

CHEAT SHEET

# 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.

**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>3</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.

## ENGAGE WITH CUSTOMERS

**60%** of consumers prefer to receive regular updates and promotions via email communication<sup>4</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.

## INCREASE YOUR BUSINESS CREDIBILITY

**84%** of consumers believe that small businesses with websites are more credible<sup>5</sup>. Websites bring context and prominence to an on otherwise ordinary search and a professional website helps drive leads and bring customers through your door.

1) Search Engine Land, 2017, 2) Statista, 2017, 3) Capital One, 2016, 4) MarketingSherpa, 2016, 5) Verisign, 2015