

# Proposition Cheat Sheet

Create a unique website on your phone, tablet or computer

## Key points

- The website builder is a simple, mobile web presence application.
- It has been built with small businesses in mind.
- It's easy to learn and use.
- It works across most devices: computer, iPhone, iPad and most Android phones and tablets.
- You can boost SEO and get found on search engines like Google.
- It has an integrated store: enabling customers to sell online and take payments via popular payment gateways or credit cards.
- It's used by millions of small businesses in 40 markets around the world.

## Differentiation

### Compared to other website builders we offer:

- It has a better mobile experience.
- It has a simpler method of updating.
- It has better support for more devices e.g. Amazon tablets.
- It has better localisation for different countries and cultures through content sets and languages.

### Compared to Wordpress:

- It's better suited for creating small business websites.
- It isn't reliant on any complex third-party plugins with a poor track record for security.
- It's very easy to manage from mobile devices.

## Objection handling

### Why would I want to update my website from my phone?

- Google ranking is impacted by many things including how frequently a site adds new content.
- We make it easy to add content to your site from your phone so updating it is quick and simple.

### Why do I need a website if I have social media?

- Social media is a great starting point, but if you want people to take your business seriously, you need to show up on Google when they search.
- On social media your business has to compete against sponsored and viral content for attention.