Productivity and AI with Duda
Duda R&D

- Core
- Scale
- Advanced Sites
Scale Group

- Planning & Data
- Productivity
- Payments & Apps
Supercharge business productivity and enable high quality website creation at scale

- Build & Manage at Scale
- Design Productivity
- Performance Efficiency

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Automation

Collaboration
Duda has always focused on helping you build sites better and faster.
With Duda's **embedded AI**, you can build even more productively than before.
With AI integrated into site optimization even more efficiency is unlocked.

- **Plan**
- **Build**
- **Optimize**
Of high-tier accounts have adopted Duda's AI Assistant
+20K

Avg. daily accepted AI requests, growing WoW
AI site building tools

Generate, edit and improve text within seconds
AI site building tools

Generate sections in a snap
AI optimization tools

Meta tag generation at speed - individually & in bulk
Alt text generation in a click - individually & in bulk
Agency hours saved by using AI-based alt text generation in the first months after release

≈ 3000
How Duda’s AI enhances agency & SaaS experiences
Local digital marketing for small businesses
Hibu’s website workflow

- **Client Consultation**: Identify business goals, conversion intent, & other business facts
- **Content Creation**: Leverage AI to create and auto inject high-quality content into site
- **Content Optimization**: Refine content to align with product specification & best practices
- **Site Design**: Create a user-friendly & visually compelling design
- **Quality Assurance**: Verify build specs, identify & fix errors, & ensure client direction is adhered to
- **Client Proofing**: send draft site to client for approval & work through revision process
- **Publishing**: Verify & fix technical issues, update DNS settings, & set site live
Goal & Implementation

Always evaluating tools to improve Hibu’s process.

Duda AI seamlessly integrated into Hibu’s current process steps
- content optimization & design
Duda’s AI integrated seamlessly into Hibu’s existing workflow

SEO tool: Bulk creating title tags and meta descriptions

= Time savings of ~11 min/site avg
Duda’s AI integrated seamlessly into Hibu’s existing workflow

Alt tag generation: bulk creating alt tags

Time savings of ~15 min/site avg
3000+ hours/year saved within Hibu’s website process!
One stop shop property management solution
Choose the website that’s right for you

Landing Page
Let the simple builder create the site of your dreams, easily and quickly.

Free
Start now

Advanced Editor
Design the multi page site with your data embedded seamlessly

$\$ USD Monthly
Start now
A/B tested AI in the premium offering

Choose the website that’s right for you

Landing Page
Let the simple builder create the site of your dreams, easily and quickly.
Free
Start now

Advanced Editor
Design the multi page site with your data embedded seamlessly
$\text{USD Monthly}
Start now
Implementation & Goal

**The test:** Offered AI to 50% of their premium users

**Goal:** Understand if AI impacted conversion rate (publish rate)
Conversion rate went from 25% → 70%
180% Increase in conversion rate when AI was included
Rolled AI out to 100% & integrating the discoverability assistant
How we decide what to build
Productivity tools to fit your needs

- Context aware
- Flexibility & Control
- Enables quality at scale
AI creates even more opportunities for building better sites at a faster pace
Duda’s agency-centric AI strategy focuses on **optimizing agencies’ unique skills** to help you differentiate from the competition & deliver high performing sites at scale.
Duda has always focused on helping you build sites better and faster
Where we’re going next

Plan  ➔ Build  ➔ Optimize

Smart Planning

NEW
LONG TERM VISION

Duda’ Smart Site Planning

Simplify the incorporation of content, data & client input into a site. Streamline & speed up the site build and get recommendations to build right from the start.
Where we’re going next

Plan ➫ Build ➫ Optimize

While continuing to support these along the way

Automation ➫ Collaboration
A look into the future
Doubling down on agency-centric productivity

- Context aware
- Flexible & with control
- Enables quality at scale
More context = better results, introducing Smart Planning
Doubling down on agency-centric productivity

- Context aware
- Flexible & with control
- Enables quality at scale
ENABLING QUALITY AT SCALE

How Duda puts in work behind the scenes work so you don’t have to
Some things we do behind the scenes

Continuous prompt optimization

Repeatable prompt testing on large datasets & variations

Ensuring the right context, best practice incorporation for best results

Continuous exploration & testing of new AI models
Ongoing prompt optimization

1. Write the prompt
2. Define the goal & KPI's
3. Test the prompt with large data sets
4. Collect data & feedback
5. Release to production
Ongoing prompt optimization

Goal: Increase % success rate for meta tag length best practices

Write the prompt
Test the prompt with large data sets
Collect data & feedback
Release to production
Automate testing of prompt variations, adjusted prompt chains and different LLM’s,

Run a test to see % pass rate on length & other best practice requirements

Results from comparison across models
Automate testing of prompt variations, adjusted prompt chains and different LLM’s,

Adjusted prompt chain & temperature reduction
Tools you can leverage to optimize your sites
Optimization made easy with Duda’s SEO Overview

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Status</th>
<th>Subscription</th>
<th>Labels</th>
</tr>
</thead>
<tbody>
<tr>
<td>avigayilewin5aba18</td>
<td>Site not published</td>
<td>Unpublished</td>
<td>Business+</td>
</tr>
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<td>Site not published</td>
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<td>avigayilewin4af32c67</td>
<td>Site not published</td>
<td>Unpublished</td>
<td>Business+</td>
</tr>
</tbody>
</table>
Expanding the SEO Overview even further

- Links Health Checker
- Keywords Manager
- Site Content Checker
Link Health Checker

- Broken Links: 23
- Internal Links: 40
- Pages Not Linked: 5
- No-Follow Links: 10

Quickly evaluate links across your site & fix issues with a click.
Define page level keywords and leverage AI to ensure your content is optimized accordingly.
Ensure site page content is following best practices including heading structure and content length.
"The only way you can predict the future is to build it."

Alan Kay
Thank you