

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.

The Irish share of the digital marketplace is worth almost €9bn¹ as Irish consumers continue to make digital technology an important part of daily life. As such, their expectations are shifting and having the ability to browse, buy and make important transactions online is now the accepted norm. We asked 500 SMEs if they had a website and, if yes, how important it is for generating revenue.

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.



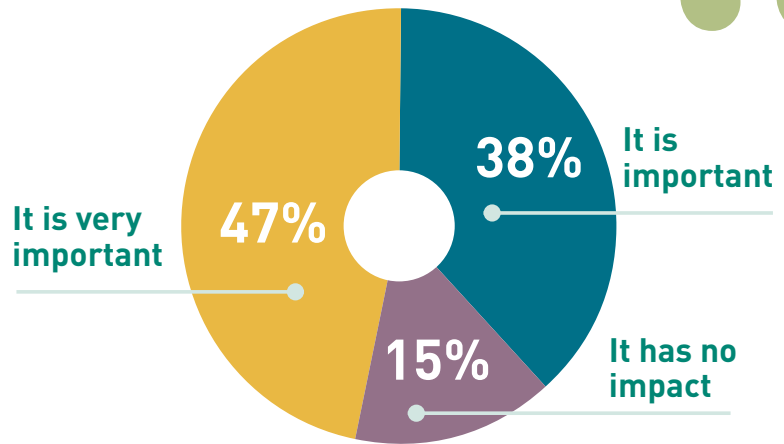
80% of
Irish consumers
go online when
looking for
information about
a business.



**7 out
of 10**
people are more
likely to purchase
from a business
with a website.

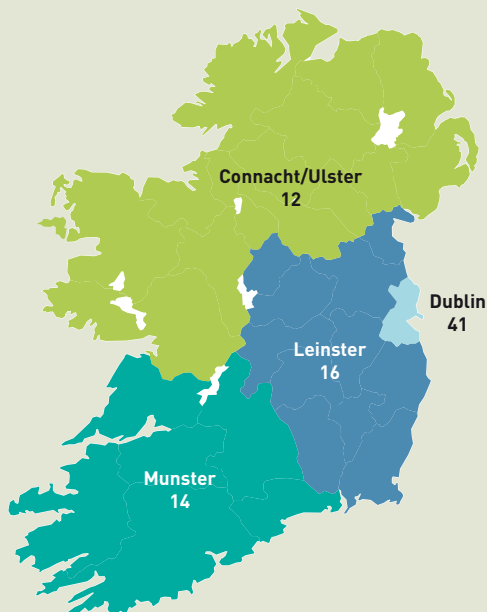
In times of major economic and political events, like Brexit, e-commerce must be a high priority for all businesses, but particularly SMEs who are very often more susceptible to the negative effect of such uncertainty.

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



Base: 336; all companies that have a website

For SMEs with a website, 85% say it is important for generating new business or sales. Of this cohort, 2 in 5 said that they are generating additional work through their websites. With an average of 22 additional jobs coming through per annum, SMEs with websites can make an extra €24,000 a year compared to those without.



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).

By selling online, Irish SMEs have access to a virtually borderless marketplace, open 24/7, 365 days year. Our research shows that 80% of Irish consumers go online when looking for information about a business, while the majority of consumers (83%) believe that, at a minimum, local businesses should have a basic website. That said, only a little over half of consumers (51%) believe that their local shops and businesses are equipped for the digital age (i.e. have a basic website, have e-commerce capability), and they are particularly frustrated by businesses that do not have a website at a minimum (74%).

In terms of overall functionality, almost two-thirds of consumers, or 65%, want to be able to browse and research products from their local high street stores online, while 60% said that they would shop online with a competitor for the same product if their local business is not online. This shows both an appetite among consumers for enhanced digital engagement with local business, and an opportunity for businesses to earn additional revenue by being better digitally equipped.

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



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



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



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

CONCLUSION

While the majority of businesses are aware that a website is a key tool in bringing in new business, 2 in 5 SMEs are currently using their websites to turn new business into tangible jobs and sales to the tune of €24,000 (average) in additional revenue per annum. What's more, 7 out of 10 consumers say that they are more likely to purchase from a business with a website, which is good news for SMEs who are currently selling goods and services online.

For SMEs, e-commerce is an important platform from which to sustain and grow their businesses. There are now website builders which allow SMEs with limited or no technical skills or experience to create websites and give their companies an online presence. With the increased availability of accessible and intuitive digital tools, it's never been easier for SMEs to make the transition online, and to online selling.

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

*Research based on a survey of 500 Irish SMEs conducted by Ignite Research in March 2017. The number of jobs and values are based on the responses of 133 companies that receive jobs or sales through a professional business website. Value is calculated by working out the median figure SMEs with a website said that they receive per job/sale (on average) from their website and multiplying it by the number of extra jobs they are receiving as a result of having a website.

**Research conducted as part of a consumer omnibus conducted by Ignite Research of 1,000 Irish adults in March 2017.

¹Source: Retail Excellence Ireland Budget Submission 2017