

A young woman with blonde hair tied back, wearing a white collared shirt and a brown apron, is smiling warmly at the camera. She is standing behind a wooden coffee counter in a cafe. In front of her is a silver gooseneck kettle on a small stove, and a glass coffee dripper sits on a scale. The background shows a blurred coffee shop interior with shelves of cups and a brick wall.

MONO SOLUTIONS

SELLING MODERN WEBSITES

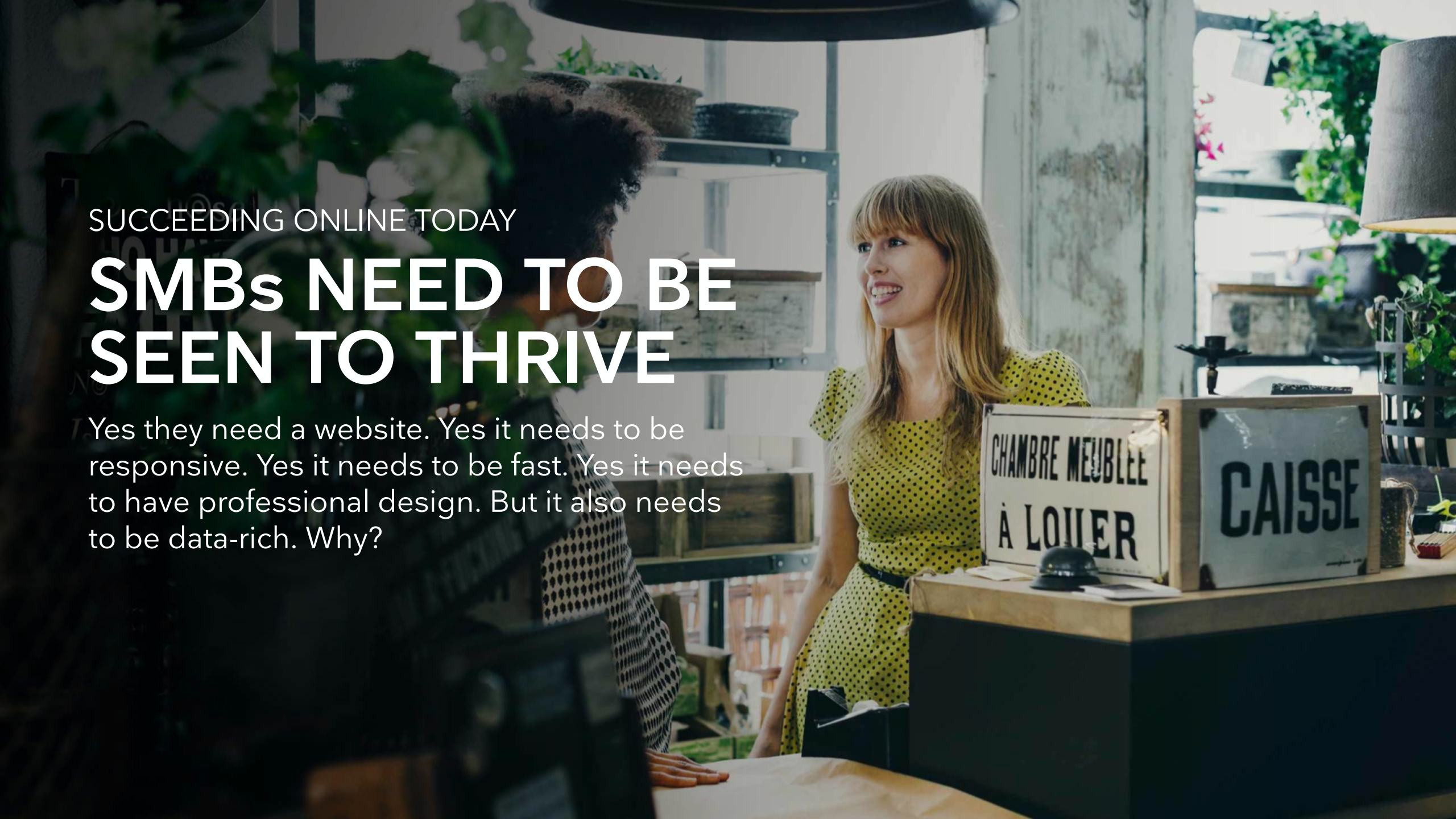
Data-driven websites to empower SMBs

WHY WEBSITES MATTER

SUCCESSING ONLINE TODAY

SMBs NEED TO BE SEEN TO THRIVE

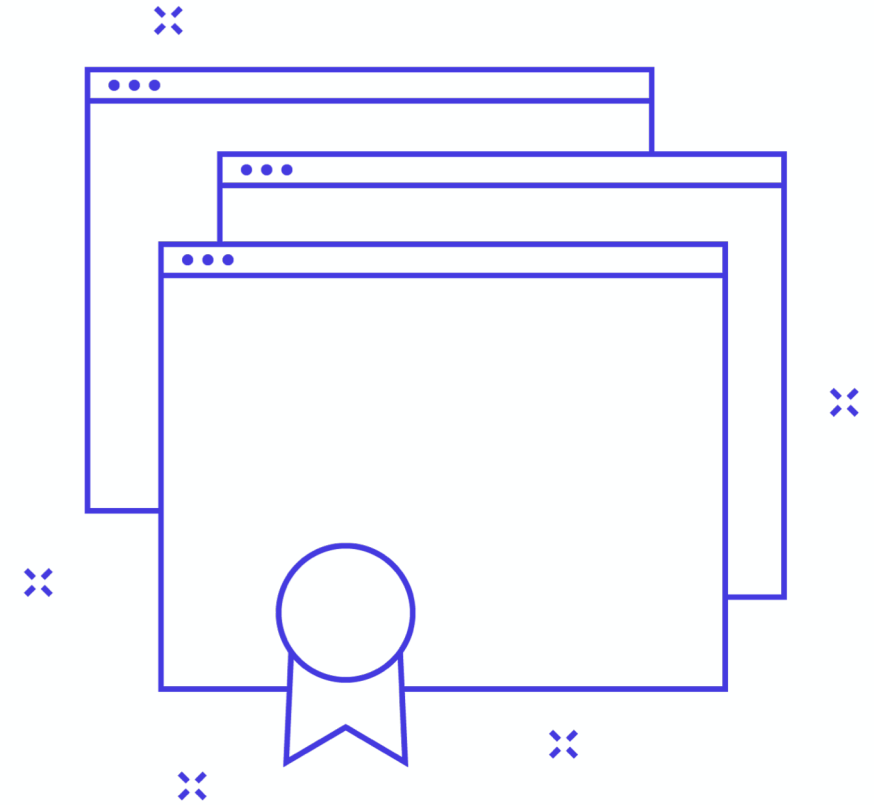
Yes they need a website. Yes it needs to be responsive. Yes it needs to be fast. Yes it needs to have professional design. But it also needs to be data-rich. Why?



MAKING IT RELEVANT

WEBSITES CREATE TRUST & AUTHORITY

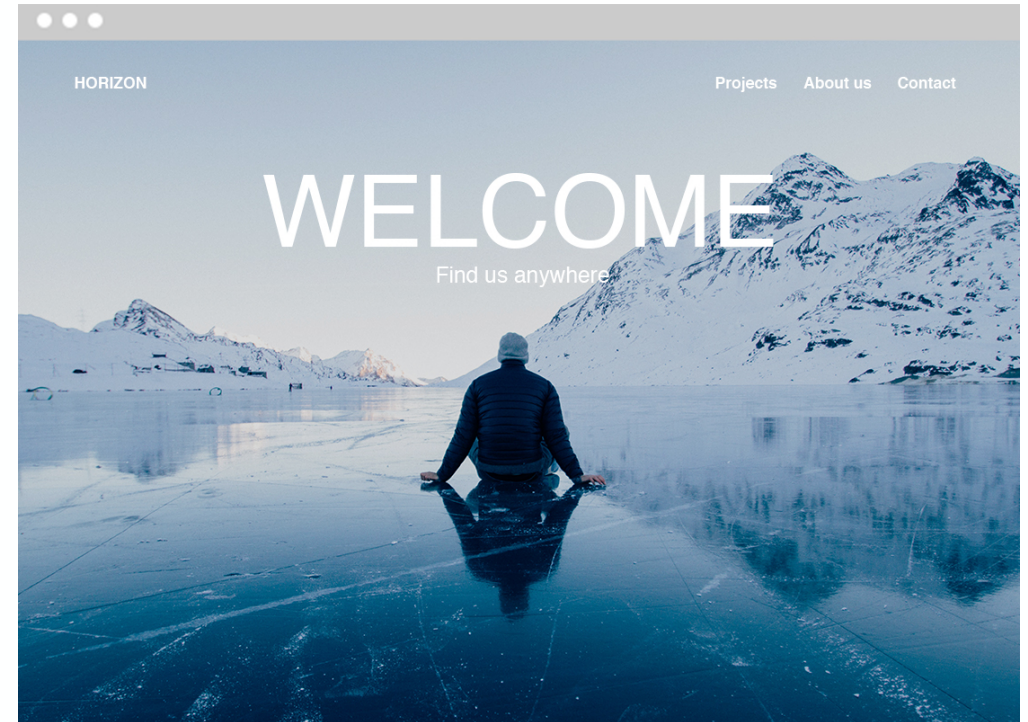
46% of consumers say the website is the biggest determinant of whether they trust a company.¹ For non-immediate need searches, consumers are looking for confirmation that they've found the right business for them. SMBs need websites that instill this authority and trust and data consistency is crucial.

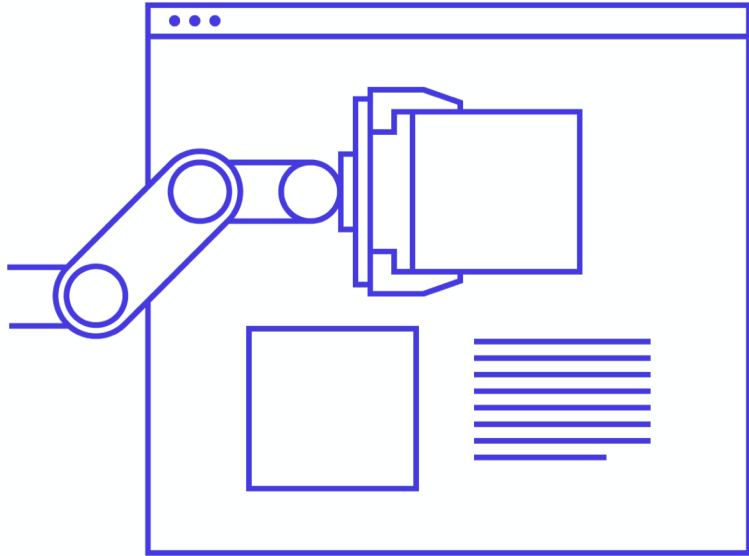


¹Search Engine Land's "5 reasons why websites still matter to local search in 2017"

SINGLE SOURCE OF TRUTH

Google and intelligent services recognize the website as the authoritative source of business information and websites that are schema.org enriched are best equipped to serve company information across the web.





THE FUTURE IS HERE

READY FOR AI AND VOICE SEARCH

The presence of data, and to be more precise - structured data, on company websites is crucial to enable artificial intelligence to provide accurate information and fulfill customer voice search queries.

SELLING WEBSITES



SELLING NEW WEBSITES

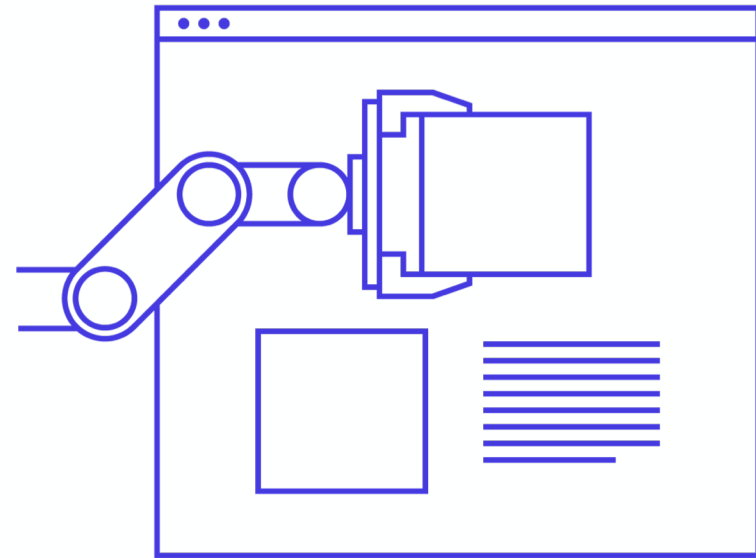
WHY DO I NEED A WEBSITE?

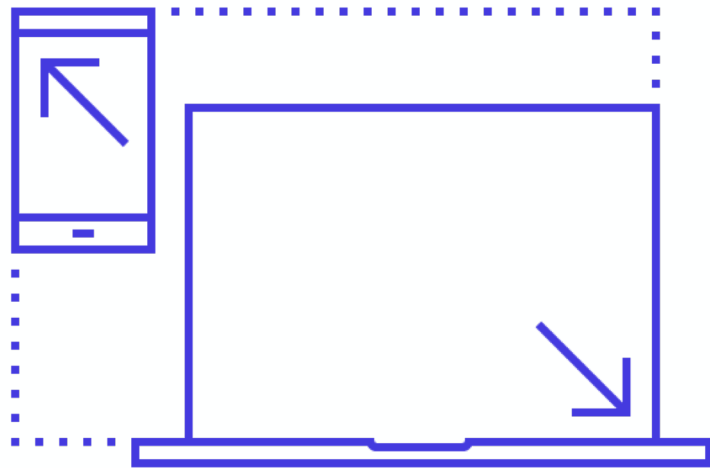
- **Online search:** 95% of consumers have used a search engine to find a local business
- **Credibility:** 84% of consumers believe that small businesses with websites are more credible

SELLING REPLACEMENT WEBSITES

WHY INVEST IN A NEW WEBSITE?

- **Poor design:** 60% of consumers said that they are less likely to buy from a small business if they have a bad website
- **Expectations:** 50% of consumers have the same expectations for a local business website, as that of a large chain





SELLING WEBSITES

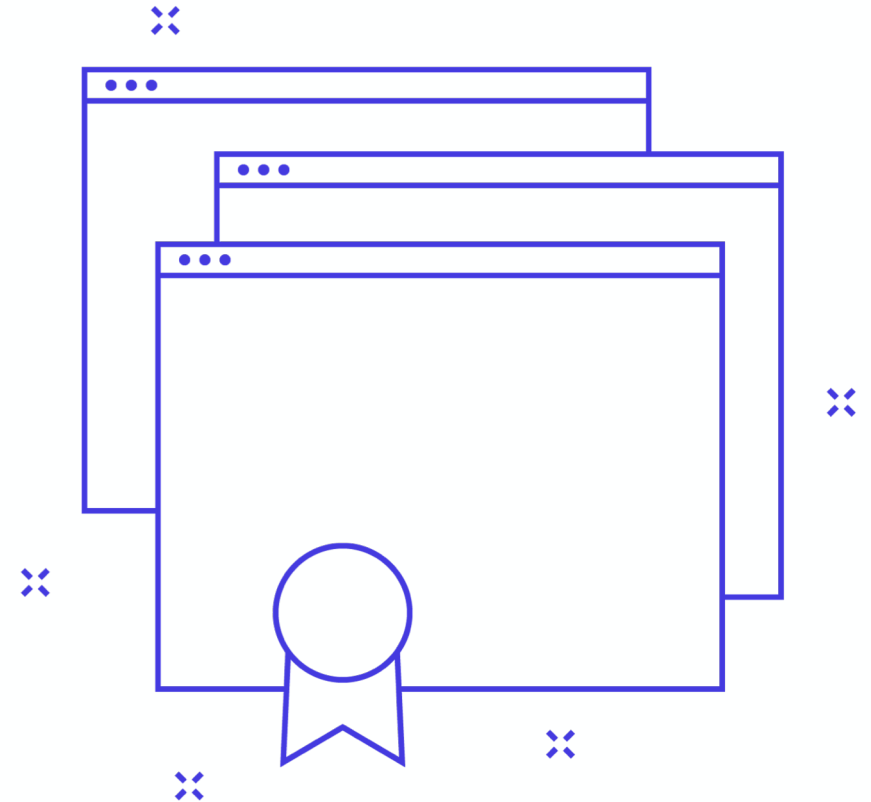
MODERN WEBSITE STANDARDS

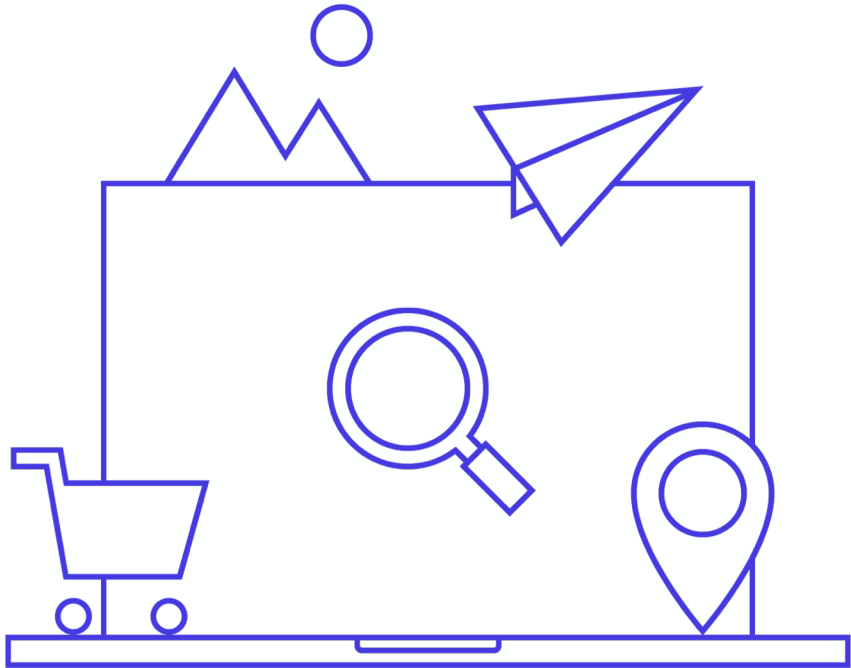
- **Mobile-friendly:** Nearly 60% of searches come from mobile phones
- **Page speed:** 53% of mobile users will abandon a website, if it takes longer than 3 seconds to load

SELLING WEBSITES

UPDATED BUSINESS INFO

- **Up-to-date content:** Nearly 25% of consumers consider a website outdated, if it hasn't been refreshed in the past month
- **Website branding:** Nearly 42% of customers are unlikely to purchase from a business with an unprofessional website design





SELLING WEBSITES

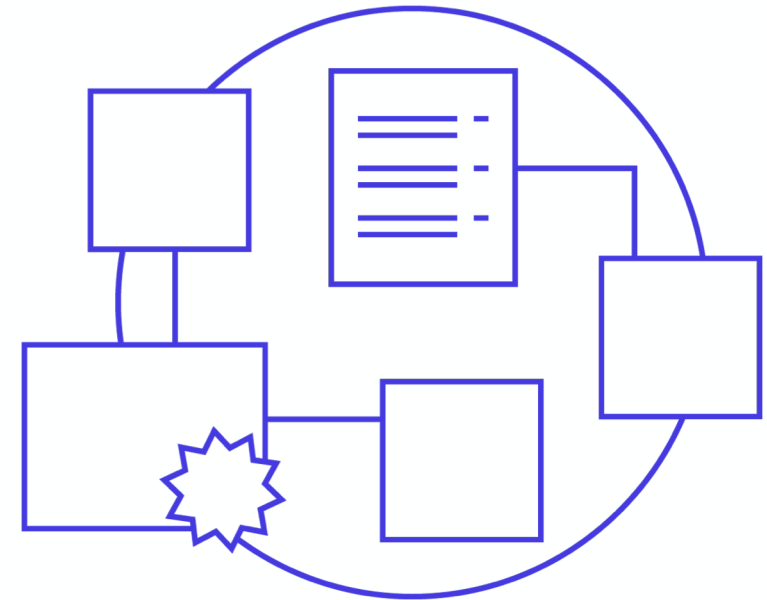
OPTIMIZED FOR SEARCH

- **Optimized for search:** 56% of consumers use a search engine to find information about local businesses.
- **Schema.org mark up:** Structured data is becoming increasingly important to answer complex search queries for traditional, local and voice search

SELLING WEBSITES

DATA-DRIVEN WEBSITE

- **Personalization:** 41% of consumers ditched a company because of poor personalization
- **Consistent and accurate data:** 37% of consumers won't consider a business with incorrect business information

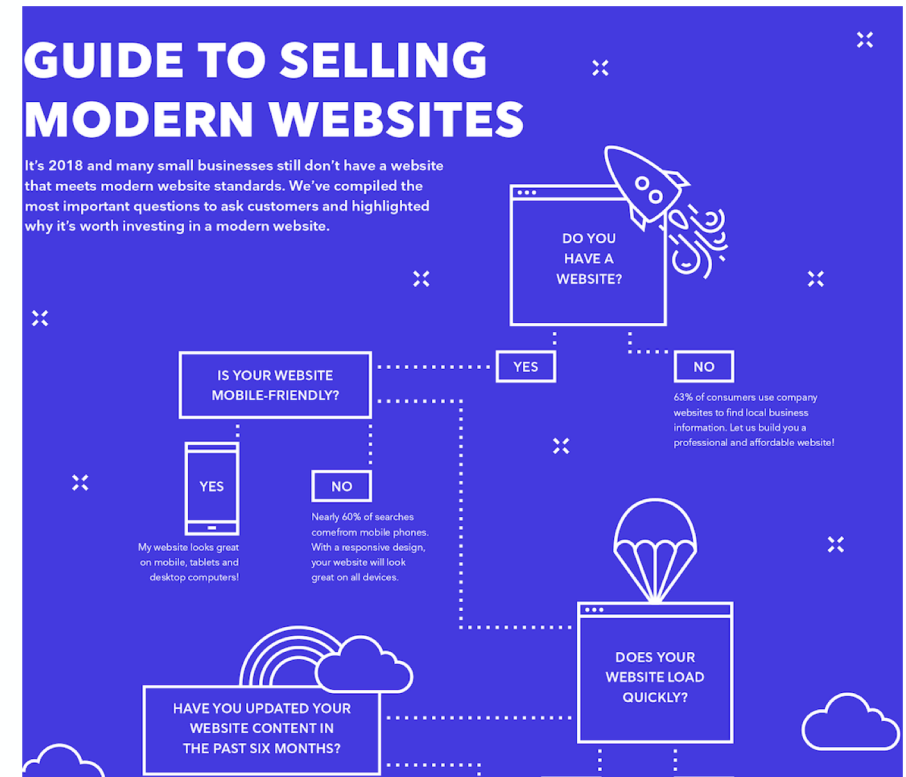


SELLING WEBSITES

GUIDE TO SELLING WEBSITES

Download our guide on how to sell modern websites, which tackles some of the most common arguments as to why SMBs need a new website.

Lots of inspiration in the Mono Sales Portal:
www.monosolutions.com/sales-portal



THANK YOU



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