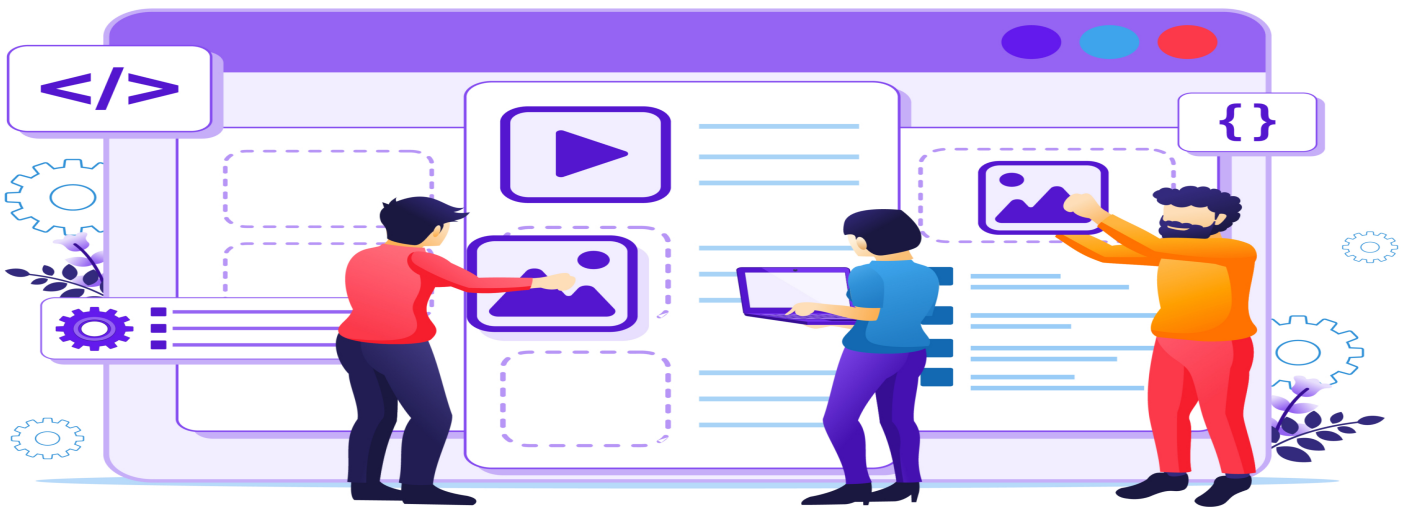


Historical Website Builder Composer



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This company provides a straightforward and efficient platform for creating professional websites. Their core mission is to democratize web design, making it accessible to anyone, regardless of their technical background. The service is built around a simplified, three-step process: select a design, input your content, and launch the site.

Strategic & Market Position

The company differentiates itself by addressing complexity in the website builder industry, shifting the approach from “build” to “choose”. Instead of overwhelming users with drag-and-drop complexity like some competitors, the platform offers a curated, structure-first approach. Users select from professionally designed, conversion-optimized templates, which eliminates design paralysis and ensures professional outcomes. The platform features a “true no-code architecture” that controls the underlying code structure, automatically optimizing every website for mobile responsiveness, SEO, and cross-browser compatibility. This methodology leads to a faster time-to-market, allowing users to publish a professional website in under an hour, compared to an industry average of 2-4 weeks on traditional builders.

Customer Segments & Growth

The company primarily targets small-to-medium businesses (SMBs), individual professionals, and SOHO (Small Office Home Office) users, such as lawyers, accountants, and consultants. The platform is designed for people who need an effective online presence but lack the time, technical skills, or budget for complex solutions. The product offering has evolved to include features that help customers scale without needing to switch platforms. This includes advanced e-commerce, blogging, appointment scheduling, event ticketing, and business management tools like SMS notifications and customer communication systems. The company’s goal is to become the “central nervous system” for small business operations, creating an integrated ecosystem where business owners can manage their entire digital presence. The growth strategy focuses on penetrating vertical markets with tailored features and implementing AI to automate complex tasks like content creation and marketing. It also aims for global market expansion by creating truly localized solutions for diverse markets.

Technology & Operations

The platform’s backend is built on PHP, with JavaScript (primarily jQuery) on the frontend, using MySQL as the primary database.

The infrastructure is hosted on AWS, with monthly costs between \$40K and \$60K.

The platform was built with scalability in mind and does not currently face significant technical limitations.

The company has registered trademarks for its main brand and a digital card product in key global markets. It does not hold any patents, but its proprietary platform architecture and internal tools are considered key differentiators.

TARGET PRICE

\$29,000,000

GROSS REVENUE

\$9,311,000

EBITDA

\$3,674,000

BUSINESS TYPE

Internet Businesses

COUNTRY

United States

BUSINESS ID

L#20250999

The platform's current uptime is 99.9999%, with high availability and fault tolerance built into its infrastructure. It uses real-time data replication, automated failover, and multiple live backup systems to ensure reliability and minimize data loss

Financials

The primary revenue stream, accounting for over 90% of total revenue, comes from premium plan subscriptions that are prepaid.

The remaining revenue is mainly from domain name sales, with smaller contributions from its digital card product and email services.

Customers Concentration

35% United States

75% Rest of the World

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