

Examples of Productizing Websites and Website Care Services

Website Care Services:

[GoWP](#) - GoWP provides website care as a white-label service for small agencies to sell to their clients. With their process, team, and tools in place, they can manage thousands of websites and productize providing this services for an ongoing fee.

Website Design:

[LiveBy5](#) - Your product doesn't need to be devoid of a personal touch. Our very own coach here at WP Elevation, Cath Hughes, uses her business LiveBy5 to productize her style of creating websites. She keeps it personal but leverages all the elements you need for productizing to achieve transitioning if out of a full service.

Turnkey Websites:

[Marketing Helper](#) and [Site Tech Builder](#) - You don't need to be Wix or Weebly to offer a website with a fixed set of features in a specific niche. Both these companies offer websites on a monthly plan to secure recurring revenue through website builds.

Project and Website Care Referrals:

[WP Care Market](#) - Our very own WP Elevation coach, Kristina Romero, has found a way to productize referrals to other website professionals. With WP Care Market she matches small business owners with existing websites to website professionals who provide website care for a one-on-one relationship. By taking a commission from transactions, WP Care Market is able to productize the referral service.

Graphic Design:

[Design Pickle](#) - Companies like Design Pickle have found a way to productize graphic design, typically a very customized deliverable. With a process, set expectations and fixed pricing they were able to build a business through offering designs on a recurring revenue model.

Development and Tech Fixes:

[WP Fix It](#) - Even development and tech fixes can be productized. WP Fix IT does a good job of outlining their terms, what they fix and what users can expect.

Code Components and UI Templates:

[DroidUX](#) - DroidUX targets a specific niche in productizing with app templates and code to sell to other developers to provide them a running start on creating their apps. They provide a unique series of “code” products, even down to specific code components to achieve features.

Website Templates and Plugins:

[Envato](#) - Envato marketplace of themes, plugins, graphics and endless resources is a perfect example of how those in the website services space can productize their service.

Marketing Services:

[Growth Geeks](#) - Growth Geeks productizes marketing services through vetted website professionals. With their marketplace of specific one-off marketing jobs, they prove you can itemize out services you do for clients down to a specific task.

Training Videos and Online Courses:

[WP Elevation](#) - Our program WP Elevation is a prime example of how training videos and online courses can leverage the knowledge you give to your clients into products. On our website, notice our blog and free training resources that show our product’s value before a purchase decision.