

CHEAT SHEET

WHY INVEST IN A NEW WEBSITE?

In today's digital landscape, keeping your website up-to-date is vital to ensure that customers feel confident that they can trust your brand.

60% OF CONSUMERS ARE LESS LIKELY TO BUY FROM SMBS WITH A BAD WEBSITE

Vistaprint, 2017

53% OF MOBILE USERS ABANDON A PAGE THAT TAKES LONGER THAN 3 SECONDS TO LOAD

DoubleClick by Google, 2016



SMALL BUSINESS, BIG EXPECTATIONS

50% of consumers¹ have the same expectations for a local business website, as the website of a large chain. Having a professional website with consistent and accurate information is a must for any business that wants to remain competitive across the digital landscape.

ENGAGE YOUR CUSTOMERS

72% of consumers² prefer to communicate with companies via email, yet 50% of small businesses³ don't send email campaigns. Using an integrated CRM, you can collect visitor data from your website to engage with potential and existing customers by creating targeted marketing efforts, such as email campaigns.

CUSTOMIZE THE VISITOR EXPERIENCE

89% of US marketers⁴ reported that personalization on their website or apps resulted in an increase in revenue. Using relevant call-to-actions based on visitor data and behavior, creates a personalized experience for your website visitors and drives higher conversion.

FUTUREPROOF YOUR WEBSITE

41% of adults⁵ use voice search on a daily basis, but where do voice assistants find the answers? Search engines regularly retrieve answers by using structured content on websites. It's critical that your website is ready for voice technology and meets new standards, such as schema.org markup.

1) Vistaprint, 2017, 2) MarketingSherpa, 2015, 3) Tidings, 2017, 4) eMarketer/Evergage, 2016, 5) iProspect/FourthSource, 2015