

THE VALUE OF A WEBSITE



IE Domain Registry

Getting online is a crucial part of growing your business. A well-designed website can help you attract new customers at home and abroad, and sell your products and services 24/7.

Here are some key findings from our research.

➔ **You can earn more money:** Digital-savvy Irish SMEs take home, on average, an additional **€26,825** a year by selling their products and services on their websites.

Up
12%
in one year

78% of SMEs said their website was important in generating new business and sales.



“HAVING A .IE WEBSITE HELPS ME TELL MY STORY AND IMPROVES MY BRAND AWARENESS. ONLINE SALES ARE ALSO INCREASING AND ACCOUNT FOR **40%** OF MY OVERALL SALES”

Gemma O'Leary
Inner Island Jewellery
www.innerisland.ie



➔ **Don't rely on social:** Building a presence on a third-party platform is like being a tenant in someone else's online home. You don't own it.



“IT'S ‘COMMERCIALY SUICIDAL’ FOR ANY BUSINESS TO RELY EXCLUSIVELY ON BEING DISCOVERED THROUGH SOCIAL NETWORKS”

Allister Frost
Former Head of Digital Marketing for Microsoft

Initially a business page on Facebook could reach 100% of its followers organically, but this has fallen to as low as 1%.



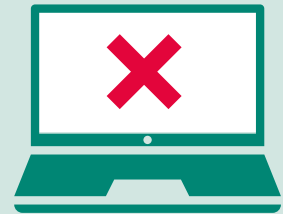
➔ **Be where your customers are:** Irish consumers are well-accustomed to buying goods and services online. Two-thirds are more likely to purchase from a business that has a website and nearly three-quarters feel it's important to buy Irish.



78% believe that every business should have a basic website.



64% want to be able to browse and research products online from their local high street stores.



54% would shop with a competitor if a business is not online.

How to set up your website

The first step is to register your .ie online address.

HOW TO REGISTER A .IE

It's **easy and fast** to register a .ie online address.

- New customers only need to send one document proving a connection to Ireland.
- Returning customers can avail of **Fastpass** and do not need to re-submit any documents whatsoever.

STEP 1

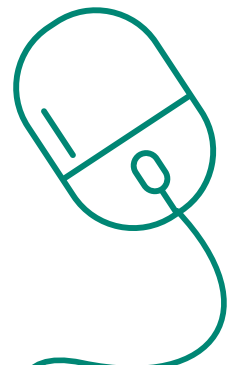
Check if the name you want is available at www.iedr.ie

STEP 2

Choose an Accredited Registrar – a company through which you register, pay for and manage your domain name.

STEP 3

Complete the Registrar's online application, 'snap and send' your supporting document and you're done!



www.iedr.ie

 @IEDR_dot_ie

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*All statistics are sourced from IE Domain Registry research: Digital Health Index Q4 2017.