

# 5 REASONS

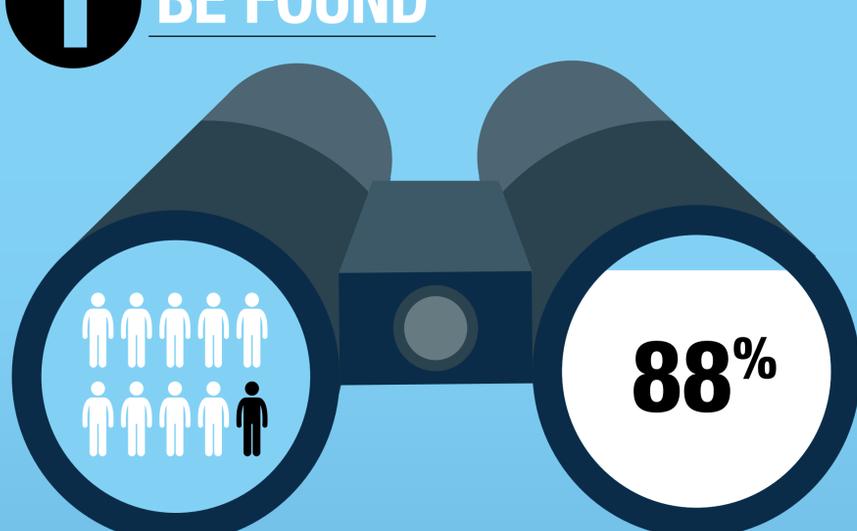
## YOUR SMALL BUSINESS NEEDS A WEBSITE



In today's digital world, it may be surprising to hear that half of small businesses in the U.S. still do not have a website.<sup>1</sup> Yet a 2015 Verisign survey\* of small business owners and Internet consumers clearly shows a website plays a critical role in creating a successful business.

If you don't have a website, you may want to create one. Here's why:

### 1 BE FOUND



**9 OUT OF 10 CONSUMERS**

Use the Internet to look for local goods or services

**88% OF SMALL BUSINESSES**

Say a website makes it easier for customers to find them

### 2 BUILD CREDIBILITY



**84% OF CONSUMERS**

Believe a business with a website is more credible than one with only a social media page

**65% OF CONSUMERS**

Regard a company-branded email as more credible than a business using a generic email account

THE DOMAIN NAME YOU REGISTER FOR YOUR WEB ADDRESS CAN ALSO BE USED AS A PROFESSIONAL-LOOKING, COMPANY-BRANDED EMAIL.

### 3 GET MORE CUSTOMERS



**77% OF SMALL BUSINESSES**

Feel a website is a great way to find customers

**64% OF CONSUMERS**

Buy from businesses they can contact online

### 4 GROW YOUR BUSINESS



**81% OF SMALL BUSINESSES**

Believe a website has helped grow their business

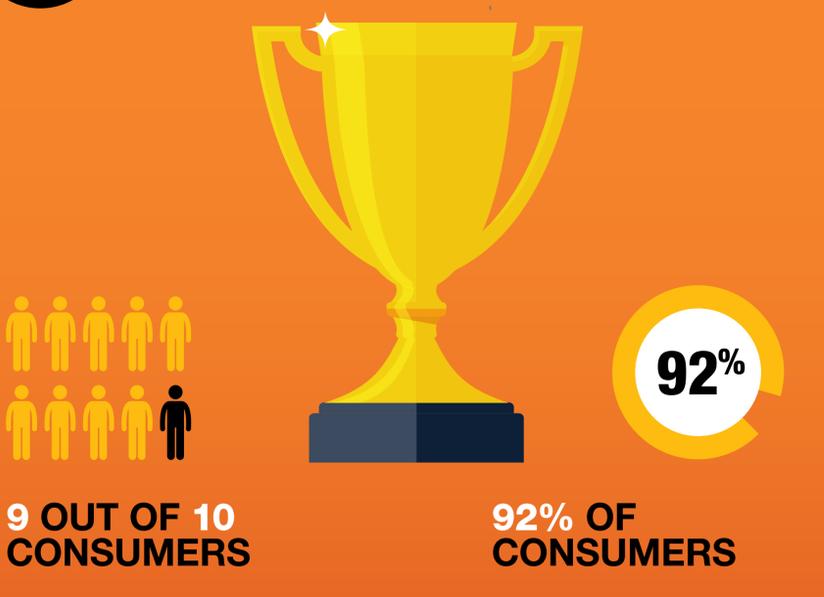
#### REDIRECT TODAY, GROW TOMORROW

Connect your domain name as a web address to your social media page or online directory. When you're ready to launch an official website, your customers already have a great web address they know!

The number of .com and .net domains connecting to social media and e-commerce sites are increasing.	LinkedIn +16% Facebook +13% Etsy +11% Tumblr +7%
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From Q1 to Q2 2015

### 5 GAIN A COMPETITIVE ADVANTAGE



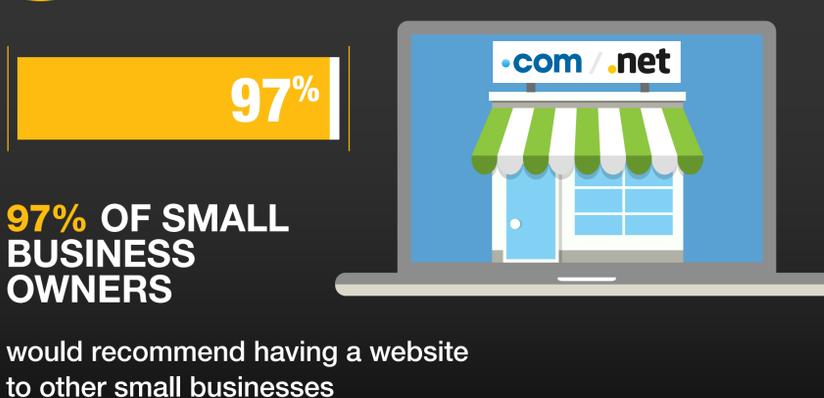
**9 OUT OF 10 CONSUMERS**

Use the Internet to research a future purchase

**92% OF CONSUMERS**

Prefer to get information from a business's website over a social media page

### THE MAIN TAKEAWAY



**97% OF SMALL BUSINESS OWNERS**

would recommend having a website to other small businesses

To learn how to create a great website, go to [TipsToGetOnline.com](http://TipsToGetOnline.com).

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1 <https://www.score.org/blog/2014/alliana-marino/2014-small-business-customer-friendly-websites>  
2 In 2015, Verisign surveyed more than 775 Internet consumers and 450 small business owners in the U.S. to understand their behaviors, preferences and expectations for business online.