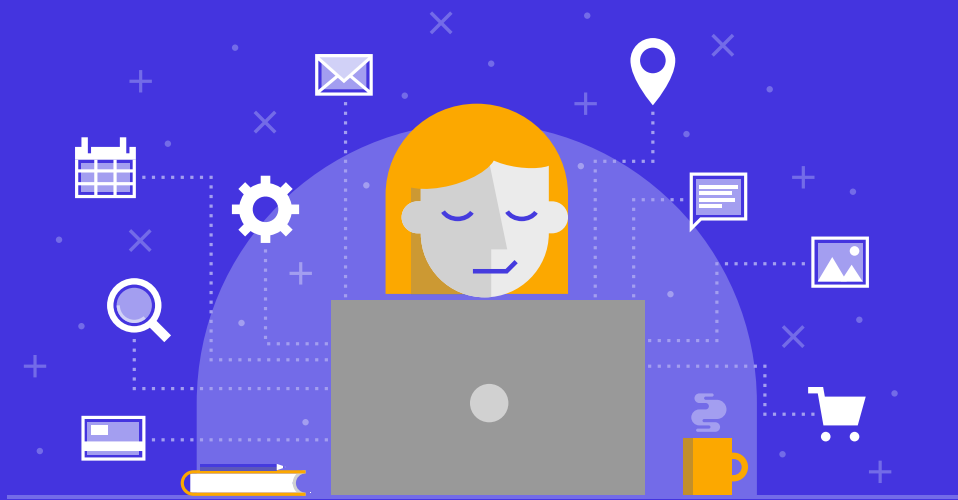


# WHY DO I NEED A WEBSITE?

95% of consumers have used a search engine to find a local business<sup>1</sup>, 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 Internet<sup>2</sup>, 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 2016<sup>4</sup>. 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 credible<sup>3</sup>. 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 communication<sup>5</sup>. 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.