

55 Stellar Statistics for Websites

Welcome to the **most comprehensive collection** of design, **functionality and content stats for websites**.

Imagine a world where a single, gigantic shopping mall hosted a store for every business across the globe. It's easy to imagine that any business that doesn't have a store in this mall may as well not exist, as every consumer looking to shop would come to the mall to find what they need. If a business was nowhere to be found in this mall, the consumer would shop at one of the other infinite stores. Simple solution: all businesses need a store. However, simply having a store in the mall is not enough. Each store needs visible signage spread all throughout the mall to entice consumers, and businesses need to be accurately listed in the mall directories so shoppers know they exist. The more often a business's products/services are displayed and mentioned around the shopping mall, the easier it is for the shoppers to locate the store. Another simple solution: businesses need visible signage and accurate listings in the mall directories. But, again, there's more to attracting customers than just having **pretty signs**, and **the store itself has to provide value**, too. Once the consumer walks through the door, the look, feel and contents of a store have to be good enough to keep customers from turning around and walking out again.

Sounds complicated, doesn't it? Good thing this shopping mall doesn't exist, right? Wrong. The thing is, this shopping mall exists. It's called **the Internet**. **The store is your website**. Everything that holds true for stores in our fantasy shopping mall is true for businesses on the internet. **Accurate signs and listings in the appropriate directories** will get a business found, but it's the business's website that's going to keep consumers interested. With over half of businesses having websites, businesses who want to experience success need to know how to **stand out**.

These stats for websites illustrate why it's essential to build the best store in themall, and how to keep **traffic and conversion rates** on the rise.

General

1. The **average revenue** for a small business is **\$3.6 million**, but the average revenue for a small business **with a website is \$5.03 million**.
2. **53%** of small businesses **had websites** in 2014.



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3. **67%** of businesses with **annual sales of \$1,000,000–\$2,490,000** have websites.

Functionality

4. **64%** of shoppers who had a **poor experience** with their site visit will **shop somewhere else** next time.

5. **39%** of consumers will **stop engaging** with content **if the images won't load**.

6. **39%** of consumers **give up on content** when it takes **too long to load**.

7. **47% of consumers expect a page to load in 2 seconds or less**.

8. **23%** of online shoppers will **stop shopping** if page loads are **too slow**, while **14%** of online shoppers will **take their business to another site**.

9. More than half (**52%**) of **online shoppers** say that quick page loading times are **important for their loyalty** to a site.

10. **Delays at peak traffic times** made more than **75% of online consumers abandon a site** for a competitor's.

11. A **one-second delay** in website loading time can **lead to a 7% loss** in conversion.

12. Increasing your site's **loading speed** from **8 seconds to 2 seconds** can **boost conversion** rate by **74%**.

13. A site that takes **6 seconds to load** will have a **50% loss in conversion**.

14. **40%** of consumers will **abandon** a website that **takes longer than 3 seconds to load**.

15. **75%** of online consumers will **use the "back" button** before a slow page fully loads.

16. **51%** of American online shoppers say that a **slow loading time** is the **top reason** they **abandon a purchase**.



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17. **Slow websites** cost retailers **\$2.6 billion in lost sales** each year.

Design

18. **38%** of consumers will **stop engaging** with content that is **unattractive in imagery** or layout.

19. A consumer's **first impression** of a website is **94% design-related**.

20. **Website credibility** is judged **75% on the site's overall design**.

21. **85%** of consumers will **abandon** a site due to **poor design**.

22. Given 15 minutes, **66%** of consumers would **prefer consuming content** that is **beautifully designed** than something simple.

23. It takes consumers **0.05 seconds to form an opinion** about your website, so use that time wisely!

24. The **right colors** increase brand **recognition by 80%**.

25. **52%** of consumers state "**aesthetics**" as the main reason why they would **not return to a site**.

Devices

26. **90%** of consumers **use multiple devices** sequentially.

27. Not only are **97% of millennials mobile users**, but 20% don't use a desktop at all.

28. **61%** of digital media **time** is spent on **mobile**, with only 39% on desktop.

29. **85%** of adult consumers believe that a company's **mobile site** should be good or **better than the desktop version**.

30. **65%** of customers develop a **better opinion** of brands, services and products when they have a **great mobile experience**.



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31. **88%** of consumers prefer to **shop with retailers** that deliver **connected cross-channel experiences**.
32. If consumers have a good experience on your mobile site, they are **59% more likely to make a purchase**.
33. **67%** of online shoppers are more likely to buy from a site that is **compatible with mobile devices**.
34. **Mobile-commerce (m-commerce)** saw an annual growth of **56%** in 2015, while desktop e-commerce only saw an increase of 8%.
35. **50% of online shopping** is done on a **mobile device**.
36. **Almost 70%** of tablet users make a purchase on their device **every month**.
37. Over **20%** of tablet owners admit to **shopping less in real life** since they purchased their device.
38. While **50%** of consumers will **switch devices** if they are having trouble interacting with the content on a site, **33% will stop engaging entirely**
39. **62%** of companies that **designed a site specifically for mobile** experienced an **increase in sales**

Content

40. **47%** of consumers check the **products/services pages** of a website first.
41. **65%** of consumers want to see **contact information** on the site's home page.
42. **44%** of consumers left the website because there was **no contact information**.
43. Over **half of consumers want to see an "about us" section** on a company's page.
44. **54%** of consumers find that a **lack of contact** information available on a vendor's site **reduces the vendor's credibility**.



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- 45. In a study of 200 small business websites, **70% did not display clear calls-to-action**.
- 46. TL;DR! **38%** of consumers will stop engaging if the content is **too long**.
- 47. **50% of sales are lost** because consumers **can't find the content they're looking for**.
- 48. **46% of consumers** say that the **most annoying thing** about a website is the lack of a message (unable to tell what the company does).
- 49. Keep it down! **33%** of consumers said that **video/audio that plays automatically** on a website annoyed them or caused them to leave.
- 50. **69%** of consumers reported that **having too many form fields** deterred them from filling out a contact form.
- 51. **70% of viewers look at lists with bullets**, while only **55% look at lists without**.
- 52. Websites that have **51-100 pages generate 48% more traffic** than websites with 50 pages or less.
- 53. **69% of North American marketers** say that **personalized and dynamic content** is important for their business's website.
- 54. **20% of consumers** think that a **blog helps establish a company's credibility**. B2B companies that blog once/twice a month generate 70% more leads than companies that don't blog at all.

Sources: business2community, Adobe, Econsultancy, Statistic Brain, Hosting Facts, Online Marketing Institute, Ko Marketing, Fifty and Fifty, NN NN Group, Invasion App, TechRadar, comScore, Iron Paper, Business Insider, Kinesis Inc, Entrepreneur

The world has gone digital, and business has followed. It's easier to go where your audience is than to bring them to your door, and the biggest audience lives online. Carving out your own corner of digital space with a killer website is the first step to dominating the online world, and these stats for websites can be your guide.

