

# WEB DESIGN STATISTICS FOR EFFECTIVE DESIGN

Check out these web design statistics before you build a B2B website to create a website that works well and generates leads.



## PROFESSIONAL, POLISHED DESIGN MATTERS

### 59%

**OF CONSUMERS** globally would rather engage with content that's beautifully designed as opposed to simply designed



Brand credibility is judged **75%** on the site's overall design



**38%** of consumers will stop engaging with content that is unattractive in imagery or layout



The right colors increase brand recognition by **80%**

**TIP:**

WORK WITH AN EXPERIENCED WEB DESIGNER WHO WILL CREATE A CUSTOM DESIGN TO FIT THE NEEDS OF YOUR BUSINESS.



## USER EXPERIENCE: IT'S ALL ABOUT THE USERS

**79%** of people who don't like what they find on one site will go back and search for another site



A one-second delay in website loading time can lead to a **7%** loss in conversion



**39%** of consumers will stop engaging with content if the images won't load



### 40%

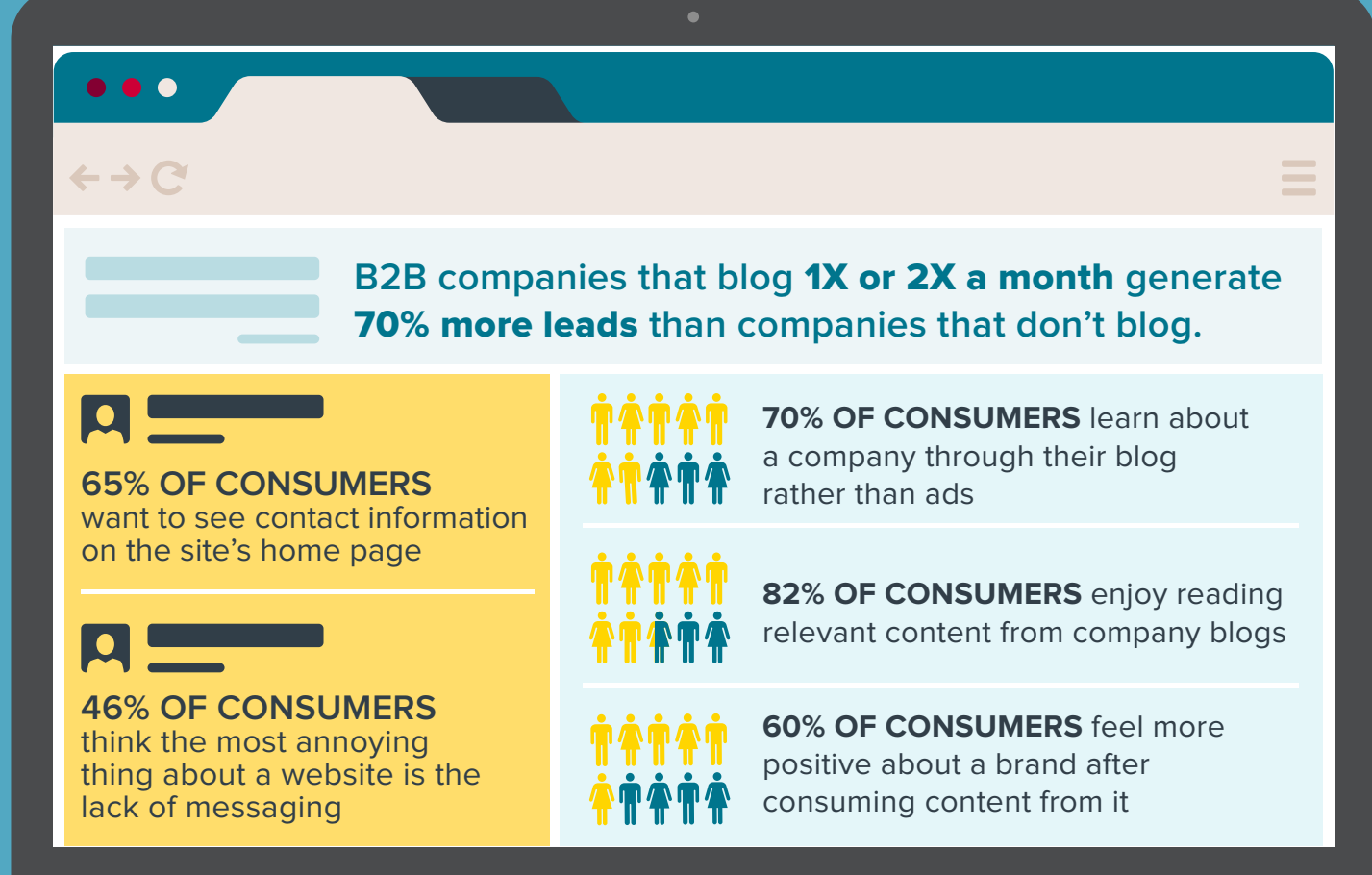
**OF CONSUMERS** will abandon a website that takes longer than **3 SECONDS** to load



**TIP:**

EVERY DECISION YOU MAKE ABOUT YOUR WEBSITE AND WEB DESIGN SHOULD BE FROM THE USER'S PERSPECTIVE. CONSIDER HOW YOUR DECISIONS WILL IMPACT THE LOAD SPEED AND SITE PERFORMANCE.

## INSIGHTFUL CONTENT IS CRUCIAL



**TIP:**

PAY CLOSE ATTENTION TO WEBSITE CONTENT AS IT CAN HAVE A SIGNIFICANT IMPACT ON LEAD GENERATION AND CONVERSIONS. INTEGRATE A BLOG INTO YOUR B2B WEB DESIGN.

## MOBILE DESIGN IS MANDATORY



Mobile drives or influences **40%** of revenue in the leading B2B organizations



**50%** of B2B searches today are made on smartphones



### 90%

**OF BUYERS** who have a superior mobile experience say they are likely to buy again from the same company

**TIP:**

MOBILE SHOULD NOT BE AN AFTERTHOUGHT OF DESIGN. CONSIDER THE IMPACT OF YOUR DESIGN AND LAYOUT CHOICES AS THEY IMPACT THE MOBILE EXPERIENCE.