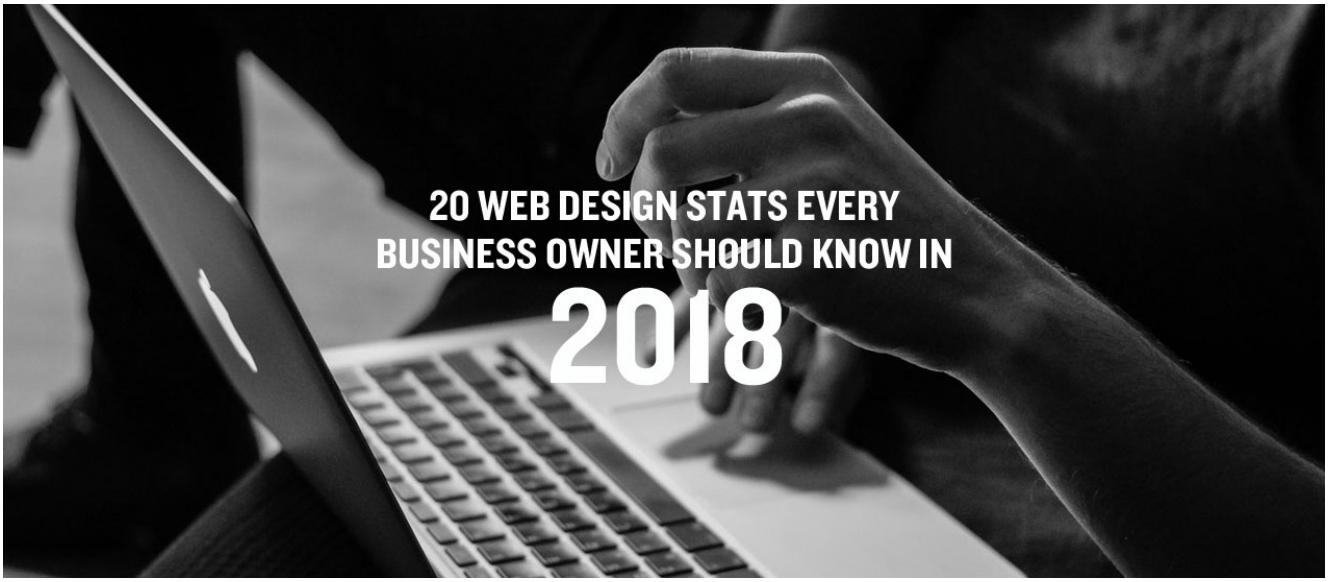
20 Web Design Stats Every Business Owner Should Know in 2018



A business website is a veritable necessity today, and you may have been thinking about creating a new website for your business this year. These are some of the top web design statistics for 2018 that could help you to create an amazing and truly beneficial website.

Having a Website

1. As many as 29% of small businesses have not yet created a professional website. – Clutch.co
2. Small businesses with less than $1 million in annual revenue are 30% less likely to have a website than businesses with higher annual revenue. – Clutch.co
3. Approximately half of website visitors are interested in the "About Us" page on a business website, and 65% view the business's contact information. – Vendasta

The simple fact that your business has a professional website can be a boost to your business activity. For example, a

website legitimizes your business to potential customers who are not familiar with it. It also makes your business visible through SEO and provides your contact information in the same way a phone book did a few decades ago. More than that, a website is always accessible to provide information to potential customers even when your office is closed.

User Experience (UX)

When designing a new business website, understand that the user experience that you create is just as critical as the visual identity that you establish online. Your website should be functional and easy to navigate as well as pleasing to the eye. An innovative website will be veritably useless if your customers do not know how to interact with it.

4. The customer experience that you provide will be the most important branding feature, passing both price and product by 2020. – VisionCritical
5. 95% of users indicated that a positive user experience is the most important factor when they visit a website. – Econsultancy
6. Your website's conversion rate could increase by 200 to 400% with a well-designed interface. – Forrester
7. There is a $100 return for every dollar that your company invests in your website's user experience. – Forrester

If you are not sold on the importance of investing in user experience, be aware that ESPN.com saw an astounding 35% profit increase after updating their homepage design based on user feedback.

Website Speed

Consumers today want instant gratification when using the Internet, and they can become very frustrated with websites that load slowly. If your website loads too slowly, your users

may click away before even seeing your full website design.

More than that, Google uses your website's load speed in part to determine its ranking. Specifically, if your server takes more than two seconds to respond, Google will reduce the number of crawlers that visit your website. These are a few website speed statistics to focus on:

8. Slow loading times for images cause 39% of users to stop engagement with a website. If delays are encountered during peak traffic times, 75% of users will click off the page and head to competitors' websites. – Adobe
9. The problem of slow website speeds results in $2.6 billion in annual lost sales. – Econsultancy.
10. 47% of users believe that a website should not take more than two seconds to load. – Akami
11. Your conversion rate can decrease by seven percent if there is even a one-second delay. On the other hand, if you increase load speed from eight seconds to two seconds, your conversation rate could skyrocket by 74%. – Akami

To learn how fast your current website's load time is, use PageSpeed. This is a free analysis and reporting tool offered by Google, and it provides separate reports for your desktop and mobile users.

Website Design

As important as load time and the overall user experience are, the overall aesthetics are also critical. Users may make a decision about whether or not to do business with your company within less than a second of viewing your website. An appealing website design will encourage your visitors to spend more time browsing it. Take note of these website design statistics:

12. The first impression users have of a website are as much

as 94% design-related. – Northumbria and Sheffield Universities
13. A single bad experience on a website makes users 88% less likely to visit the website again. – Gomez
14. 75% of user judgment about your business's credibility is based on your website's design. – University of Surrey
15. Approximately 38% of users who believe imagery or layout are not appealing will stop engaging with the website. – Adobe
16. Approximately 55% of users look at lists without bullets, and 70% of viewers look at lists with bullets. – Vendasta

Responsive Design

A responsive website is one that provides the same user experience on any type of device. These are a few statistics you should know regarding responsive design:

17. 90% of consumers use multiple devices to visit the same website. – Google and IPSOS
18. 39% of a user's time is on a desktop platform, and 61% of a user's time is on a mobile platform. – Global Mobile Report
19. As many as 74% of users may return to a website again if it is properly optimized for mobile usage. – Google
20. 61% of users may develop a better opinion of a company if its website delivers a positive mobile experience. – Vendasta

The bottom line is that your business can suffer if your website is not responsive on both mobile and desktop platforms. More than that, your website may have better search engine rankings when it is appropriately optimized. This is also critical for a positive user experience and a faster load time.

At first glance, you may think that designing a great website for your business is about having an e-commerce platform or an informative site about your company's services. While these factors are important, you can see that many elements of

website design are critical. These factors can have far-reaching effects on your business’s bottom line.

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