

PRODUCT FLASH

Go Daddy Introduces AdSpace: New Comprehensive Web Site Development and Online Promotion Management Resource

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IN THIS PRODUCT FLASH

This IDC Flash discusses Go Daddy's new AdSpace solution, which provides a variety of online tools to help small firms develop and manage online promotion activities focused on lead generation. Designed for small businesses with a "do it for me" preference, AdSpace provides basic search engine optimization and measurement resources that allow small businesses to fine-tune their Internet-based initiatives to customers and prospects.

SITUATION OVERVIEW

On October 11, Go Daddy introduced a new service that provides advanced Web site creation and online promotion resources to small businesses. In addition to providing a basic one-page lead-generating Web site in less than 24 hours, Go Daddy's AdSpace provides a portfolio of services that allows a company to increase online visibility and provide innovative measurement of site performance and specific online initiatives.

Companies looking to establish an online presence typically have two choices: the "do it yourself" approach that allows a company to leverage advanced templates and different formatting choices for its home page content and the "do it for me" approach that includes a Web site developer who builds a customized Web site for a company. The AdSpace approach can supplement sites already in place or can provide a basic one-page starting point for firms just beginning to establish an online presence. The creation process starts with a template-based approach, with customers providing answers to key questions to create the site automatically.

The online promotion aspect of AdSpace takes the offering to the next level, with lead generation and ecommerce implementation of particular interest. After a site is created, Go Daddy's professionals refine ad copy for maximum impact. The next step is the development of a keyword-based local advertising campaign on appropriate Google search results pages that link back to the advertiser's site. Sites are designed to drive phone calls to dedicated numbers and also to generate email queries that can be tracked back to specific promotions. (The AdSpace dashboard actually records resulting phone calls and emails.)

Because the focus is on lead generation, the AdSpace initiative will likely have its greatest appeal to those that already have a Web presence (which IDC estimates to be just over half of all SMBs that have Internet access). Making use of more than a single domain name is not rare among smaller firms — in fact, IDC concurs with estimates that almost half of small firms with their own domain names actually make use of multiple URLs, something that AdSpace will further encourage.

The AdSpace capture of all phone calls and emails that come in as a result of special promotions is a level of detail that would likely be too much for larger firms to digest, but for small businesses looking to work more closely with prospects, it can provide a centralized location for detailed information on specific customers and prospects. In addition, the performance metrics provided in the dashboard can give important insight on promotional results, the kind of information not typically available to smaller businesses with their more limited IT resources.

FUTURE OUTLOOK

IDC estimates that the share of online small businesses with their own home pages has not grown much over the past two years (see *U.S. Small Business Internet 2010–2014 Forecast: Economic Challenges Take a Bite Out of Web Site Ownership and eCommerce Activity*, IDC #224751, September 2010). Although small firms have been under intense economic pressure over the past two years, this relatively modest penetration level is still somewhat surprising given the low cost of establishing and maintaining a Web site.

The three keys to increasing the interest of small businesses in expanding promotional use of the Internet are: providing effective and affordable resources to establish and maintain a Web site, enabling promotional resources so that small businesses can get their messages in front of prospects, and demonstrating a direct connection between promotion and sales gains. The Go Daddy AdSpace solution provides all three capabilities to small businesses in an affordable package that will encourage revenue-hungry small businesses to increase their online promotional activity.

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