Unlocking New Opportunities

PARTNER SUMMIT | 2024
Core product updates
Duda R&D

- Core
- Scale
- Advanced Sites
The Website Group

E&C

Site Features
Widgets, pop-ups...

F&B

Canvas (The Core)
Sections, columns, headers...
Our Group Vision

Ensure that Duda's core capabilities help web professionals build and design next-generation websites for their clients quickly and easily.
Design trends are constantly changing. We’re committed to helping you stay ahead of the game.
Keeping you on top of these trends from the template level all the way up to the site.
SMBs continue to expect high design standards
50% believe that a company website's design is important to the success of their overall brand.
Website design can improve time on site by 84%
Website design can improve YoY online revenue by 132%
A well-designed website creates a positive user experience, making it easy for visitors to impact conversion rates by taking action.
This means SMBs expect you to

Help them stand out among the competition

Build sites with advanced graphic design

Apply design principles & latest trends
How Duda will make sure you deliver on their expectations

**Efficiency**
Achieve desired results faster

"Become a part of your internal processes
Deliver on their expectations within your workflow"

**Flexible for your needs**
To fit and enhance your specific site creation process
Giving you more design flexibility & efficiency
Rich web experience

High partner productivity

Low partner productivity

Limited web experience

Pushing hard

So you can get the most out of Duda
Two important decisions we've made in this direction

1. A new editor based entirely on Flexbox and CSS grid web technologies
2. Building new widgets and improving existing ones using SSR technology
New editor

Flexbox & CSS grid
A fluid and powerful editor, using new inline editing technology for building pixel-perfect responsive sites, fast. Layouts auto-adjust and align to look great on all screens. Zero code required.
Or I can just show you this
New editor based on Flexbox and CSS

(Why we did it?)

1. **Design flexibility**
   Full site responsiveness

2. **Easy to use**
   Editing without breaking design

3. **Performance**
   Better Lighthouse score and enhanced INP, LCP, and CLS metrics.

4. **Future-proof code structure**
   Replacing old code with an improved one to support scalable feature creation and faster bug fixing later on
New editor based on Flexbox technology

(Where it stands now)

1. Beta group
   30 MM and 6 ENT accounts

2. A/B test
   50% of new self service customer have the new editor only

3. Adding more features
   Site Comments, blog import, CSS edits, etc.
There is absolutely no reason to build a non-flex site ever again.

Matt Villnave
Widgets built on SSR technology
How developers explain what’s SSR...
Widgets built using Server-Side Rendering (SSR)

(What is it?)

A web development technology where the web server generates complete HTML for the web page on the server before sending it to the client.

This ensures faster page loading times and much better SEO performance.
Widgets built using Server-Side Rendering (SSR)

(Why we did it?)

1. Better CWV scores
   Zero CLS

2. Faster widget dev using React and Typescript

3. It’s future-ready
   Structured JSON documents allow easy customization through APIs
Widgets built using Server-Side Rendering (SSR)

(Where it stands now)

- Already used it for 10 widgets, with more to come
  - New widgets from the beginning, like the store’s Add to Cart and Cart widgets
  - Upgrading existing widgets like the Media Slider and the Accordion
A world of structured data offers significant benefits but also creates new challenges in terms of customization.
Customization channels

There are few channels you can choose from you want to customize the platform to meet your own needs.

- DevMode
- Widget Builder
- Custom CSS
- Duda API
How will we continue to support customization through these channels

- **DevMode**
  HTML Widget and DevMode for most widgets is supported

- **Widget Builder**
  SCSS support that allows using modern CSS for widget building (coming soon)

- **Custom CSS**
  Adding custom classes is a new feature designed to help customize different elements more easily

- **Duda API**
  Offer much greater customization via API that will gradually replace content injection
Almost at 100% customization capabilities...

1. **CSS**
   Better control over flex elements like Sections and Columns.

2. **API**
   Soon we’ll officially release the Elements API, allowing you to push new Sections via API!
Control custom CSS for flex elements
A glimpse into the future
Any type of site from a simple landing page to a complex designed one

New Animations
Micro animations
More hover effect

Expand capabilities
Parallax Scrolling
Floating elements

More design freedom for complex widgets
Slider, tabs, list, etc.
The Repeater
"The measure of intelligence is the ability to change."

Albert Einstein

But with Duda not at a cost of productivity.
Thank you.
Within the field of website development, Duda's Editor 2.0 possesses an incredible amount of potential to revolutionize the process...

User feedback

Within the field of website development, Duda's Editor 2.0 possesses an incredible amount of potential to revolutionize the process...

That is an entire conversation that's avoided. And just using Flex is a lot more intuitive.

There is absolutely no reason to build a non-flex site ever again.

Vedha | Zuddl

Matt Villnave
Editor 2.0 Q&A webinar chat
1. **DevMode**
   HTML Widget and DevMode for most widgets is still supported.

2. **CSS**
   Adding custom classes is a new feature designed to help customize different elements more easily.

3. **API**
   Offer much greater customization via API that will gradually replace content injection.

Our vision to allow full customization
Adding custom classes is a new feature meant to help easily customize flex containers more easily different elements.

Html Widget and DevMode for most widgets is still supported having structured data will allow us to offer much greater customization via API and will gradually replace content injection.

This is a longer term vision.

We’re working on releasing Elements API officially so customers can push new sections via API.