

Websites Working for Small Businesses



Succeeding in a Digital World

Common Functions of Small Business Website



Common Functions of Small Business Website



80%

**Providing
Information**



45%

**Supporting
Customers**



35%

**Getting
New Clients**



30%

**Selling
Online**

KW Small Business Community



60% of businesses in KW have a website

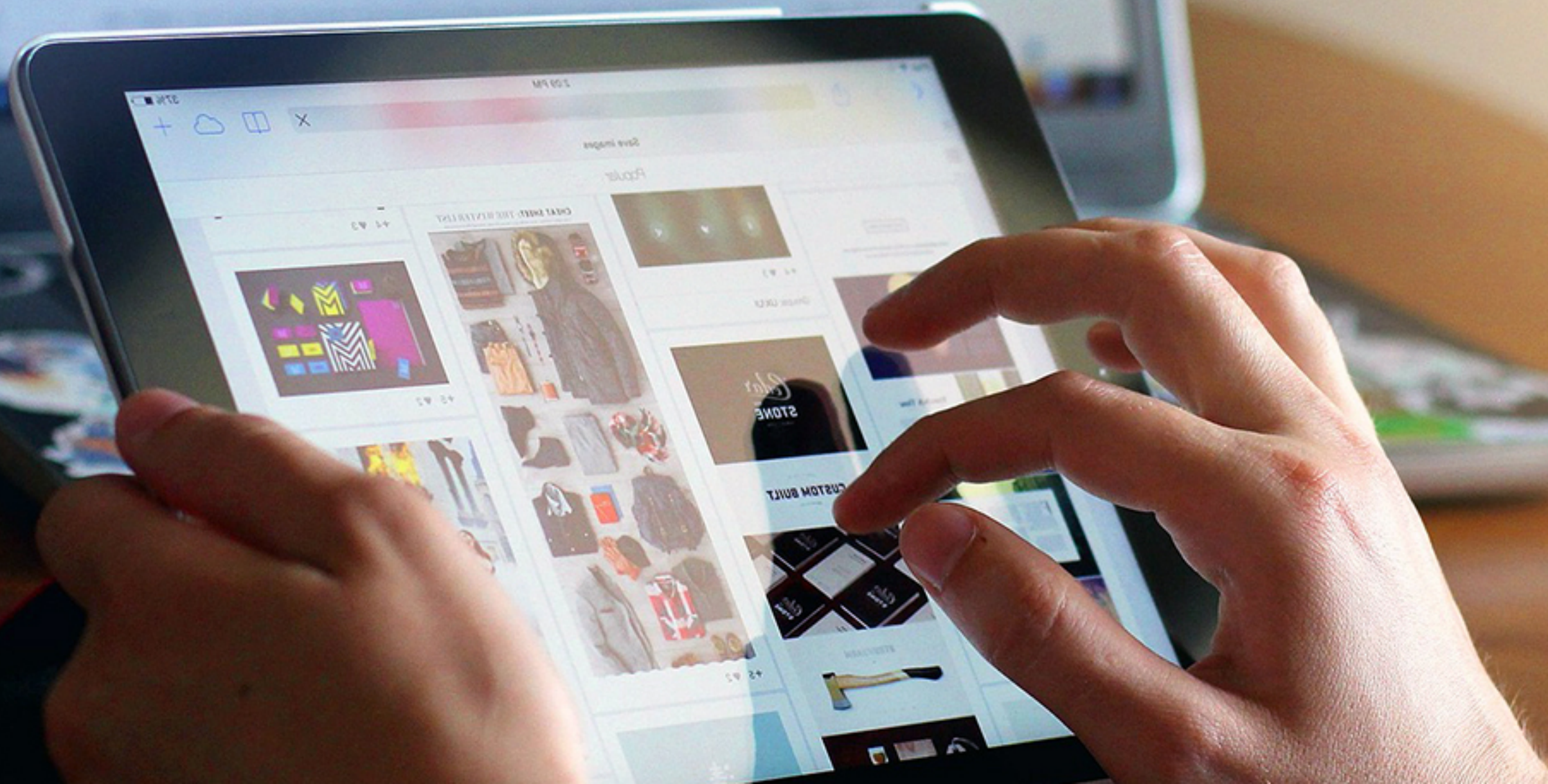
Online Presence

59%

Of small businesses who have a website say their business grew since they got a website

83%

Of small businesses who have a website feel a competitive advantage over those business without one



Stay ahead of the competition



Stay ahead of the competition



55% Of small business without a website intend to create one within the next two years



48% Of small businesses who plan to create a website expect their business to grow **25%** or more



78% Of small businesses who plan to create a website expect to expand their customer base, either locally, nationally or internationally

Top reasons why small businesses

A photograph of a desk setup. In the foreground, a silver laptop is open, with its screen displaying a solid black rectangle. To the right of the laptop is a white pen holder containing several pens and a coiled black cable. Behind the pen holder is a white paper tray holding a stack of brown paper bags. The background is a plain white wall.

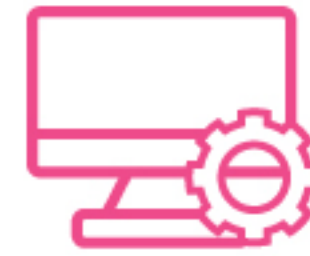
Do not have a website

Top reasons why small businesses Do not have a website



35%

Think they
are too small



21%

Lack the
technical
expertise



24%

Think it would
not help their
business



20%

Think it is
too expensive

All websites are not equal



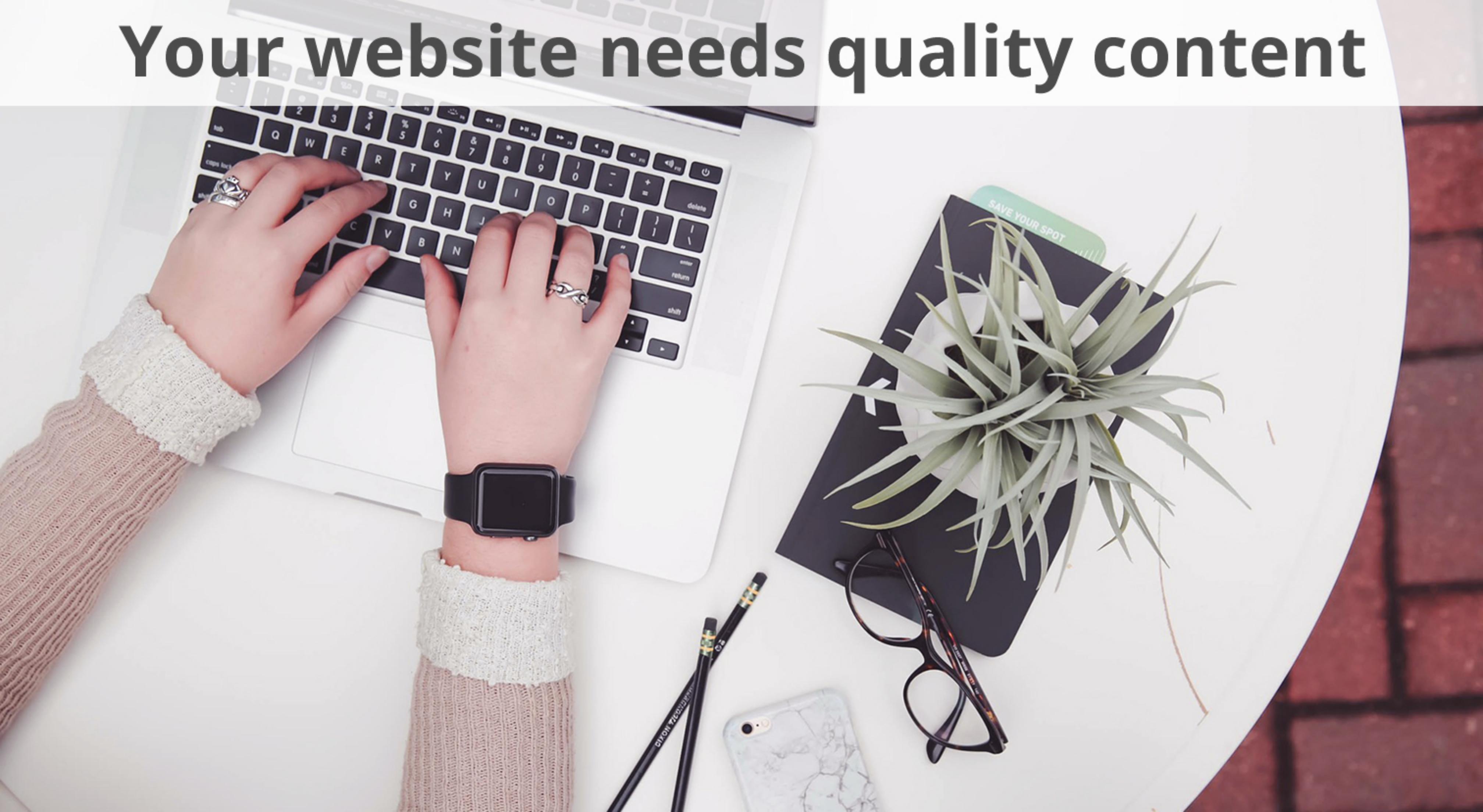
Your website must be findable



User friendliness is essential



Your website needs quality content



Your website demonstrates



Customer focus

Who we are



Who we are

**Local
business
supporting
community**

**We
understand
the challenges
in the digital
world**

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DIGITAL AGENCY

