RID IRISH SMES' DIGITAL PRESENCE

Only **49%** of SME websites are mobile responsive



Irish customers spend €9 billion online and this figure is expected to grow to more than €14 billion by 2021.

017 2021

1 in 5 or 22% of SMEs report no online presence whatsoever



SMEs with a website earn an additional €24,000 and receive 22 extra jobs or web-based sales on average each year.



71% of Irish consumers are more likely to buy from a business that has a website



69% of consumers say it is frustrating if a company does not have a website.



83% of Irish consumers believe that all SMEs should have a basic website that lists contact details and opening hours.



The odds are stacked in Irish SMEs' favour: **77%** of consumers say buying Irish is important to them.

54% would shop with a competitor if a business is not online. 52%

Only **52%** of consumers believe their local shops are equipped forthe digital age.

64%

78%

78% believe that their website helps to bring in new business and sales.

59%

Perception matters: **68%** of consumers believe a business is 'outdated' if it does not have a website.

4%

68%

64% of consumers said an ability to browse and research products or services on a website is important to them.

WWW.GRIDFINANCE.IE

59% of consumers said that if a business has no online presence, they would be less likely to use their services or do business with them offline or in-store