juicy MARKETING

Is your website costing you clients?

Well, 2020 has turned out to be the year when we're all relying on our online presences more than ever before... and there are likely to be longer term consequences for how businesses operate too.

There's no getting away from the fact that, from now on, your website will be the first interaction many more customers will have with your business.

How it looks, what it says and how it works all impact on the perceived credibility and quality of your business. And very few people realise just how significant the effect is, which is why we've collated these research statistics to share with you. Definitely food for thought!

It's all about making the right first impression, having the right design and content, and delivering a great user experience across all devices...

FIRST IMPRESSIONS REALLY DO COUNT

It takes about 50 milliseconds (0.05 seconds) for users to form an opinion about your website which determines whether they'll stay or leave.
It's a numbers game: there are so many results for every search that a bad website gets ditched very quickly.

The Halo Effect means those initial opinions and immediate first impressions will influence your visitors' view of everything else you do.
It works positively and negatively: if your website visitors get a good first impression, they'll be positively predisposed to your company, whereas a bad impression is likely to cost you their custom.

It takes 2.6 seconds for a user's eyes to land on key areas of your website.
But they could leave before they even get to the key stuff (#1)... those first impressions really do count!
And does your page design take into account how the human eye 'reads' a website? Using eye tracking research helps position key content where it will get seen.

Users spend an average of 5.94 seconds looking at a website's main image.
So it's important to have the right one... but what is right?!

And visibly bigger introductory paragraphs improve attention
95% of people view all or part of a story when it has a boldface introductory paragraph.

DESIGN AND CONTENT INFLUENCE VISITOR NUMBERS AND ACTIONS
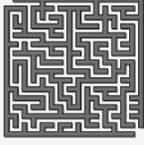
75% of customers admit to making judgements on a company's credibility based on its website design.
What is yours saying to them about you? Is it dated, or 'dating'?!
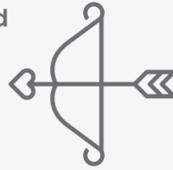
38% of people will stop engaging with a website if the content or layout are unattractive.
And over-complication is a no-no too: don't overload your visitors with too many options!

Given 15 minutes to consume content, two-thirds of people would rather read something beautifully designed than something plain.
And it applies to all your pages, because your visitor may arrive at somewhere other than your home page. Dense blocks of text are off-putting; break it up and make it appealing.
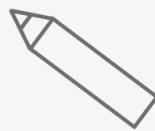
High-quality content and link building are the two most important signals used by Google to rank your website for search
Which is why professional copywriting matters: the right content, written in the right way, with the right formatting and functionality, delivers the best results.

70% of small business websites lack a Call to Action (CTA) on their homepage.
So how do your users know what you want them to do? A gentle nudge in the right direction works wonders!

USER EXPERIENCE KEEPS VISITORS COMING BACK TO YOU

88% of online customers are less likely to return to a site after a bad experience.
The internet doesn't give you a second chance, it gives your customers plenty of other options to choose from!

Up-to-date and targeted user experience (UX) has the potential to raise conversion rates by as much as 400%.
If your website hasn't been updated or redesigned to include intentional UX in the last 2-5 years (dependent on what your analytics tell you), you run the risk of turning visitors away.

47% of users expect a maximum of 2 seconds loading time for an average website.
Your page speeds and image file sizes should be appropriate and optimised: when did you last check?

39% of people will stop engaging with a website if images won't load or take too long to load.
It's a relatively easy fix, though it can be time consuming.

85% of adults think a company's website, when viewed on a mobile device, should be as good as, or better than, its desktop website.
How does yours perform on today's multitude of mobile devices?

MOBILE MATTERS

Mobile traffic (excluding tablets) generated 52.6 percent of global website traffic in Q4 2019. And average smartphone conversion rates are up 64% compared to desktop conversion rates.
Which means your website could win more business via mobile than desktop views... just one more reason why you need a quality mobile presence.

According to Google, 61% of users are unlikely to return to a site on mobile if they had trouble accessing it and 40% visit a competitor's site instead.
Oh no... you need them to keep coming back to you!

57% of internet users say they won't recommend a business with a poorly designed website on mobile.
Word of Mouth marketing is one of the most powerful tools in your box; the last thing you need are website visitors reluctant to recommend you.

Nearly 8 in 10 customers would stop engaging with content that doesn't display well on their device.
Does yours? On all those different types of devices too?

88% of customers who search for a type of business on a mobile device call or connect with that business within 24 hours
Because they're not idly browsing via mobile, they're actively seeking a supplier.

Using the web to gather information and make purchasing decisions has become the norm; individuals and businesses have realised how economical and effective this can be; industry analysts believe habits will have changed for ever... there's little going back to the old 'norm', it's time to move forward to the new 'now'.

Your website matters, now more than ever before... don't 'make do' with one which lets you down; make it count instead.

Sources: Taylor & Francis | Nielsen Norman Group | Missouri University of Science and Technology | Visually | McKinsey & Company | Adobe Stanford Web Credibility Research | HubSpot | Andrey Lipattsev | SmallBizTrends | Gomez | Forbes | Curatti | Statista | Formstack | IPSOS OTX MediaCT