

## Quality; Essential to Success

Many independent retailers think,

**“Why is the quality of my website so important? What does my website *NEED* to do to win more business?”**

The quality of your website is vitally important for two primary reasons: (1) your prospective customers will visit multiple websites before deciding where to make a purchase and (2) the vast majority of prospective customers will move on and shop with a competitor if they feel that your website is not up to par. **Prospective customers demand that your website include complete product information, have a very effective full text search feature, have a very high quality design and be free of any broken links or dead end pages.**

Between June 8<sup>th</sup> and July 20<sup>th</sup> 2014, we surveyed 1,468 consumers from all over the United States. We asked many questions about website quality, one of which was how many websites do you shop prior to making a large dollar amount purchase.

Average Number of Websites Shopped Prior to Purchase (by Purchase Value)		
Total Purchase Amount	Appliances	Furniture
\$300 - \$500	5.6	4.8
\$500 - \$1,500	7.8	7.2
\$1,500 - \$3,000	9.8	9.3
\$5,000 - \$15,000	15.3	17.4

This data shows two things very clearly: (1) your prospective customers are likely to visit *many* websites prior to making a purchase decision and (2) the greater the value of the purchase, the more websites they will visit. Take a close look at that data: a customer that is planning to make a \$2,000 appliance purchase will, on average, visit 9.8 websites before they decide where they are going to shop!

If your website is not the best, or one of the best of those 9.8 sites visited, that prospective customer will shop elsewhere.



The survey data shows that the success of your website rests on four pillars:

- 1.) Your website needs to have complete, authoritative product information for all items sold – *More than 75% of people would shop a competitor if they encountered missing or incomplete product data on your website*
- 2.) A unique and high quality website design – *83.6% of people said that the design of a website impacted the likelihood that they would make purchases from that store*
- 3.) Search features *that work* and allow users to quickly find products they are interested in – *72% of respondents said they would move on to a competitor if they felt that onsite search features were not working properly or did not quickly help them find the products they were looking for*
- 4.) Speed – Your website needs to respond quickly to users – *69.7% of respondents said the speed of a website was important to them*

Check out what some of the respondents have to say:

*“If the site looks cheaply made and laid out then I think of the company the same way.”* – 53 year old male, New Philadelphia, OH

*“Makes it easier to find things if it’s quality.”* – 45 year old male, Lewistown, PA

*“I am more confident shopping and giving my credit card info using a more professional and polished website, because I feel that my information is more secure.”* – 38 year old female, Sauk City, WI



The research is clear – if you want to win more business you need a high quality website. Retailer Web Services can help! Call us today!

