (PWA).

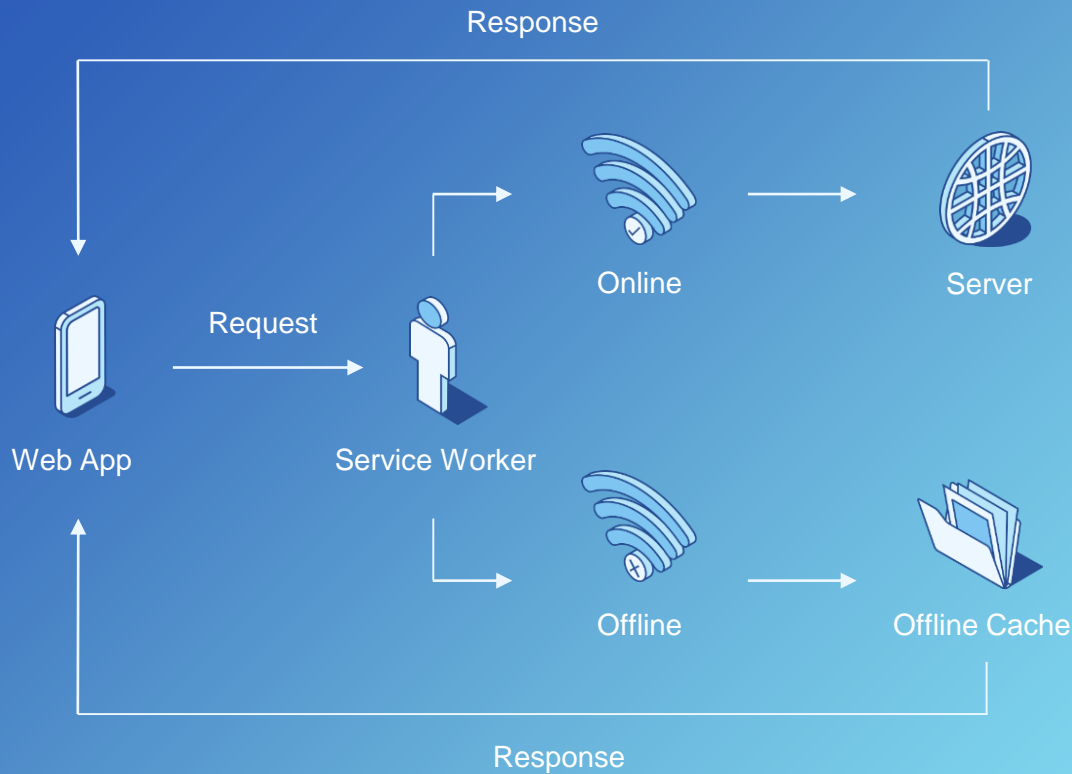




And Now, PWA Support Is Available for
Every Duda Website!

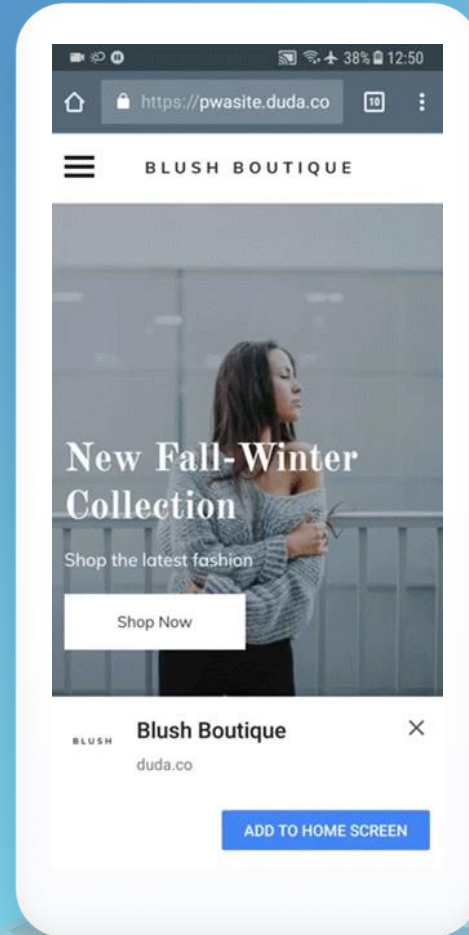
Secure, Automatic HTTPS
Encryption Critical to
Enabling PWA Functions

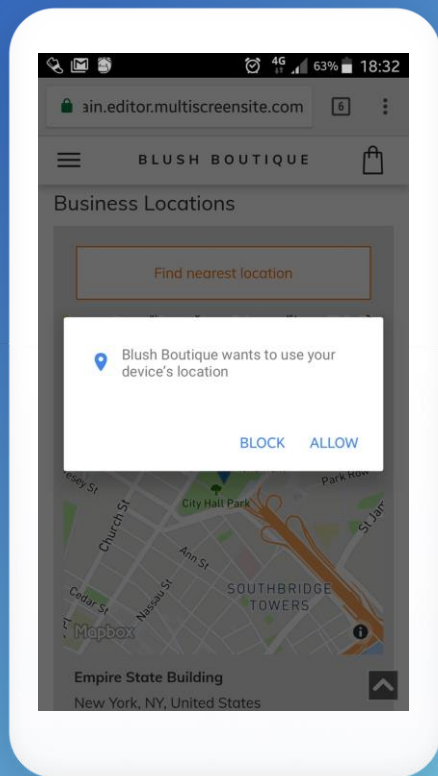




Pre-caching of Content for
Lightning-Fast Page
Changes & Seamless
Offline Experience Using
Service Workers

App-like Home Screen Install
Capability via Web App Manifest
that Allows Websites to be
Launched like Apps





GPS-Enabled Website Features

Direct Access to a Device's Camera for Uploading Photos



While Building on Duda Website Advantages



Great out-of-the-box SEO & discoverability



Automatic Google PageSpeed optimization to ensure initial website rendering as quickly as possible



Rich analytics & detailed user data

That Provide Real, Measurable Value



https://www.discovermontanapark.com/ [TEST ANOTHER URL](#)

[GET MY REPORT](#)

Here are the scores for
https://www.discovermontanapark.com/

MOBILE FRIENDLINESS

97/100
GOOD

MOBILE SPEED

100/100
GOOD

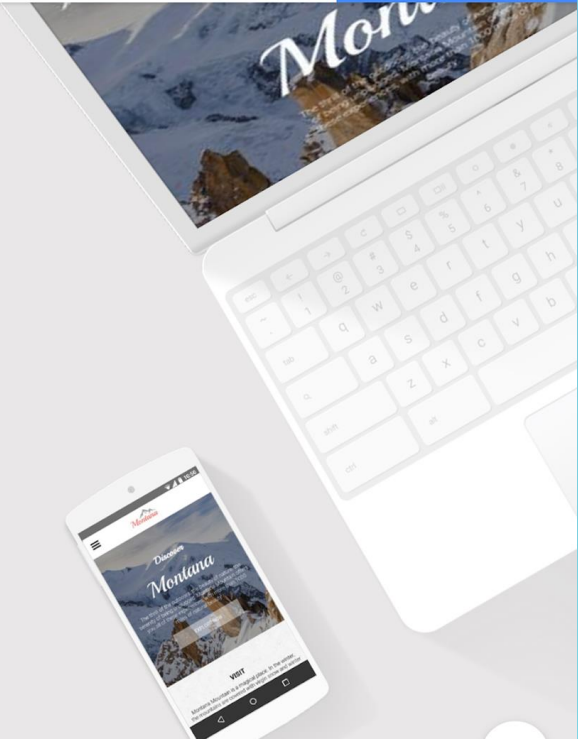
DESKTOP SPEED

100/100
GOOD

It looks like you're in good shape. Get a detailed report to see what went into your scores.

 [GET MY FREE REPORT](#)

 Keep up the good work. [Read "25 Principles of Mobile Site Design"](#).





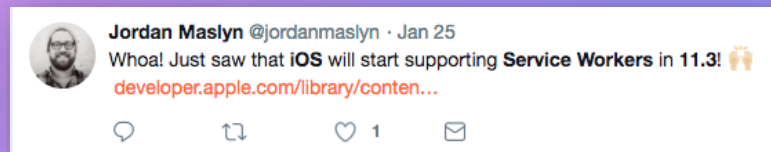
So What Does the Future Hold for Hosts and
Their SMB Customers?



Google Will Continue to Use Search to Push Web
Designers & Developers to Improve Website
Functionality and Speed.



Apple will finally enable Progressive Web Apps with service workers supported in the upcoming update to iOS 11.3.





Eventually, Progressive Web Apps Will Become the Industry Standard for Everyone.





And when they do, you'll want to be partnered with a web design platform that will keep you ahead of the curve.



How Duda's Web Design Platform Empowers 1&1's Customers with Industry-Leading Tools

duda

1&1

Our perspective on PWA



Website Speed

- PWA is an exciting technology to boost our customer's site performance
- Duda has a great track record in page speed, Google pagespeed well > 90

Our perspective on PWA



Integration

- Push channels for our customers to theirs provide a great opportunity
- Interesting for local small business brands in particular
- Additional value add through integration layer

Duda & 1&1 Partnership

1&1 strategy built upon reliable, innovative product partners



- Independent, agile product partners that keep innovating
- Thorough partner selection process to ensure fit in multiple dimensions
- 1&1 creates value add through integration, customer journeys, support, etc.

Duda & 1&1 Partnership

Partnership with Duda

- About 1 year into the game, tons of customers on platform, growing NPS
- Tight relationship & respect built, Duda is very easy (and fun!) to work with
- 1&1 leveraged plenty of opportunities to extend Duda's open product framework (Industry Contents, Templates, Apps, Analytics, ...)





Thank You!

Visit Duda at Booth #F06 to See a Live Demo of a Duda Website that Acts like an App.

www.duda.co | partners@duda.co