### WEBSITES ARE ONLINE PRESENCE OF CHOICE

- **78%** use a company website as their primary online presence. Globally, that number is **72%**.
- **65%** created a company website because it makes them look more credible.
- **89%** prefer a .com domain name for their company website.
- **83%** would recommend investment in a website to other small companies in their industry.
- **76%** say that an online presence they have control over is important. Globally, that number is **72%**.
- **49%** use social media as a part of their company's marketing mix.
- **44%** of the 44% not using branded email, only about one-third knew it was an option even if they didn’t have a website.
- **36%** have staff dedicated to digital marketing efforts.
- **14%** have a mobile version of their site. Globally, that number is **21%**.
- **91%** of those using branded email say it makes them look more credible, but only **54%** are using it.

### MISSED OPPORTUNITIES TO BUILD BRAND ONLINE

- Many don’t realize there are other ways to use a domain name apart from building a website.
- **91%** would choose a .net domain name if their preferred extension wasn’t available. That’s more than any other domain extension!
- **36%** have staff dedicated to digital marketing efforts.
- **38%** were aware that they could point a domain name to an online presence hosted by another service, like a social media site.
- **83%** would recommend investment in a website to other small companies in their industry.

### OTHER TRENDS

- **76%** say that an online presence they have control over is important. Globally, that number is **72%**.
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