

## Market Analysis of the Web Design Industry

*Wix IPO and the Webydo Pro-Designers Movement*

**New York, December 18, 2013** – As do-it-yourself website creator Wix files for IPO at a company valuation of \$700M, does this development mark the future of the web design industry? Would website creation be led by non-professional amateurs and hobbyists using DIY solutions? What role would professional designers play in this evolving market?

With tools like Wix (Homestead, Squarespace and Weebly), the market has seen a rise of low-cost, DIY solutions, offering B2C platforms for small business owners. Designed to provide a “fast, fun and easy” process, these DIY websites allow amateur users to choose from a limited selection of pre-designed templates to create basic websites. Yet, just 3% of websites are created using do-it-yourself platforms. Amateur users find it hard to finish the process on their own and only a small percentage of registered users (1%-3%) end up with a published website on domain.

With the web design service industry a \$20.1B market in the US alone, and more than 16M new websites added every month, who creates these millions of new sites?

More than 70% of websites are created in a professional process by developers using pro-developers platforms. These B2B solutions offer tools for building advanced websites including custom design and CMS (Content Management Systems), such as WordPress, Joomla and Drupal. However, in order to create functioning websites developers need to manually convert static graphic design into code. This manual programming is expensive (up to 70% of the budget) and time-consuming. Designers are marginalized in this process; they cannot experience their designs in real time and lack direct communication with their clients.

Until recently the market only offered B2C DIY solutions for amateurs, and B2B solutions for developers. Now, a third segment has emerged, disrupting the web design market with a B2B solution for designers lead by Webydo. Webydo is the only full professional solution created specifically to meet the needs of creative designers. Webydo’s cloud software enables designers to create and manage multiple pixel-perfect websites for their clients independently, without writing code or hiring developers.



*“Technology is a powerful vehicle, but we have to ask ourselves, who is driving it?” says Shmulik Grizim, Webydo’s CEO. “We believe designers should grab the driver’s seat. Developers have extremely powerful open-source communities such as WordPress, now it is time for the designers’ community to unite in a similar way and lead the future of website creation. Designers are the innovative force behind the great achievements of this era. Empowered with total creative freedom and independence designers will shape a better web for us all.”*

Webydo is a community lead platform with a radically democratic development process, serving the needs of a large creative community of 38M designers worldwide. While the DIY solutions offer simple tools for amateurs who wish to design one simple website on their own with no professional training (similar to PowerPoint), Webydo offers a professional cloud software with graphic tools similar to Photoshop. With Webydo designers can offer their clients advanced web presence with custom made design and CMS in a process that is ten times faster and cheaper.

### **About Webydo.**

Webydo is the leader of the new pro-designers movement, empowering designers with total creative freedom and independence. Webydo’s FREE cloud software enables designers to create and manage cross-platform business websites without writing code, helping designers build an independent web design business. With Webydo designers are ready to conquer the website creation market and shape a better web for us all.

For more information visit [www.webydo.com](http://www.webydo.com), or contact us at: [media@webydo.com](mailto:media@webydo.com)

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<sup>i</sup> w3techs survey of usage of content management systems for websites:

[http://w3techs.com/technologies/overview/content\\_management/all](http://w3techs.com/technologies/overview/content_management/all)

Market share - Wix - 0.1% ; Homestead - 0.1% ; Squarespace - 0.2% ; Weebly - 0.3%.

<sup>ii</sup> E.g. Wix’s conversion rate of 1.8% (out of 37 million registered users, 679,536 users published their website on domain).

<http://www.sec.gov/Archives/edgar/data/1576789/000119312513387285/d541565df1.htm>

<sup>iii</sup> <http://www.moonbatmedia.com/graphic-design-2/web-design-services-in-the-us-industry-market-research-report-now-available-from-ibisworld>

<sup>iv</sup> <http://news.netcraft.com/archives/2013/11/01/november-2013-web-server-survey.html>

<sup>v</sup> w3techs survey as above. Market share - WordPress- 59.0% ; Joomla - 9.4% ; Drupal - 5.7%.

<sup>vi</sup> 70% of professional website creation budget is spent on manual production of code – Webydo research.