

CHEAT SHEET

WHY EXPAND MY WEBSITE?

As your business grows, a multi-page website gives both existing and potential customers the freedom to find more information about your products, services and brand.

75% OF CONSUMERS GO ONLINE TO FIND OR RESEARCH A BUSINESS BEFORE THEY DECIDE IF IT IS THE RIGHT CHOICE TO MEET THEIR NEEDS.

Yodle, 2015



SHARE YOUR EXPERTISE

63% of consumers want their local businesses to share blog posts with 'how to' guides.¹ Adding a blog can be a valuable way to position a small business owner as an expert and deliver added value for customers: Plus, quality blog content helps boost SEO!

ONLINE CUSTOMER SERVICE

60% of customers have used a website's frequently asked questions (FAQ) section in the past 12 months.² Add an FAQ to better service your customers, spend less time answering questions and more time practicing your craft. Plus, FAQs boost optimization for voice search!

BETTER PRODUCT INFO

44.9% of consumers say that they primarily search for product information on a small business website.³ Expand your website with in-depth product information, and give website visitors the freedom to research products when it suits them.

OFFER AN ONLINE SHOP

80% of consumers surveyed say they are motivated to shop at a business if they have an easy to use website.⁴ Add an easy-to-use web shop to expand your business online, and give customers the option to place orders without visiting your physical location.

1) BrightLocal, 2018, 2) Forrester, 2017, 3) Vistaprint, 2017, 4) Visa, 2018