



Rocketspark background and Digital Boost Alliance Commitment

Rocketspark is a website builder that enables people to create websites code-free. Rocketspark is based in Cambridge, New Zealand, with customers in 27 countries. In addition to Do-It-Yourself website creation, a large community of graphic designers, marketers and virtual assistants has formed to create websites for businesses and not for profit organisations using Rocketspark.

Rocketspark launched in 2009 after three flatmates working in web design found themselves stuck in a triangle between designer, developer and customer with never enough time to complete projects to the standard they wanted within the budget the client could afford.

Rocketspark was specifically created for small business owners because they often find themselves short on time and knowledge, and they feel overwhelmed by all of the options and tasks of building a website.

Rocketspark believes that every small business can have the world's best website and it's created the platform to guide customers towards best practice and equip them with beautifully simple tools that put them in control of their online presence.

The company's passion for enabling small businesses to overcome digital barriers led them to create Flint, a smart digital assistant which automates the basic tasks of search engine optimisation (SEO) to improve search engine rankings. <https://rocketspark.com/flint>

As a self funded startup Rocketspark has experienced first hand the challenges of growing a business with limited resources and these challenges have provided the team with a deep empathy for small business owners. The website builder is in a privileged position to see the online performance of thousands of businesses, making it possible for it to consistently see that those small businesses that do the basic things well can succeed online. Rocketspark is motivated and passionate about

helping other small businesses to realise their business potential online.

This passion has led Rocketspark to undertake a large number of initiatives at its own cost to lift the digital capability of small businesses and not for profit organisations in New Zealand. Rocketspark is excited to formalise its commitment to accelerating the growth of digital Aotearoa as part of the Digital Boost Alliance.

Rocketspark collaborated well with other alliance members, such as Xero, on initiatives such as the popup shop for small business digital education. It's a natural extension of this desire to help New Zealand small businesses that makes it easy for Rocketspark to formalise its commitment as members of this alliance. With small businesses making up such a large proportion of New Zealand's businesses, a rising tide of digital capability will lift all boats.

Rocketspark's commitment as a member of the Digital Boost Alliance Aotearoa is detailed separately and explains its planned ongoing support of the Digital Boost training programmes, discounted offers for businesses without websites and further creation of career pathways for students to work in digital businesses and to harness the expertise of students learning digital skills to support small businesses.

See below a few examples of how we're helping small businesses with their digital capability

- [SEO so easy you can do it yourself](#)
- [Meet the 16 year old programmer from Cambridge High School working at Rocketspark](#)
- [Digital Popup Shop review](#)
- [Customer success case study](#)
- [Covid specific support and feature development](#)