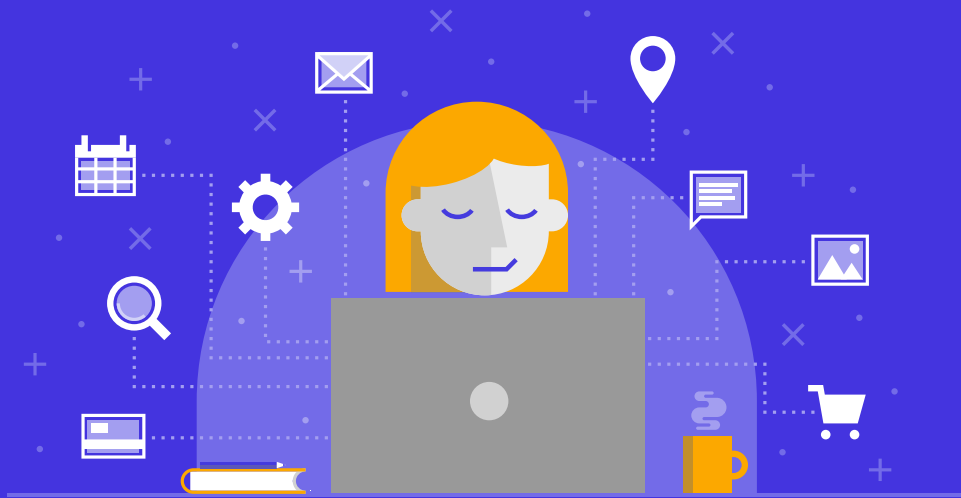


WHY DO I NEED A WEBSITE?

95% of consumers have used a search engine to find a local business¹, making websites a critical component of customer engagement. Without an updated, mobile-friendly and search-optimized website, you risk losing existing and potential customers.



63%

OF CONSUMERS USE WEBSITES TO FIND OR ENGAGE WITH BUSINESSES

(LSA, The Digital Consumer Study, April 2017)

30%

OF CONSUMERS WON'T CONSIDER A BUSINESS WITHOUT A WEBSITE

(YP & LSA)

IT IS AN ONLINE-FIRST WORLD

3.5 billion people are on the Internet², making websites the most important outlet for consumers trying to find and engage with local businesses. A modern, data-rich website allows customers to interact with your business regardless of business opening hours or location.

NEW REVENUE STREAM OPPORTUNITY

53% of global Internet users made an online purchase in 2016⁴. E-commerce is a real revenue opportunity and allows you to reach customers that are might not otherwise interact with your business because of time or geographical restraints.

INCREASE YOUR BUSINESS CREDIBILITY

84% of consumers believe that small businesses with websites are more credible³. Websites bring context and prominence to an otherwise ordinary search and a professional website helps drive leads and bring customers through your door.

ENGAGE WITH CUSTOMERS

60% of consumers prefer to receive regular updates and promotions via email communication⁵. A website is the foundation for all online interaction and collects valuable data about your visitors, enabling you to engage existing and potential customers with relevant emails and promotions.