



## 2day Reseller Program

### 2day Websites & Enhanced Websites

2day provides Resellers - web developers and others, with a web development package that enables them to create a fully hosted, professional & search engine optimised Website in less than an hour.

Two unique, professional Website Packages are available on 2day's national network of over 70,000 business Websites and community information Portals.

Resellers creating a 2day Website can use a range of customisable templates, SEO resources and online marketing tools. Uniquely, resellers have full access to a substantial portal database to enhance a Website by providing additional information, such as in depth local information, live financial information and business data, via highly relevant links and feeds.

This document sets out the business opportunity for established businesses to resell 2day Websites.

#### Executive Summary

##### Websites.

- 2day provides two professional Website packages that are ready to go ...
  - 2day Website
  - 2day Enhanced Website
- The demand for highly effective, low-cost Websites is substantial
- 2day Websites are professionally SEO'd & produced within an hour – often by junior staff
- 2day Websites can help capture clients with low budgets that might otherwise buy elsewhere

##### Resellers

- Profitable. A minimum 40% to 60% gross profit for the reseller
- There are no initial reseller licence fees to pay
- Resellers enjoy ongoing revenues in years two and three. Minimal effort, maximum profits
- Profitable advertising can be sold on any of the 70,000 2day Websites

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## The 2day Website

The 2day Website creation system is essentially a professionally hosted and supported Website available in many different formats - with built in SEO. However, (crucially) these sites can often be created by relatively unskilled staff literally within a few minutes.

There is no need to wait for a newly produced Website to be 'seen' by the search engines. A 2day Website is instantly indexed by search engines and so delivers unrivalled & rapid online visibility.

In addition to having search engines 'see' the new Website instantly, 2day provides the means to promote (push) the new site directly to people viewing any of its 70,000 Community and Business sites, via prominent advertising, blogging and other promotional activities.

Examples:

- Larger Business Site – [www.vectrix.2day.ws](http://www.vectrix.2day.ws)
- Small Business Site – [www.moorsewing.2day.ws](http://www.moorsewing.2day.ws)
  - This tiny shop was on page one of Google Search for 'Sewing Devon' in just 7 days

## The 2day Enhanced Website

A 2day Enhanced Website does everything a 2day Website does and in addition includes all the information we expect to see on a professional Website plus 'enhanced' content with in-depth information relating to the Website owners type of organisation and / or location.

Examples:

- **Business Site** - [www.plymouthaccountancy.2day.ws](http://www.plymouthaccountancy.2day.ws) A book keeper's Website Enhanced with financial and business information to the point of being a high-ranking financial Enhanced Website. It currently benefits from high search engine rankings and is receiving many thousands of visits a month (June 2010).
- **B&B accommodation site** - [www.brookfarmhouse.2day.ws](http://www.brookfarmhouse.2day.ws) An 'Enhanced' bed and breakfast Website which not only displays details of the accommodation, but also provides in-depth local information including news and events.
- **Enhanced Hotel site** - [www.brownsotel.2day.ws](http://www.brownsotel.2day.ws). This is an Enhanced hotel / concierge Website that includes all the local information most guests could possibly need. Booking systems can be included as required.

A 2day Enhanced Website is a complete solution, created from high quality 2day templates that can be customised by the reseller or 2day to become totally unique, in terms of look, feel and content.

The Website can use either the clients own domain name or a 2day domain name.

The Enhanced Website automatically delivers a unique, relevant and fully up-to-date selection of information that 2day frequently updates, so as to keep the site fresh, interesting and have customers coming back to the Website. In addition, the reseller or Website owner can use the intuitive built-in Content Management System to fully customise the site, e.g. by adding or amending their own content, removing any 2day data links, etc.

There is no need to wait for a newly produced Website to be seen by the search engines. A 2day Enhanced Website is instantly indexed by search engines and so delivers unrivalled & rapid online visibility.

In addition to having search engines 'see' the new Enhanced Website instantly, 2day provides the means to promote (push) the new site directly to people viewing any of its 70,000 Community and Business sites, via prominent advertising, blogging and other promotional activities.

## **Additional 2day Website products**

In addition, the reseller can sell optional 2day features and annual renewals, as follows.

Search Engine Optimisation.

- 2day will intensively SEO the Enhanced Website. This means the site is monitored and SEO'd daily, to achieve the highest possible search engine rankings.
  - Note. The 2day Enhanced Website is search engine optimised as standard, but on a monthly basis

Template change.

- The End User may require a template to be modified.

Annual hosting renewal.

- 2day will continue to host the Enhanced Website after the first year.

Annual renewal of the site.

- 2day will continue to maintain, update and keep the site fresh for the year ahead.

## **Revenue & Profits from Advertising**

Resellers have substantial opportunities to generate additional recurring sales revenues & profits by selling advertising on any of the 70,000 2day Websites. Advertisers that want to engage at the locally can place effective, cost effective advertising – that gets seen.

Please refer to the *Advertising on 2day Websites summary* for further information.

## **Prices**

A 2day Enhanced Website is competitively priced for End User customers and for 2day Resellers.

### End User Customers

2day pricing provides excellent value for money. End user customers typically pay between £495 & £900 for 2day Website.

### Resellers

2day expects the reseller to determine a fair selling price with their customer, in line with the 2day price list and guide (See the Appendices), plus optional features and annual renewals - all commensurate with the amount of work required, complexity etc.

Founded on the principle that 2day wishes to work with professional resellers that are highly motivated to market and sell its products, the pricing structure provides excellent gross profit (GP) for the Reseller.

- At least 40% GP for *Supported Resellers*
- A minimum of 60% GP for *Independent Resellers*
- Far more if the Website is sold at a higher than Minimum Reseller Selling Price.

For details of pricing, please refer to the Appendices.

- Appendix I (Supported Resellers) or
- Appendix II (Independent Resellers)

## Terms and Conditions

- Payment terms
  - Website, Enhanced Website & optional features. Payment with order
  - Intensive SEO & Annual hosting renewal. Payment in advance of the new period
- Fees exclude VAT at the current rate
- Our standard terms and conditions apply
- Prices are valid to 31 December 2010

## Reselling 2day Websites & Enhanced Websites

A 2day Reseller operates in one of two ways.

- **'Supported'** (By 2day). A *Supported Reseller* is a business that is well positioned in its marketplace, has the skills to market, create prospects & sell 2day Websites, but does not have the technical code-writing skills needed to produce a Website
- **'Independent'**. A typical *Independent Reseller* will be a Web developer business that has the technical skills required to produce high-quality Websites, does not need support from 2day but wants to sell Websites to clients that find it difficult to justify the higher price of a bespoke Website.

Which Reseller Package is right for your business?

<b>Independent Reseller</b> (Typically a Web Developer)	<b>Supported Reseller</b> (No web development skills)
All resellers are responsible for identifying prospects and selling Websites, Enhanced Websites & optional features	
2day Websites are easy and very quick to create. Crucially, lower cost junior staff can carry out the work. Independent resellers may use the 2day package as an 'App'	2day provides a ready-made business that can be operated from home or small office. High profits, minimal risk & Low set up costs
Provides a low-cost Website for clients that cannot justify the cost of a fully bespoke Website. More prospects are converted to profitable customers, not lost from the business	Resellers are fully supported by 2day – at every stage
Can 'wrap' clients existing Websites with a Portal 'Enhanced' profile, to provide additional information for their business e.g. local information for hotels etc.	Only marketing & selling skills are required to create a successful, profitable business. Technical and design support is provided by 2day.
A 2day Enhanced Website is complimentary to the range of the web developers own bespoke web sites	For existing customers, 2day answers an important question 'What else can we sell them?'
A low-risk & scaleable way to grow profits without investing in new staff or resources. Junior / lower skilled staff can generate substantial sales revenues & profits	Supported resellers can provide professional Websites with little or no skills training
Independent and Supported resellers charge annual renewal fees and generate ongoing revenues. A 2day Website is not a one-off sale	

## Appendix I

### Pricing – Supported Resellers

2day Websites are competitively priced to end user customers and provide the Reseller with outstanding opportunities to generate profits.

#### End User Customers

Typically pay between £495 & £900 per Website

#### Supported Resellers

Founded on the principle that 2day wants to work with professional resellers that remain highly motivated to market and sell 2day Websites, the pricing structure delivers excellent gross profit - at least 40% GP for a *Supported Reseller*.

#### Prices.

2day expects the Reseller to determine a fair end user selling price for its Websites, within the range £495 to £900, plus any optional features and annual renewals – commensurate with the amount of work required, complexity etc.

The *Supported Reseller* pays 60% of the end user invoiced sale value of all products to 2day, subject to the minimum selling price. The reseller enjoys a minimum 40% gross profit; far more if the Website is sold at higher than the minimum selling price.

Pricing. Supported Reseller	Reseller Purchase price from 2day	Minimum Reseller Selling Price to End User	Reseller Gross Profit	
			£	%
2day Website	£295	£495	£200	40%
2day Enhanced Website	£435	£730	£295	40%
Template change	£140	£240	£100	42%
Intensive SEO per annum	£290	£495	£205	41%
<u>Renewal fees:</u>				
Annual Website renewal - years 2 & 3	£145	£245	£100	41%
Annual hosting renewal - years 2 & 3	£115	£195	£80	41%

## Appendix II

### Pricing – Independent Resellers

2day Websites are competitively priced to end user customers. They provide excellent value for money.

#### End User Customers

Typically pay between £495 & £900 per Website.

#### Supported Resellers

Founded on the principle that 2day wants to work with professional resellers that remain highly motivated to market and sell 2day Websites, the pricing structure delivers excellent gross profit - at least 60% GP for a *Independent Reseller*.

#### Prices.

2day expects the reseller to determine a fair end user selling price for its Websites, within the range £495 to £900, plus any optional features and annual renewals – commensurate with the amount of work required, complexity etc.

The *Independent Reseller* pays 40% of the end user invoiced sale value of all products to 2day, subject to the minimum selling price. The reseller enjoys a minimum 60% gross profit; far more if the Website is sold at higher than the minimum selling price.

Pricing. Independent Reseller	Reseller Purchase price from 2day	Minimum Reseller Selling Price to End User	Reseller Gross Profit	
			£	%
2day Website	£195	£495	£300	61%
2day Enhanced Website	£290	£730	£440	60%
Template change	£95	£240	£145	60%
Intensive SEO per annum	£195	£495	£300	61%
<u>Renewal fees:</u>				
Annual Website renewal - years 2 & 3	£95	£245	£150	61%
Annual hosting renewal - years 2 & 3	£75	£195	£120	62%