

The Value of a Website



Identifiably Irish
Ireland's Domain Registry

Tech-savvy Irish SMEs take home an additional €24,000 in revenue per annum by selling their products and services online.

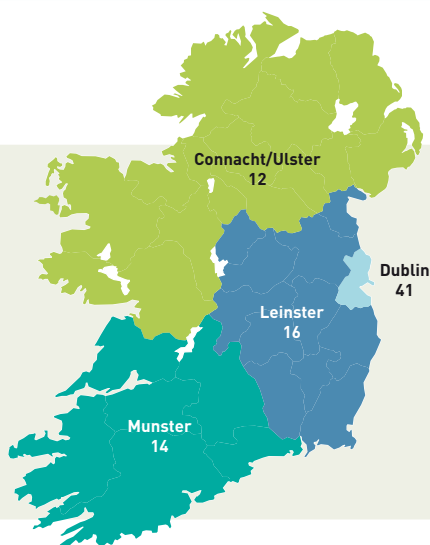
SMEs with a website pick up an additional

22 jobs or sales
a year.



The average value of a job or sale that comes through the website is

€1,089
or
€24,000
per annum.



Dublin-based SMEs receive the highest average number of additional jobs (41), followed by the rest of Leinster (16) and Munster (14). Connacht and Ulster receive the fewest (12).

83% of Irish consumers believe that every business should have a basic website.



51% of consumers believe that local shops and businesses are equipped for the digital age.

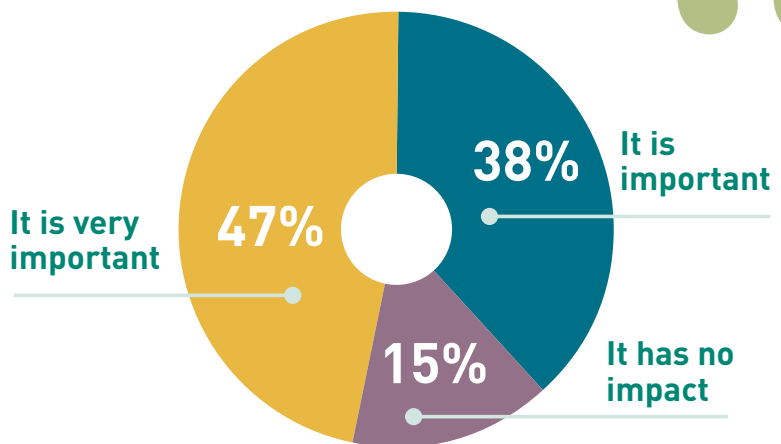
60% of people would shop with a competitor for the same product or service if they can't find their local business online.



65% of consumers want to be able to browse and research products online from their local high street stores.

85% of SMEs with a website say it is important for generating new business or sales.

What role does your website play in bringing in new business or sales?



Base: 336; all companies that have a website

If you want to set up a website for your business, the first step is registering your .ie domain name.

How to register a .ie domain for your website or email addresses?

**STEP
01**

Check if the domain name you want is available at www.iedr.ie

**STEP
02**

Pick an Accredited .ie Registrar (they can assist you with any registration queries you might have).

**STEP
03**

Complete the Registrar's application form.

**STEP
04**

Send your Registrar any supporting information they need.

Find out more at [**www.iedr.ie**](http://www.iedr.ie)