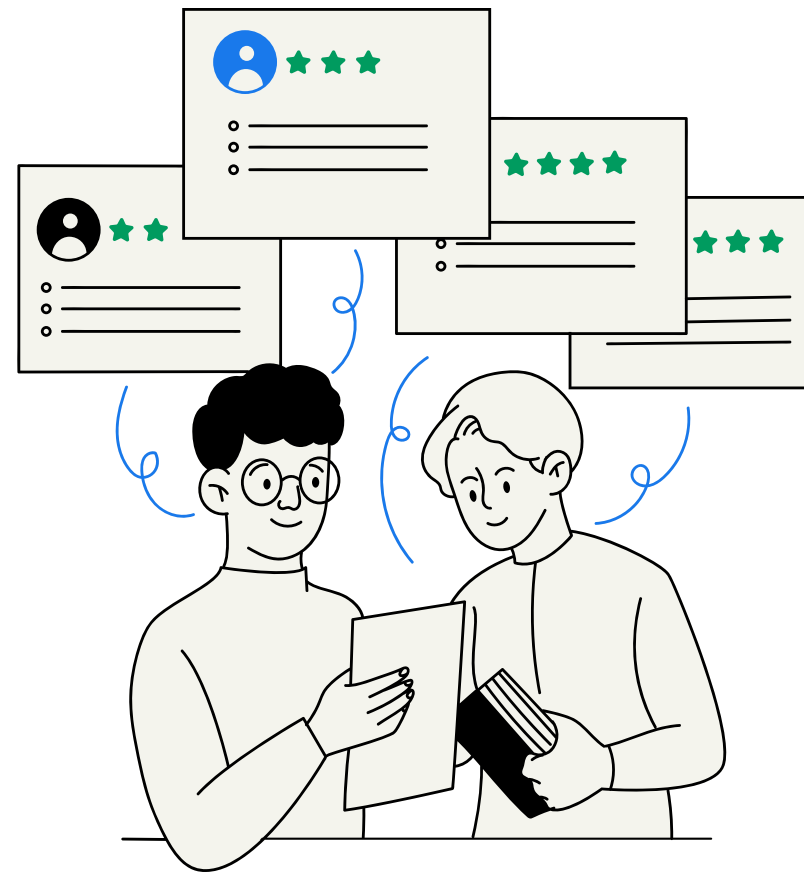# Websites
.co.in

taking local Small and Medium
businesses online within 15 minutes flat.

SURVEY

Market Trends

💡 **No-code/low-code development for non-technical users**

- Entrepreneurs, creators, and small teams using platforms like Webflow, Bubble, or Softr to build complex websites or web apps without writing code.

🌎 **Social commerce & mobile-first micro-business websites**

- Users want quick, mobile-first, commerce-ready sites for Instagram/WhatsApp marketing.

How Websites.co.in can leverage these trends?

Integration with third-party tools
Enable integrations with WhatsApp Business API, Google Forms, Calendly, etc., using no-code connectors.

Mobile app-based editing experience
Double down on mobile-first design by letting users manage and edit their websites fully from a mobile app.

Auto-publish from social posts
Pull content from users' Instagram or Facebook posts to auto-generate site galleries, testimonials, or product sections.

Instant commerce-enabled microsites
Auto-generate mobile-first sites with product/service listings, buy buttons (UPI/Paytm), and WhatsApp chat.

Competitor

WIX

🎯 Strength Highlighted
- AI Website Builder (Wix ADI)

💡 Key Feature
- Smart onboarding that interviews users and creates personalized websites with structure + content.

📈 Supportive UX
- Guided setup with tips, progress indicators, and content suggestions to reduce drop-off.

Features to adopt for
Websites.co.in

- **Conversational Onboarding (AI-Lite) – Ask 3–5 simple, mobile-friendly questions:**
  - Business type (e.g., salon, tutor, food delivery)
  - Business goal (e.g., get leads, take orders, showcase work)
  - Preferred features (e.g., WhatsApp button, gallery, pricing)
  - Based on answers, auto-select template + pre-fill key content blocks.
- **Progress Nudges – Gamify setup with behavioral nudges:**
  - "🎉 You're 70% done! Just add a logo to go live."
  - "💬 Add your WhatsApp button to start chatting with customers."
  - Use emoji + color to boost motivation.
- **Pre-written AI Content Suggestions –Offer starter headlines, descriptions, and service blurbs per business category (like salon, tiffin, yoga trainer, etc.).**
- **Mobile-first Wizard Flow– Optimized for low-tech users with swipe/tap navigation and auto-save.**

→
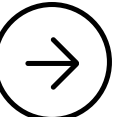
Competitive Analysis

Feature	Wix ADI	Websites.co.in Proposal
Target User	Designers, SMBs	Micro-businesses, solopreneurs
Setup Complexity	Moderate	Ultra-simplified, mobile-first
AI Personalization	Website structure & content	Templates + goal-driven features
Mobile App Integration	Partial	Full mobile creation/editing
WhatsApp/Social Commerce Focus	Low	High — built-in call-to-action flow

- **Reduce site creation drop-off rate**
- **Increase setup-to-publish ratio**
- **Improve perceived value with faster "wow moment"**

Quick Win (Low-Cost Initiative)
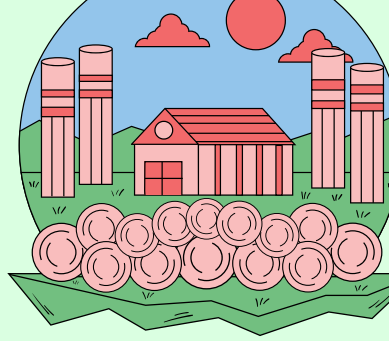
Site Completion Score Progress Bar

– Display a % completion bar on dashboard or mobile app
– Based on key setup actions:
- Add business name ✅
- Upload image/logo ✅
- Connect WhatsApp ✅
- Publish ✅

Weekly Tips Email Series

– Triggered for users with <100% completion
– Actionable, one-task-at-a-time format:
"This week: Add a gallery to show off your work 📸"

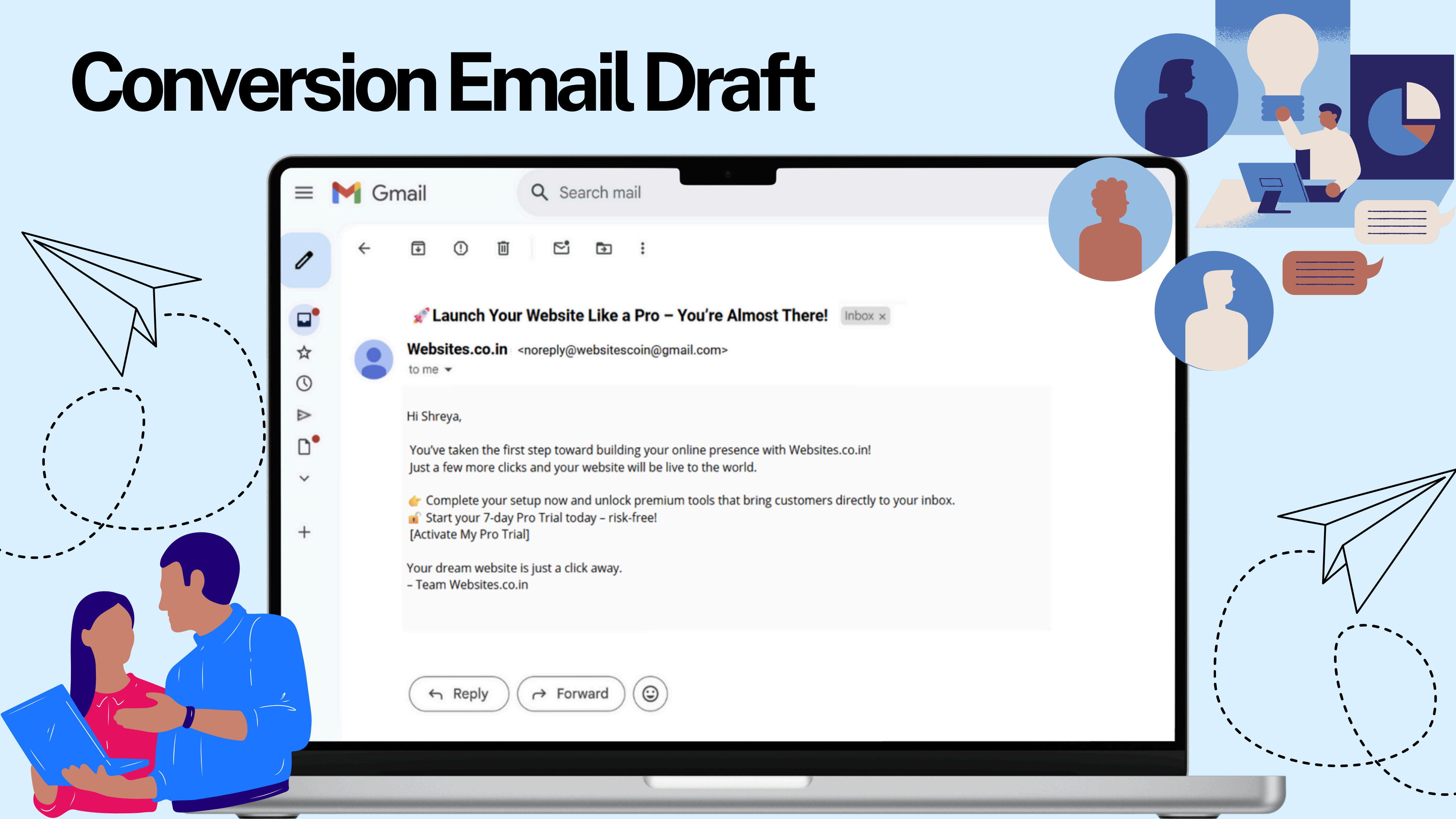| Benefit	Details
Boosts Engagement	Encourages regular return visits to "complete the site"
Increases Setup Completion	Moves users closer to going live with nudges
Low Development Cost	Leverages current UI and existing email infra
Fast to Launch	Can be shipped within days using basic tracking logic

📌 Bonus Ideas (Optional Add-ons):
- 🎉Celebrate when users hit 100% ("Your site is live and ready!")
- 🔔Add in-app reminders or mobile push notifications

Conversion Email Draft

🚀 **Launch Your Website Like a Pro – You're Almost There!**   Inbox ×

Websites.co.in <noreply@websitescoin@gmail.com>

to me

Hi Shreya,

You've taken the first step toward building your online presence with Websites.co.in!
Just a few more clicks and your website will be live to the world.

👉 Complete your setup now and unlock premium tools that bring customers directly to your inbox.
🔓 Start your 7-day Pro Trial today – risk-free!
[Activate My Pro Trial]

Your dream website is just a click away.
– Team Websites.co.in

↩ Reply   → Forward   🙂

Summary of Initiatives 💡

| site created | site completed | site monetized |

🧠 Smart onboarding assistant inspired by Wix ADI

📊 Site Completion Score + weekly nudges to increase activation

📬 Trial-to-paid conversion emails with value-first messaging

These low-cost, high-impact features aim to improve user engagement, satisfaction, and revenue.

KPI	GOAL/METRIC
Conversion Rate (Free → Paid)	+10% uplift post-launch
Setup Completion Rate	% of users reaching >80% setup score
Email Click-Through Rate	Track engagement with tip/upgrade emails
Churn Rate (30–90 Days)	Reduce drop-off from inactive users
Daily Active Users (DAUs)	Monitor engagement from nudges/onboarding

Websites.co.in

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Let's build better websites for India's micro-businesses.

Questions or feedback?
Let's talk:
shreyyaaa369@gmail.com
9451954329

Thank You