


# 2014 SMALL BUSINESS Making Your Website Work!

When You're Online, You're In Business.

Presented by SCORE.org

**97%**  Maybe it's not just a fad...

Look online for local products and services!

**70%** of smartphone owners have connected with a local business after a search.

**61%** of U.S. online consumers have made a purchase based on recommendations from a blog.

**70-80%** Ignore paid ads and focus on search results



**SEO**

(Search Engine Optimization)



typically yields a

**14.6%**  
**Close Rate**  
on leads

## But Most Small Businesses Haven't Put All The Website Pieces Together:

47% Don't even *have* a website...

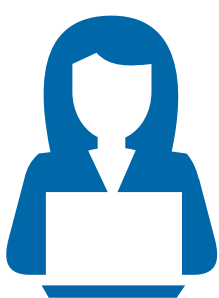
65% Don't capture leads online...

95% Aren't mobile-optimized...

75% Don't integrate social media...



So here's what you do:



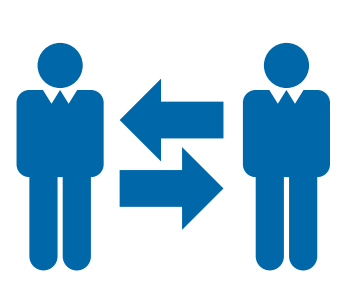
### Start Blogging!

Business to consumer bloggers generate 88% more leads/mo. than those that don't.



### Get A Website!

Be open 24/7, everywhere. 67% users say they're more likely to buy from a mobile-optimized site.



### Be Social!

Businesses that add Social Media to their sites saw 400% more unique visitors.

**SCORE** 

FOR THE LIFE OF YOUR BUSINESS

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#### SOURCES:

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