

CASE STUDY

How marketgoo add-ons became some of the biggest moneymakers for one.com

marketgoo

The Challenge

The one.com team was expertly getting customers to build and publish their online presence. They were developing and maintaining essential tools for online visibility (Website Builder, Online Shop, Webmail), but they identified a gap where they needed expertise: Search Engine Optimization.



Nadya Frost
CMO at one.com

“Over the last 6 years, marketgoo has proven to be among the best-selling partner products year after year, with low churn showing that customers are happy with the results.”

The Outcome

With marketgoo’s SEO products as supplementary add-ons to hosting plans, one.com was able to add a significant and consistent revenue stream for their business.

About ONE.COM

Founded: **2002**

marketgoo Partner since: **2016**

Core Business:
Web hosting & domain name registration services

HQ: **Malmö, Sweden**

Employees: **550+**

Customers: **1.4M**

Annual Revenue: **EUR 100M**

Ownership: **Privately Held (PE backed)**

Challenges

How can we better serve our customers?

one.com strives to be the industry's first choice one-stop-shop, aiming to provide services for all online presence aspects, including Search Engine Optimization.

Back in 2016, their deep expertise in getting customers to build and publish their online presence was missing a piece: they needed experts in driving traffic to that online presence (SEO).

Additionally, marketing solutions were, and still are, in high demand among their customers. Enter marketgoo.

"We understand that a comprehensive approach - rather than point solutions - is required to develop a successful digital asset, and marketgoo's products assist us in meeting that need."

The screenshot displays the Marketgoo for one.com interface. The main panel shows 'On-page optimization' results for the domain 'skoorell.se'. It includes a progress bar for '1 of 3 tasks are completed'. The 'What have we found?' section lists 'The degree of freshness of the content' (Days since you last updated the site's content) with a red '63' and a warning icon, and 'Number of pages analyzed' (The pages of your site) with a green '19' and a checkmark. The 'What do you need to improve?' section lists two items: 'Make sure you keep your content up to date' (warning icon) and 'Fix duplicate site headings on your site' (warning icon). The 'What have you done well?' section lists 'Avoid duplicate content' (checkmark icon). A detailed optimization task for the page '/fotografering/brollop/' is shown, with a progress bar for '40% completed'. It includes the text: 'You are optimizing /fotografering/brollop/ for the following keyword: brollopsfoto Uddevalla. Keywords play a pivotal role in SEO. Basically, these are the terms people type into the search engines when looking for products or services online.' The 'What do you need to improve to rank better?' section lists five items: 'Include the keyword in the title of the page' (warning icon), 'Include a meta description on your page' (warning icon), 'Make sure your titles are the right length' (warning icon), 'Include the keyword in the URL of the page' (warning icon), and 'Include the keyword in the H1 of your post' (warning icon).

Making Customers More Successful Is Key

As the one.com team learned more about marketgoo's SEO tools, they realized their effectiveness in helping customers improve their online presence and results would lead to a higher lifetime value.

The experience for the one.com customer with marketgoo is seamless - they acquire marketgoo in the regflow or as a bundle, and get started with their SEO report and custom plan with step by step instructions. If they're on a Lite plan, they can upgrade as their site matures and receive support from one.com agents that have been trained by marketgoo.

"Customers with well optimised, performing websites stay longer and recommend one.com's offering to friends and coworkers, further fuelling our business growth."

SEO progress

This is a quick look at the progress of your site's progress. Look through the different sections and start working on what is still left that can increase your score and increase traffic to your site.

81 %

Review your site

Your site has 2 tasks to complete out of a total of 11.

Drive

0 %

Optimize your pages

Your website has 19 pages but none is optimized for SEO.

Drive

100 %

Increase your popularity

You have 84 backlinks. Good work!

"Because marketgoo is always mentioned as a good product and a good partner, it was natural for our sister brands to express an interest in getting the product to their customers early on. marketgoo has done an excellent job of meeting this demand and has quickly initiated contact with our sister brands.

Hostnet joined our Group in April 2020, and six months later we launched [marketgoo at hostnet.nl](https://marketgoo.at.hostnet.nl)."

Nadya Frost
CMO at one.com

The Outcome

Satisfied customers spending more

Year over year, marketgoo has helped one.com retain customers and increase average spend, having a direct positive impact on their revenue, even during the pandemic.

When tracking the number of customers purchasing marketgoo, the revenue it generates, as well as number of activated marketgoo subscriptions bundled with premium hosting plans, marketgoo remains one of their top partnerships.

"When we have to give an example of a nearly perfect partnership, marketgoo must be mentioned. We have yet to face a problem that could not be solved, and we see excellent results with our customers. Overall, we are pleased with our collaboration so far."

What's Next In The Partnership?

marketgoo tools enable the Partner to deliver value at the right point in the customer journey - covering all areas of online presence.

The marketgoo SEO app guides the user in optimizing their site in an easy, step by step way, and is available as a WordPress plugin which one.com has recently added to their lineup. But that's just the beginning. marketgoo is also enabling one.com to launch upsell or conversion campaigns using a snapshot of a site's SEO data points.

Turning Data Points Into Upsells And Cross Sells

SEO Scores



CMS



Traffic



SSL



Loading Speed



Mobile Responsiveness



...and many more!

"For the past six years, marketgoo has been a loyal and dependable business partner. We've always been able to make suggestions, and they've always been good at finding new opportunities."

Nadya Frost, CMO at one.com

See how we can achieve these results with you.

Contact Us today for a discovery call and demo.

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