

Website Builder Jimdo Adds Blogging to Award-Winning iOS App

SAN FRANCISCO, CA - February 3, 2014 – [Jimdo](#), a 'Best of 2013' App Store winner in Europe and South America with over 250,000 downloads worldwide, now makes it possible for anyone to create and publish blog posts on its website building iOS app.

The new iOS feature brings an integral function of Jimdo to the iPad and iPhone. It distinguishes the app as the only one in the industry to offer the ability to manage both a website and a blog from a mobile device. The blog supports photos, galleries, text, and headings.

“Based on user feedback and our analysis of iOS activity, blogging is the clear next step for our iOS app,” said Matthias Henze, Jimdo co-founder. “Small business owners can publish content on their blog wherever they are so they can regularly stay in touch with their customer base. Our vision is a product that helps our users succeed on- and offline. Blogging is a key part of that vision.”

Research shows that the more often a business updates their blog, the more traffic and leads it acquires¹. This is the main reason Jimdo customer Nathan Allen of [idreamedofthis.com](#) is excited this feature has launched at the beginning the new year. He commented, “This is a fantastic New Year’s gift for me. I can now use my iPhone to manage my brand, and this now includes being able to update my Jimdo website. One of my resolutions this year is to keep developing my website and growing my audience. The Jimdo iOS app makes this easy as I can now publish blog posts and make updates wherever inspiration strikes”.

Stephen Belomy, Jimdo U.S. CEO, commented, “The addition of blogging strengthens what already is the leading app in the mobile website publishing field, making it an ideal tool for young businesses. Whether you’re on a computer, smartphone, or tablet posting to your blog is effortless. You can start with adding photos via your iPhone and finish on your iPad. It’s integrated and seamless.”

Jimdo’s iOS app is available for free on the App Store at <http://jim.do/appstore>

Sources

¹ <http://cdn2.hubspot.net/hub/53/file-13221878-pdf/docs/ebooks/lead-generation-lessons-from-4000-businesses.pdf>

About Jimdo

Jimdo is the easiest way to create a website on a computer, smartphone, or tablet. With a simple intuitive interface, Jimdo enables anyone to create a customized online presence with a blog and online store. Founded in Germany in 2007 by Christian Springub, Fridtjof Detzner, and Matthias Henze, the company set a new standard in website creation. Profitable since 2009 without venture capital, Jimdo has a passionate team of 170 people in Hamburg, San Francisco, Tokyo, and Shanghai. Jimdo is available in 12 languages and has helped people build over 10 million websites. For more on Jimdo visit <http://www.jimdo.com>

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