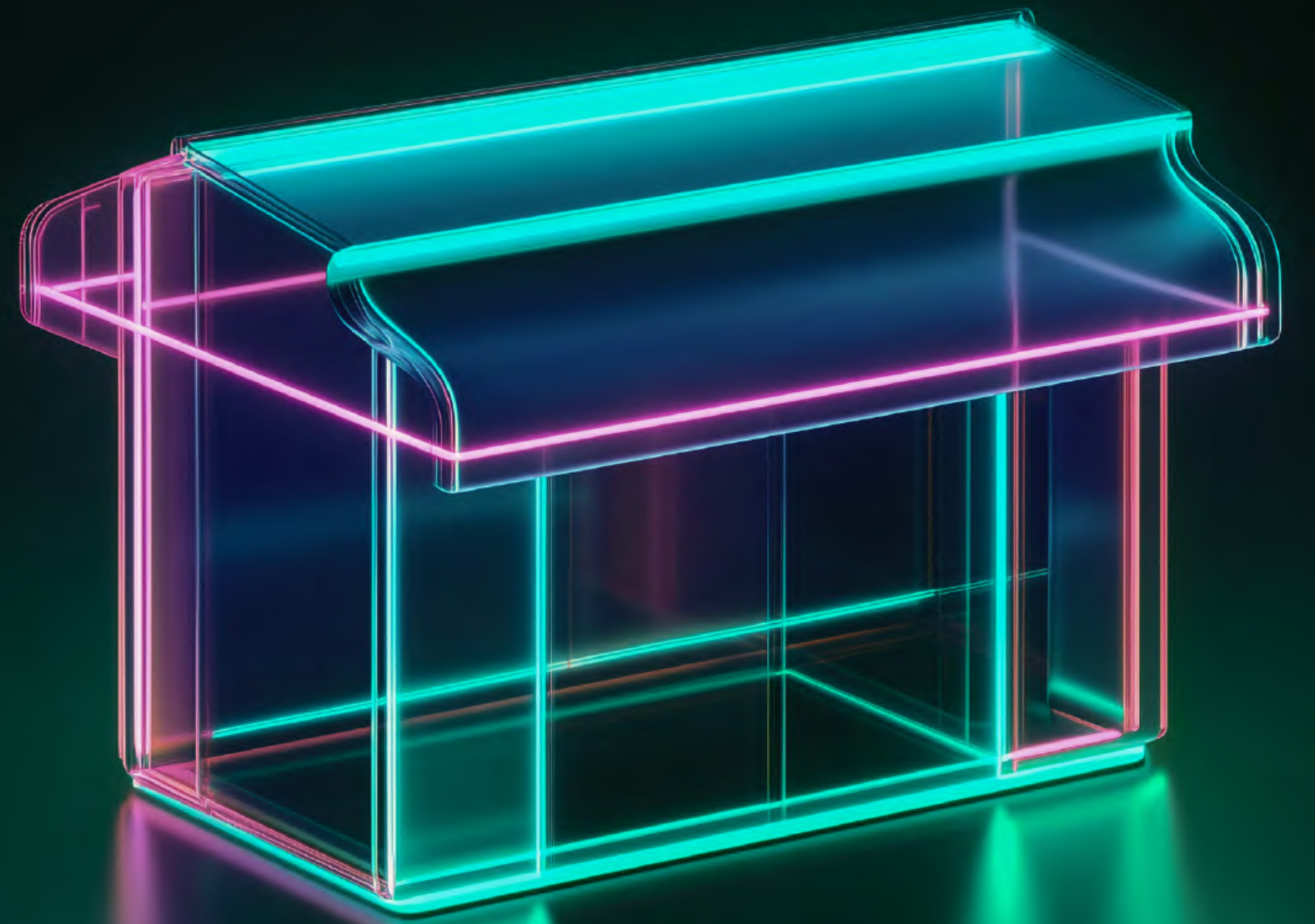


2024 SMB survey

# What SMBs want from their websites:

Insights for digital marketing agencies



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**A word from our CEO,  
methodology and 5 key findings**



## A word from our CEO



**Itai Sadan**  
CEO & Co-Founder of Duda

If you work at a digital marketing agency serving small businesses, you'll be pleased to know that your Total Addressable Market (TAM) in the US is expanding significantly. According to the [US Small Business Administration](#), the past three years have seen an unprecedented boom in small business formation, with nearly 16 million new business applications recorded from 2021 to 2023. All of these businesses have one thing in common: they need websites.

Here at Duda, I've been engaging in meaningful conversations with agency owners and web professionals who serve small and medium-sized businesses (SMBs) for over a decade. I've learned that while this market has huge potential, it is also highly fragmented and challenging.

To succeed, agencies must understand SMBs' unique preferences and unmet needs, and tailor their services, marketing efforts, and commercial approaches accordingly.

This is why we reached out to SMB owners from the US and Europe during the first half of 2024. We wanted to understand what they need and expect from their websites.

One of our key takeaways is that websites are already crucial for driving revenue for SMBs. This is great news for agencies, as websites can significantly impact their SMB clients' bottom lines. SMB owners pointed out that their main challenges when trying to make the most of their sites are training and implementation, followed by content creation and management.

They also recognized the importance of maintaining their websites up-to-date and optimized for search. Additionally, they see social media sharing and engagement features as top priorities for enhancing the overall customer experience on their websites.

However, our survey unveils that many SMB websites are still created using custom code, making these tasks much more costly and time-consuming. This presents a great opportunity for agencies serving SMBs: offering ease of updates, comprehensive training, omnichannel strategies, and robust, full-feature websites.

I hope you can make the most of this opportunity and use the findings in this report to better serve your SMB clients, retain them, and grow your agency.



# Methodology

We commissioned a survey of 300 small and medium-sized business (SMBs) owners from the following industries: Travel & Hospitality, Real Estate, Financial Services, Professional Services, Healthcare & Wellness Services, and Retail & Restaurants.

The survey is based on responses from SMBs with 1 to 99 employees across the US and Europe (UK, France, Denmark, the Netherlands, and Belgium).

This report was administered online by Global Surveyz Research, a global research firm.

The respondents were recruited through a global B2B research panel and invited via email to complete the survey, with all responses collected during the first half of 2024.

Respondents spent an average of 5 minutes and 3 seconds on the survey. The answers to the majority of the non-numerical questions were randomized, in order to prevent order bias in the answers.



# 5 key findings

1

## Websites are crucial revenue drivers for most SMBs

You already know that a strong digital presence is key for small businesses in 2024. However, demonstrating to clients and prospects the revenue-driving potential of their websites can be challenging. Well, our latest survey gives you the proof you need.

Our survey reveals that websites are a crucial source of revenue for SMBs, with an impressive 98.7% of SMB owners estimating that their website will contribute to their revenue in 2024. Specifically, most SMBs are seeing a significant portion of their income come from their websites.

**42.5% of SMB owners say that more than half of their revenue comes from their business website**





# 5 key findings

2

## Small business owners want ease of updates and maintenance

SMB owners know that, to get the most out of their websites, they need to keep them updated and maintained. This is a key factor when they're choosing software for their business websites.

**For 43% of SMBs, the ability to easily update and maintain their website is the top factor when choosing software for building their site**

They're also clued in on the importance of search engine visibility. Nearly 31% of SMB owners say "more visibility on search engines" is their top wish for their sites, followed closely by "better lead generation" and "more brand awareness."





## 5 key findings

3

### The challenge for SMBs: Custom-coded websites that are difficult to maintain

Here's a big hurdle: many SMBs have their websites built using custom code. This often leaves them in a tough spot once the site is live. Without technical know-how, how will they handle updates and maintenance? Will they have to call a freelancer every time a change is needed?

**30% of SMBs hired a freelancer to build their business website, and 19% built it with an agency**

This is where you can stand out. Highlight how easy it is for SMB owners to manage and update their websites if they go with your services, especially if you build on a user-friendly website builder.



## 5 key findings

4

### Opportunity for agencies: Offering training, implementation, and additional services

According to our survey, training and implementation are the top challenges for SMB owners trying to get the most from their websites. This presents a significant opportunity for agencies to step in and provide valuable solutions. Offer comprehensive support and education tailored specifically for SMBs and make sure to shout about these services in your marketing.

**43% of SMBs say training and implementation are their top challenges in maximizing website performance and value**

Content creation and management are almost as important, with 42.5% of SMB owners saying it's their biggest challenge. Offering additional high quality services in this area can set you apart.

5

### Robust, full-feature websites are key for SMBs

In 2024, SMB customers expect fast, personalized, unified, and seamless interactions that blend both online and offline experiences. This includes their experiences at the point of sale (POS), from mobile devices, desktops, and social media – essentially, everywhere.

So it's no surprise that many SMB owners prioritize improving customer experience on their websites by integrating social media sharing and engagement features. If your agency is not already offering these services, now is an excellent time to start.

**22% say their top priority for enhancing CX is integrating social media sharing and engagement features**

At the same time, SMBs are looking to consolidate the tools they use to manage their businesses. They want their websites to seamlessly integrate with other business software. A significant 88% stress this integration is crucial, while 37% report facing major issues with it.

In essence, your agency can reduce churn and drive sustainable growth by providing SMBs with comprehensive digital services that deliver better experiences and provide clear value tailored to their needs.

Websites are **crucial revenue drivers** for most SMBs



# Percentage of total revenue that comes from websites

Our survey revealed a key insight: websites have become indispensable revenue drivers for SMBs. An impressive 98.7% of SMB owners who have a business website anticipate that their sites will significantly contribute to their revenue in 2024.

Specifically, 42.5% of SMB owners expect more than half of their total revenue to be generated through their business websites. This highlights the growing reliance on digital presence for financial success among small businesses.

This data emphasizes the importance of robust, well-designed, and up-to-date websites. For agencies, it means that websites have the potential to impact their SMB clients where it matters most – financially.

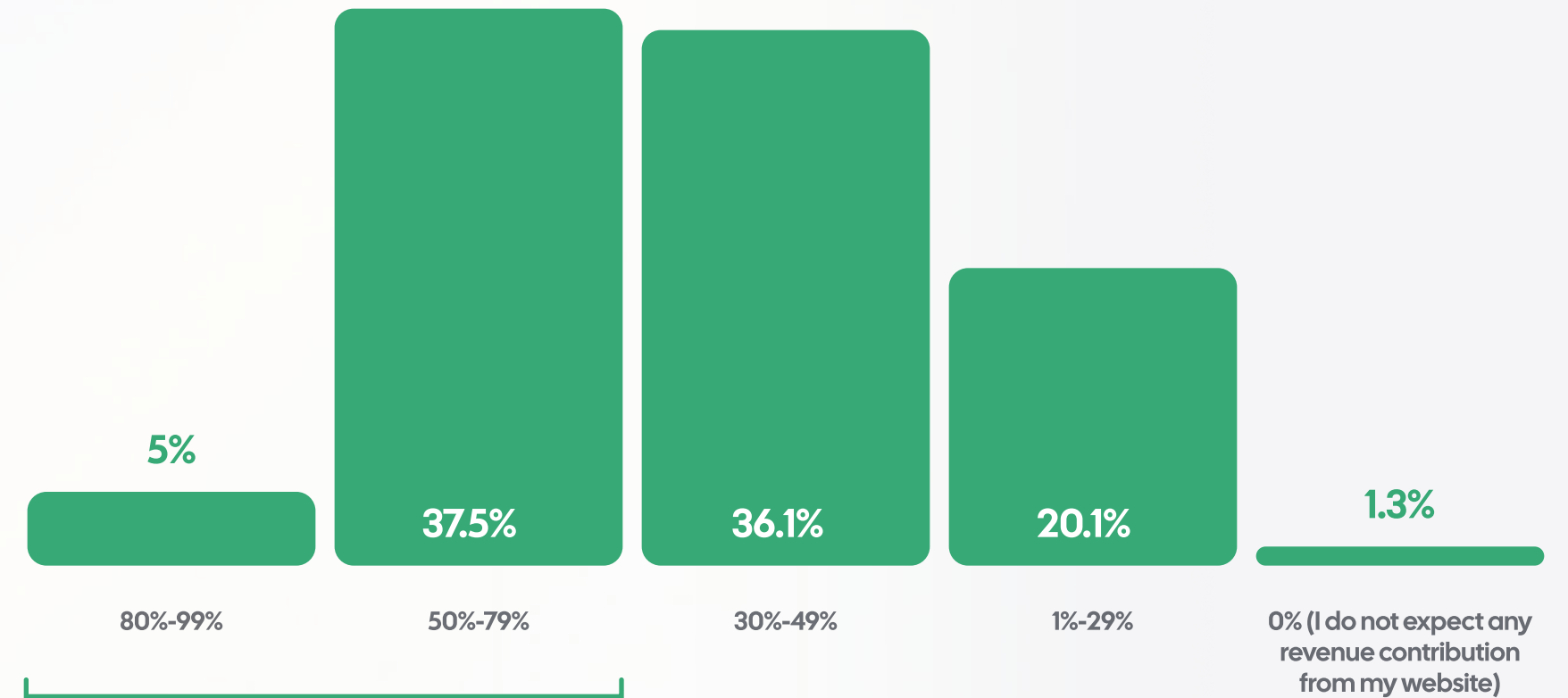


**We increased our client retention rate from 70% to 90%. Clients are so loyal because their websites and landing pages are attracting more visitors, generating more leads, and yielding better business results.”**

Brad Smith, Founder and CTO at AutomationLinks

[Read the case study ↗](#)

**For 2024, approximately what percentage of your total revenue do you estimate will come from your business website (through eCommerce, selling/scheduling services online, finding you on search engines like Google, generating leads through contact forms etc)?**



**42.5% say that more than half of their revenue comes from their website**

# How websites contribute to their business

But how exactly do websites drive business for SMBs?

Our survey identified three primary ways websites drive business for SMBs:

### 1. Lead generation (38%):

SMB owners are aware that websites are essential for capturing and nurturing potential customers. Through contact forms, downloadable resources, and targeted landing pages, many small businesses are already generating valuable leads that can be nurtured into customers.

### 2. Providing information (37%):

SMB websites already serve as an essential source of information about products, services, and the business itself. Well-crafted content, detailed product descriptions, FAQs, and informative blog posts help build trust and educate potential customers, leading to informed purchasing decisions.

### 3. Selling services online (36%):

despite the current misconception that eCommerce is solely for retail, many

SMBs are already using their websites to sell services. Transactional websites allow any small business to sell its services online easily. These sites are simpler to create and manage since service pricing is usually stable, and there's no need for inventory management or complex operations.

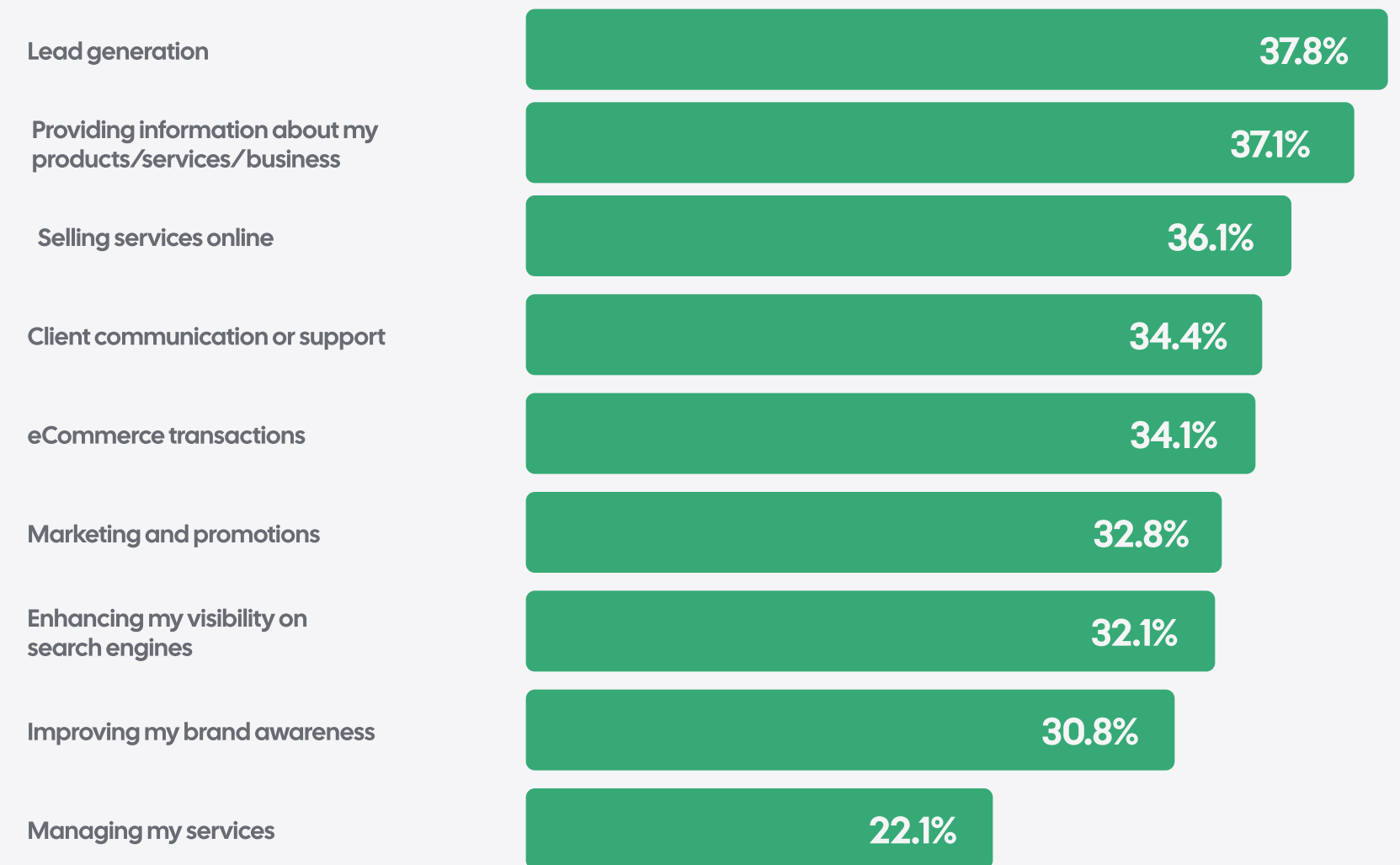
By addressing these key areas, agencies can significantly boost their clients' revenue and solidify their digital presence.



**Quantifi Media prioritizes building strong relationships with its clients. Each website project begins with a discovery call to understand their needs and how people typically find their business. This ensures clarity from the outset about what their site needs to do to convert visitors into leads."**

[Read the case study ↗](#)

## What are the top 3 ways your business website contributes to your business?



**Small business owners want  
ease of updates and maintenance**



## Top factors in choosing how to build their websites

For agencies targeting SMBs, it's crucial to keep in mind that the biggest factor for these owners when picking website-building software is ease of updates and maintenance. A whopping 43% of SMBs say this is their top priority.

Cost-effectiveness is another big deal, with 41% of SMBs emphasizing its importance. Given tight budgets, SMBs look for affordable yet effective solutions. Agencies can think about offering various pricing models or packages that cater to different budget levels.

Lastly, customer support, ease of use, variety of templates, and features tailored to their needs are all key for 40% of SMB owners.

In short, digital marketing agencies should prioritize simplicity, affordability, great support, and customization in their offerings to meet what small business owners want most.



**We wanted to give our clients that feeling of control and empowerment to make changes on their own websites without requiring a lot of technical knowledge.”**

Steve Lyons, Program Manager at LocalSplash

[Watch the video testimonial ↗](#)

## What factors influenced your choice of software for developing your business website?



## Top improvements they would like to make to their websites

When it comes to enhancing their websites, SMB owners have clear priorities. Our survey indicates that the top three improvements SMBs aim for in 2024 are enhanced search engine visibility, more effective lead generation, and increased brand awareness.

First up, 31% of SMBs want to boost their visibility on search engines, and are probably keen on improving their SEO. Next, 30% of SMB owners are looking to enhance their lead generation efforts. Lastly, 28% of small businesses are interested in increasing brand awareness through their websites.

Digital marketing agencies can tailor their services to address these priorities, helping SMBs achieve their website goals and stand out in a crowded digital landscape.

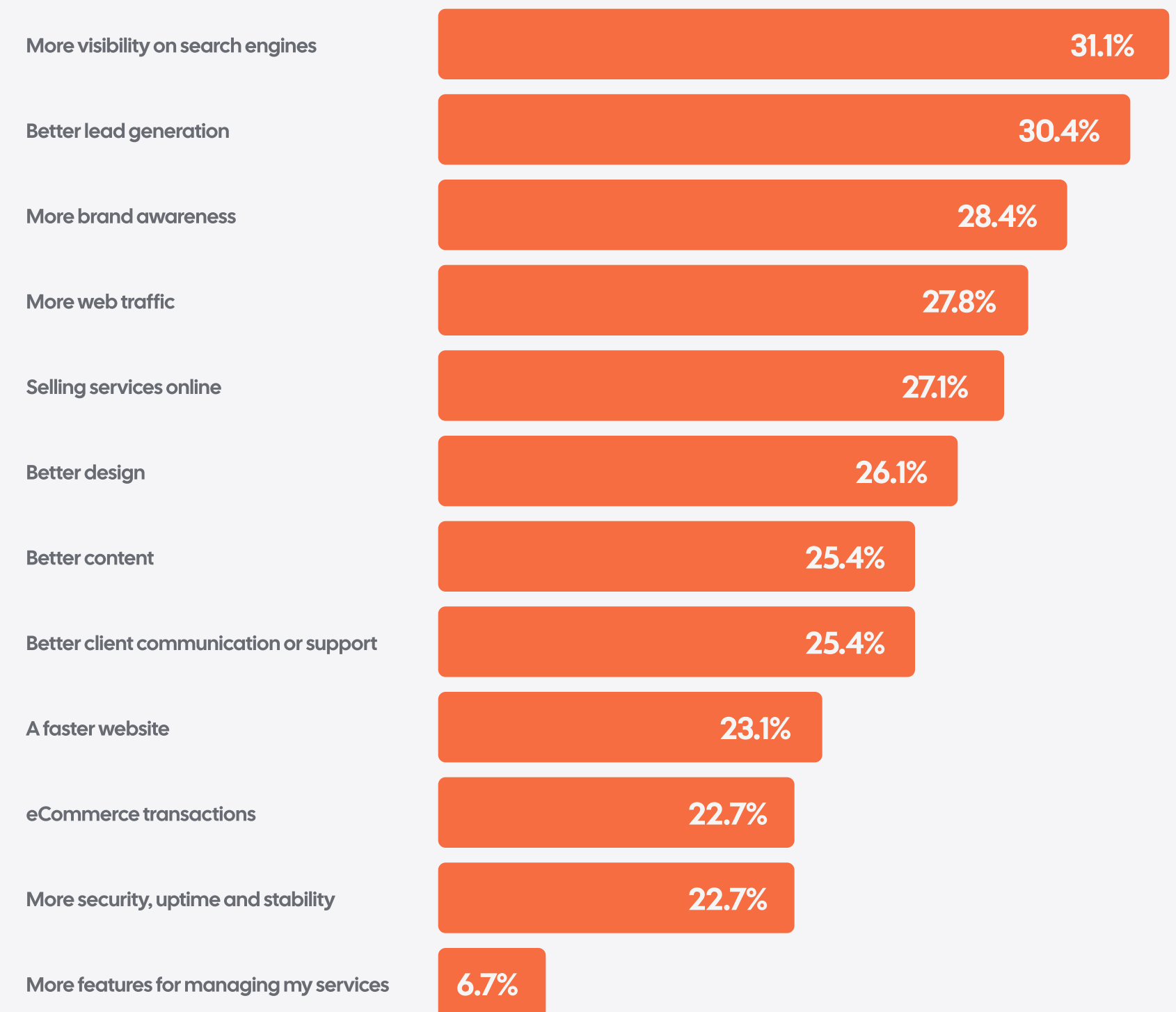


**Great SEO performance is one of our first objectives to make our clients happy. They want to be in the pole position, they want to be #1 in Google. And we know Duda is impeccable in taking care of all our websites' technical aspects."**

Jérémy Wyler, SEO Manager at Solocal

[Read the case study ↗](#)

## What are the top 3 improvements you would like to implement on your business website in the next 12 months?



**The challenge for SMBs:  
Custom-coded websites**



## How SMBs get their websites

Small business owners are not prioritizing digital marketing agencies for website development. Instead, a significant portion of SMBs relies on freelancers (30%) or in-house teams (27%) for their website creation, with only 19% engaging agencies.

A key challenge for SMBs using in-house resources is managing website updates and maintenance. Without ongoing support, they may frequently need additional help for technical issues or changes. This gap highlights a significant advantage for agencies: offering not only website creation but also continuous support and maintenance.

Emphasizing the ease of managing and updating a website with their help, especially if built on user-friendly platforms, can make agencies the go-to choice for SMBs. By showcasing their all-in-one service, agencies can set themselves apart as the best option for a stress-free website experience.

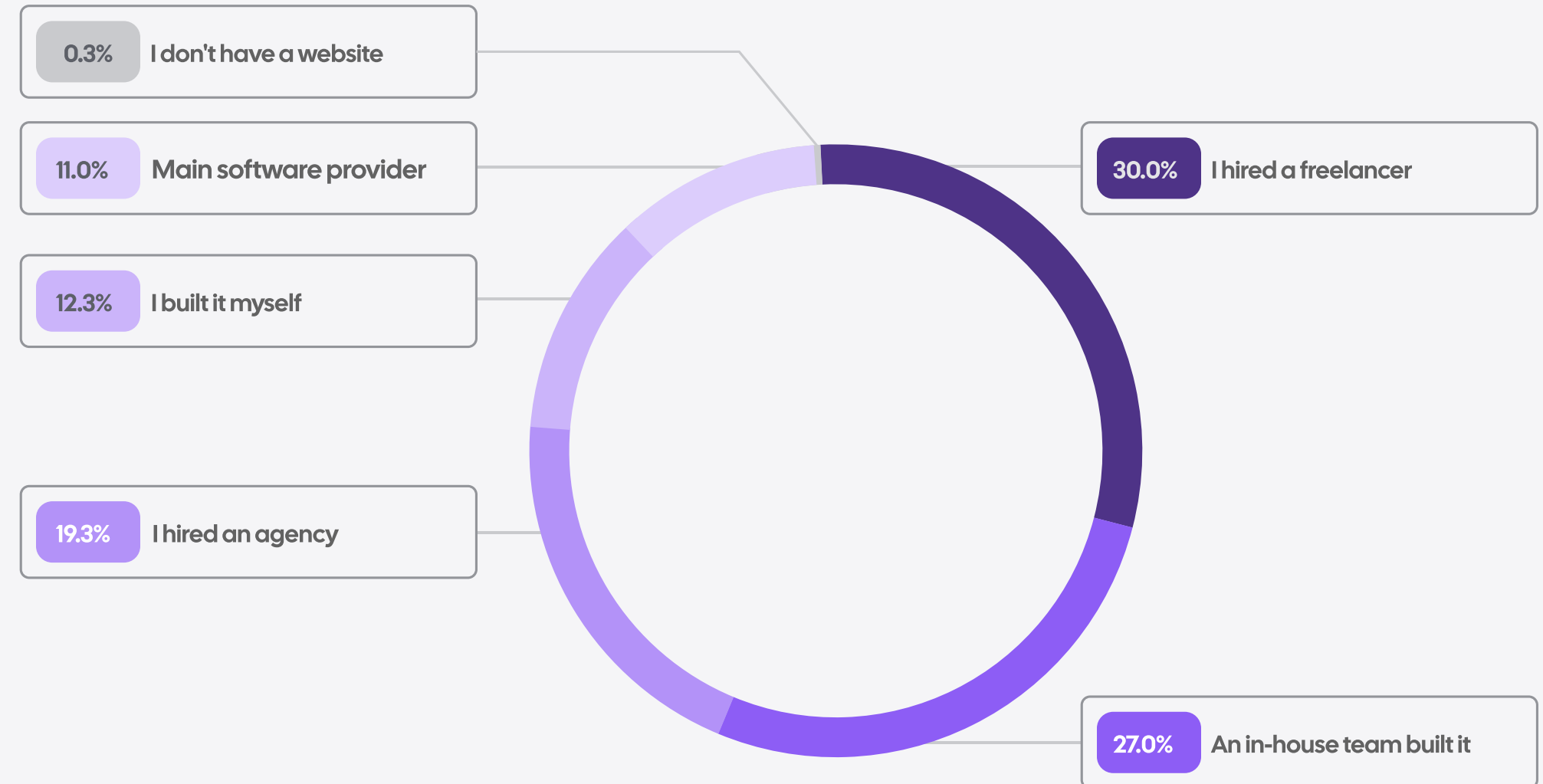


**We realized that if you don't manage the customer's website, then it is easier for them to churn. When you are doing SEO and marketing for a customer, you need to manage their website if you want to have a sustainable business."**

Ruan Marinho, SEO Director and Owner at Develomark

[Read the full article ↗](#)

## How was your business website created?



## Technologies primarily used by SMBs to build their websites

A significant number of SMBs are still building their sites using custom code (26%), which can be technically demanding and harder to maintain. In contrast, only 23% use user-friendly website building platforms. This presents a strong opportunity for digital marketing agencies.

As we saw, the ability to easily update and maintain is the top factor for SMB owners when choosing software for building their website. Agencies can emphasize the benefits of using website building platforms, which offer easier updates and better long-term maintenance than custom code.

Agencies can also highlight how these platforms may help with SEO efforts and lead generation strategies. According to our survey, more visibility on search engines is the top improvement SMBs would like to implement on their business website in 2024. And lead genera

tion was pointed out by SMB owners as the top way their website contributes to their business.

Offering services that include building on these platforms and providing ongoing support can set agencies apart, attracting SMBs seeking both ease of use and improved online visibility.

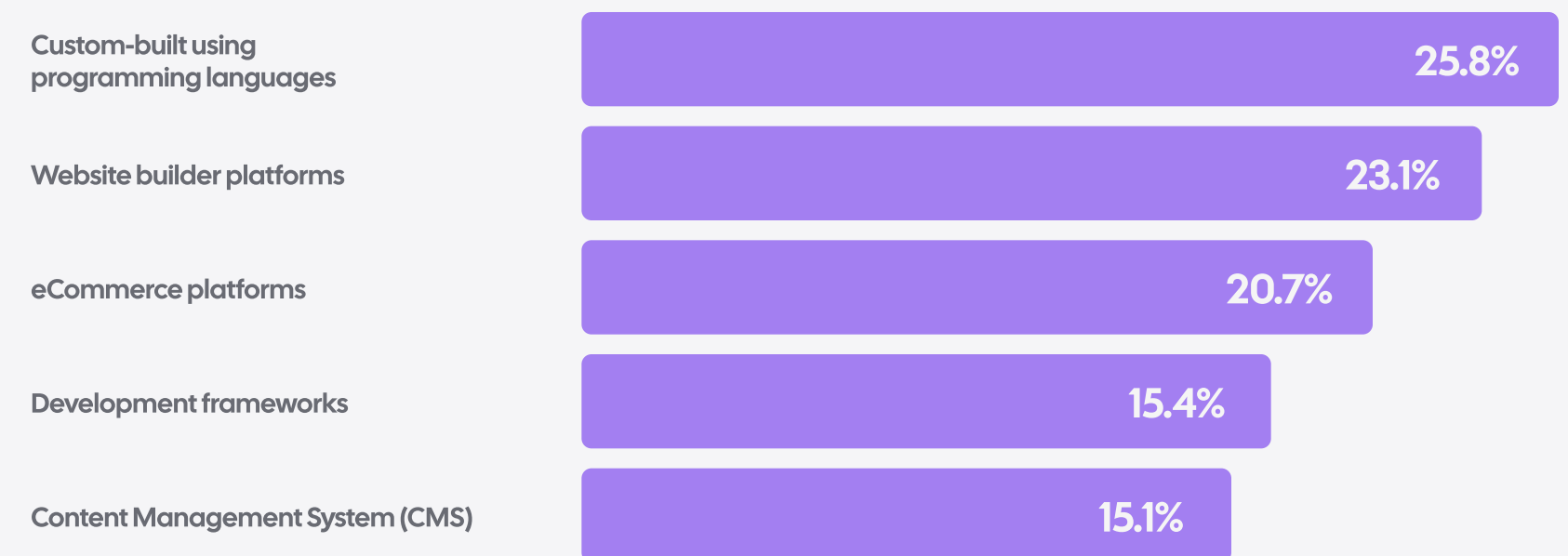


**People don't really care about the platform. They just want a website that is beautiful, fast, functional, and mobile-friendly."**

Lisa Dye, CEO and Founder at Infinity Medical Marketing

[Read the case study ↗](#)

## Which technology was primarily used to build your business website?



**Opportunity for agencies:**  
**Offering training, implementation,  
and comprehensive services**



# Top challenges in maximizing the value and performance of their websites

With a large number of SMBs building sites with freelancers and custom code, it's no surprise that training and implementation are top concerns for 43% of SMB owners. They likely struggle to fully leverage the benefits and performance of their websites due to a lack of technical know-how.

Following closely is content creation and management, a challenge for 42.5% of SMBs. This shows that, even when they have a functional site, keeping it updated with fresh, engaging content is a significant hurdle.

Agencies can stand out by offering comprehensive services, including training, implementation, and ongoing content management. By addressing these pain points and providing practical solutions, agencies can become invaluable partners for SMBs, helping them

maximize their website's value and performance while easing their overall management burden.

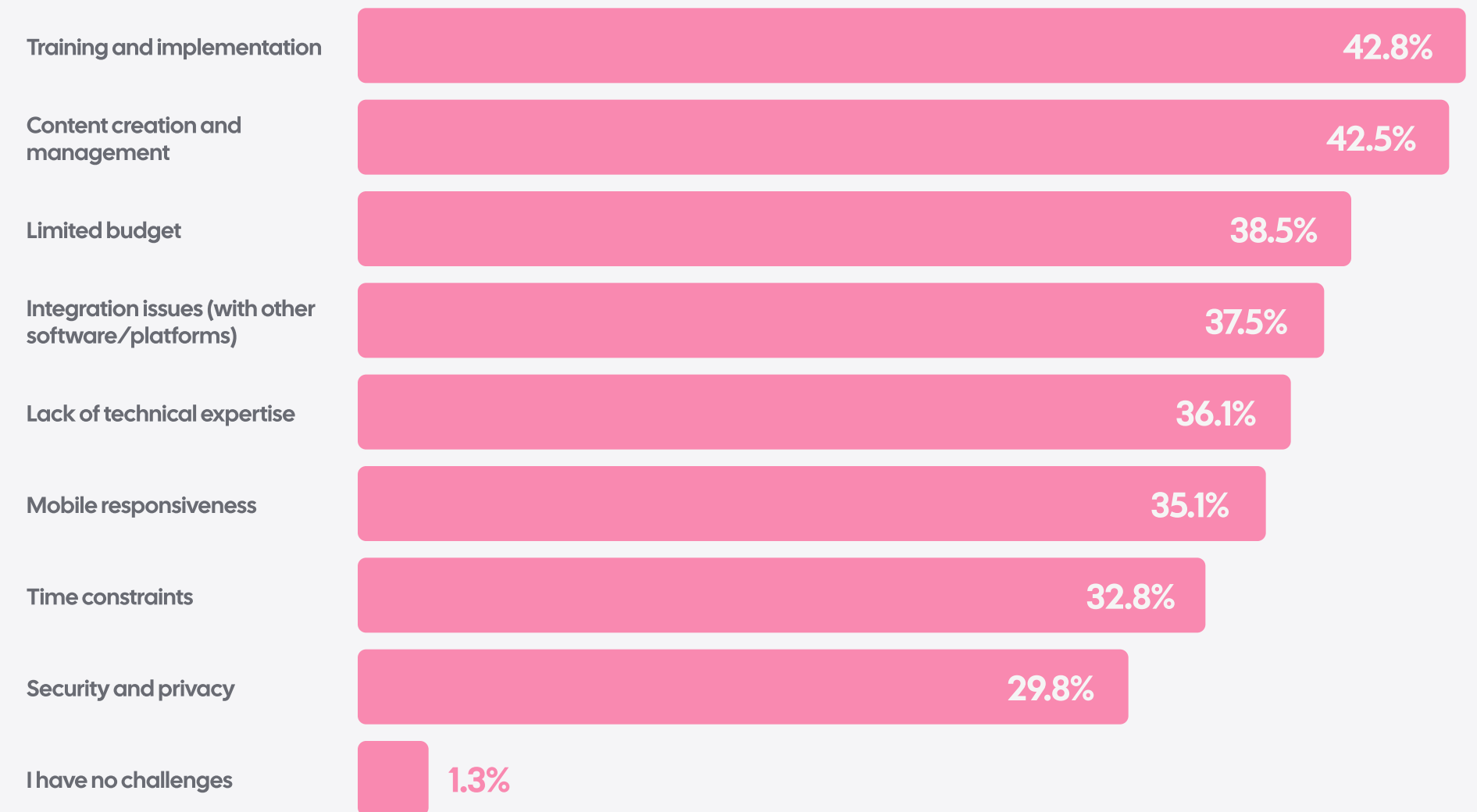


**After we provide training, our clients are happy to be able to add, remove, or edit their products and services themselves. They don't want to be tied down to developers; what they really want is to run their online businesses properly."**

Sharon Keevins, Managing Director at KangarooUK

[Read the case study ↗](#)

## What are the top 3 challenges when trying to maximize the benefits and performance of your business website?



## Top challenges for selling products or services online

As we saw, for many SMB owners selling services online is a key way their website supports their business, with 36% of them saying that is one of the top ways their site drives revenue.

However, small businesses face some challenges when it comes to using their business website to sell both products (eCommerce) or services (classes, subscriptions, gift vouchers, donations, tickets, etc).

The biggest hurdle for 34% of SMB owners is competing with larger brands. This competition makes it tough for SMBs to stand out and attract customers.

Another major challenge is customer support, with 29% of SMBs struggling due to inadequate resources or systems to manage customer queries and issues effectively.

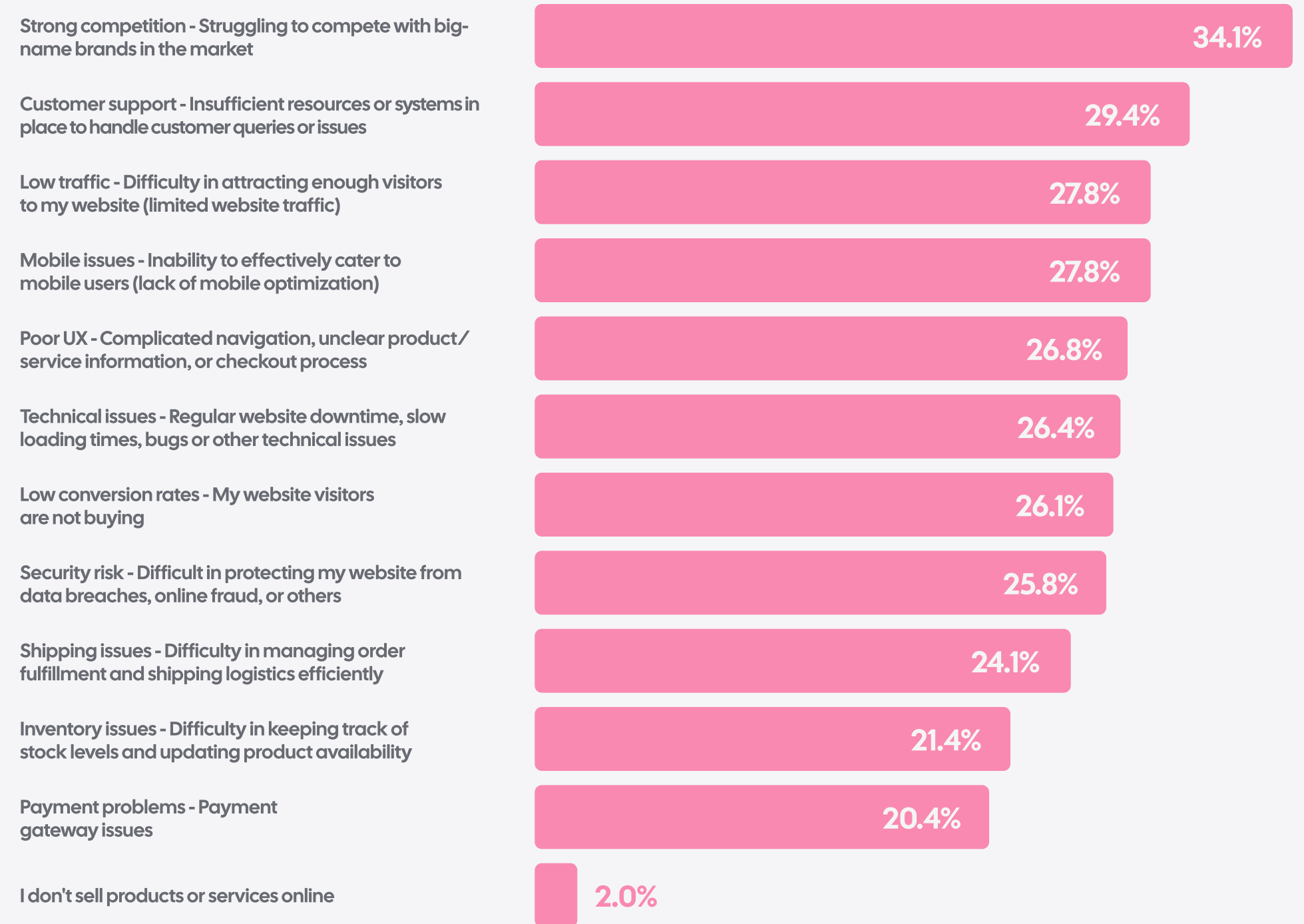
Additionally, 28% of SMBs report problems with low website traffic and mobile optimization, which further hampers their online sales efforts.



**Many small and medium sized businesses reach out to KangarooUK because they want to sell their products and services online. Inquiries about eCommerce have doubled in the past few years, growing from 30% pre-pandemic to around 60% of total contacts now.”**

[Read KangarooUK case study ↗](#)

## What are your top 3 challenges when using your business website to sell products (eCommerce) or services (classes, subscriptions, gift vouchers, donations, tickets, etc.)?



**Omnichannel and full-feature  
websites are key for SMBs**



# Top priorities for improving customer experience

In 2024, customers expect fast, personalized, and seamless interactions across online and offline channels, including POS, mobile, desktop, and social media. To meet these expectations, SMBs prioritize key features to enhance the overall customer experience (UX) on their websites.

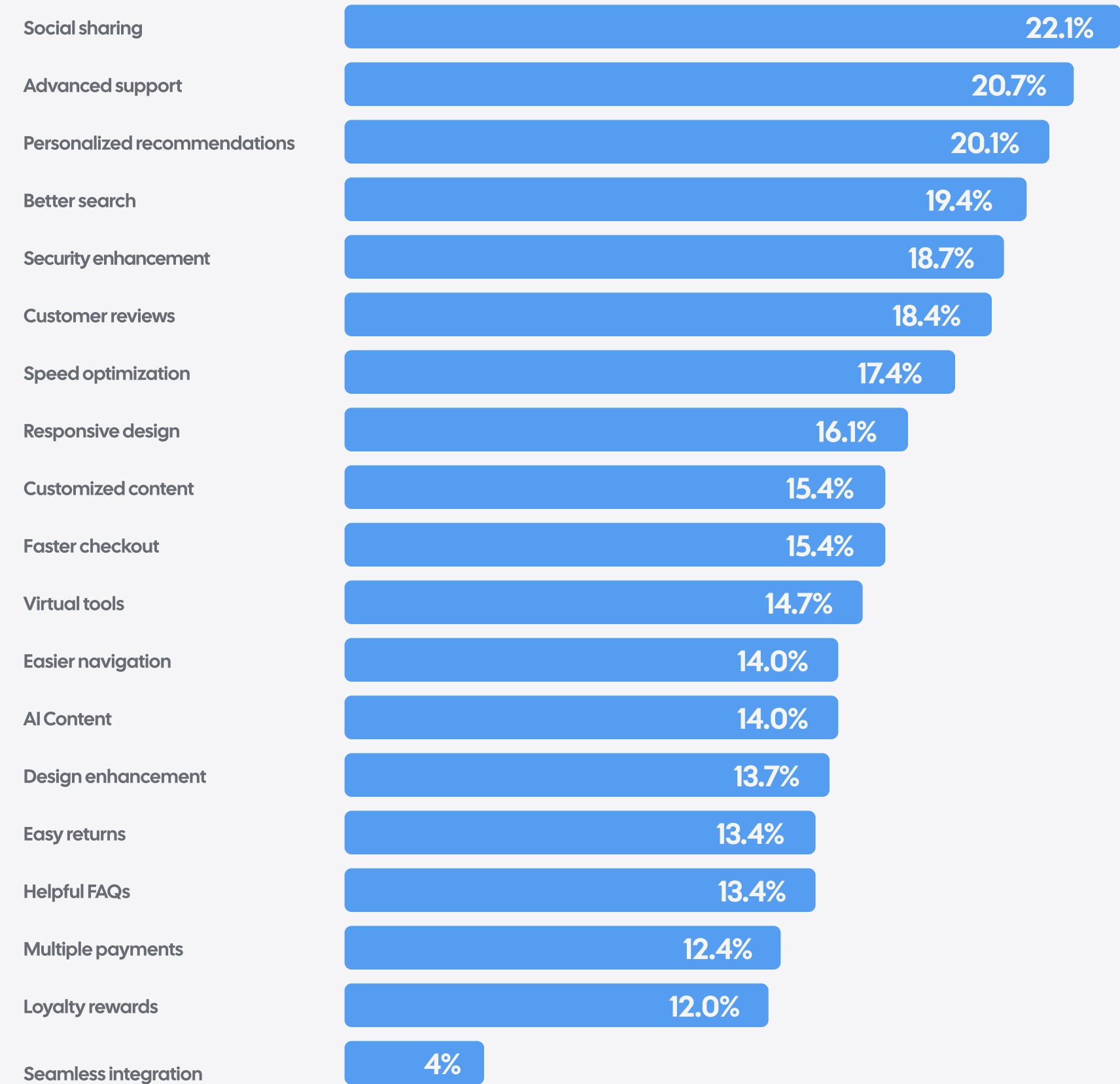
Social sharing is the top priority for 22% of SMBs, involving the integration of social media sharing and engagement features. Following closely is advanced support (21%), which includes leveraging live chat and AI-powered chatbots for efficient customer assistance, improving satisfaction and loyalty. Personalized recommendations (20%) utilize customer data to offer tailored product suggestions, enhancing relevance and potentially boosting sales.



**The Eddie Aikau Big Wave Invitational website is SEO-optimized, ranks highly in search for relevant search terms, and offers visitors responsive, intuitive user experience. It's easy for people to find what they need – whether they want to get info about the event, donate to the foundation, or buy merch from the online store.”**

[Read the full case study](#) ↗

## What are your top 3 priorities for enhancing the overall customer experience (CX) on your business website?



## Percentage of SMBs that have a website integrated with their main software

Our survey reveals a significant trend: nearly 64% of SMBs have already integrated their website with their main software platform to some degree. This integration ranges from full integration (28%) to partial integration (40%), with an additional 14% planning to integrate in the future.

For digital marketing agencies, this data underscores the growing necessity of website-software integration as a strategic move that yields tangible benefits. By promoting and facilitating this integration, you can empower your SMB clients to elevate their operational efficiency, minimize errors, enhance customer experiences, and ultimately drive revenue growth.

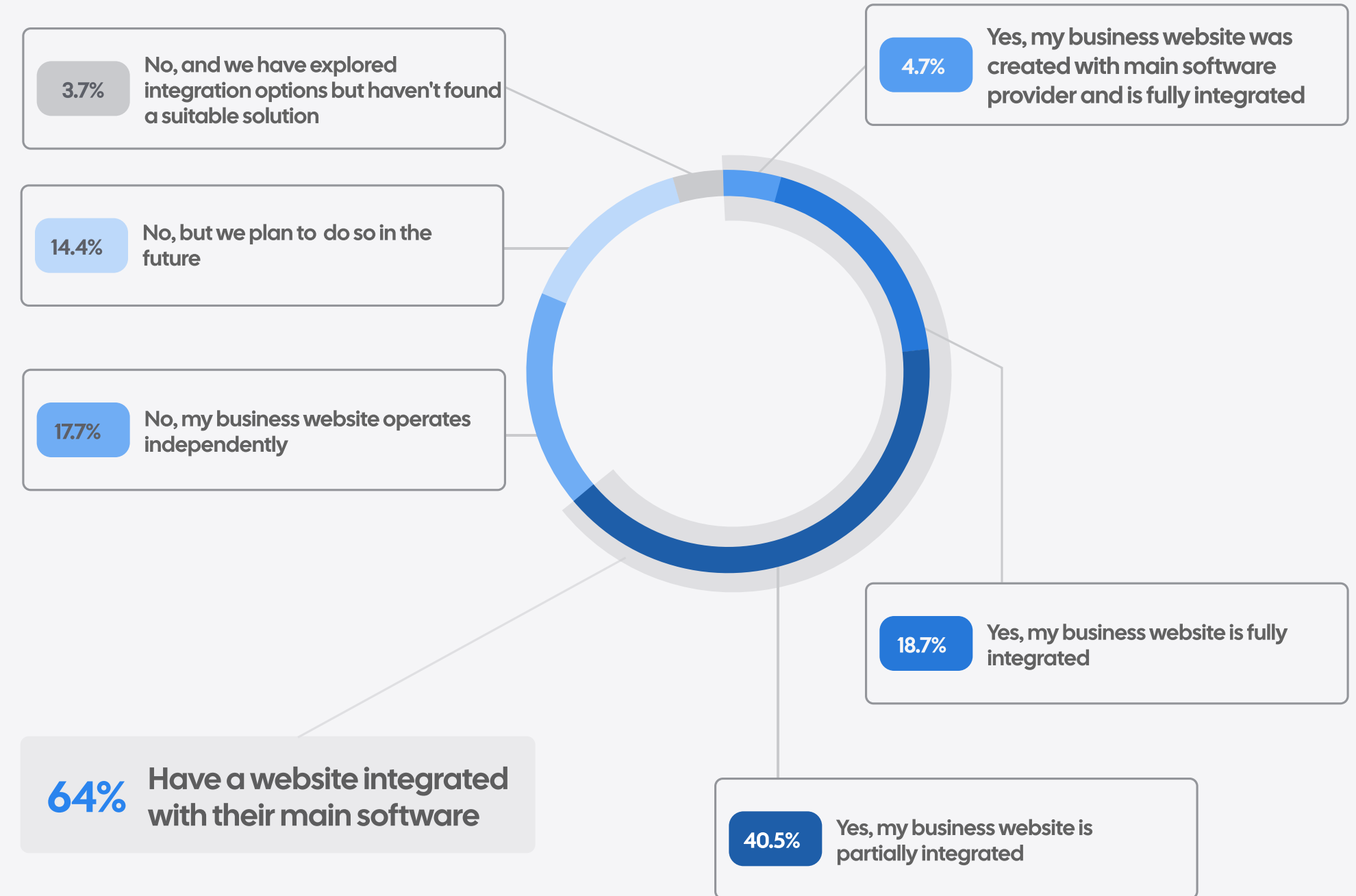


**Duda has a lot of awesome integrations and connections that we use all the time to seamlessly connect our clients' websites to other platforms."**

Alex Schupp, Owner and Founder of Crowd Digital Marketing

[Watch the video testimonial ↗](#)

### Is your business website integrated with your main software provider?



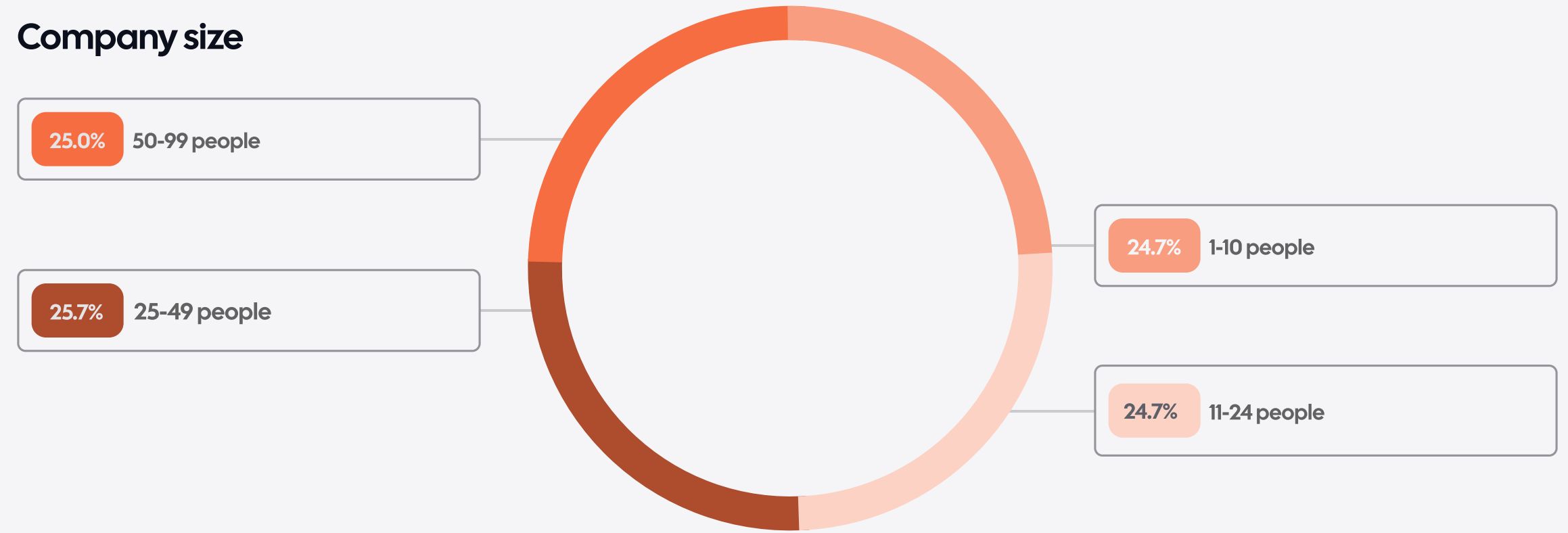
# Demographics



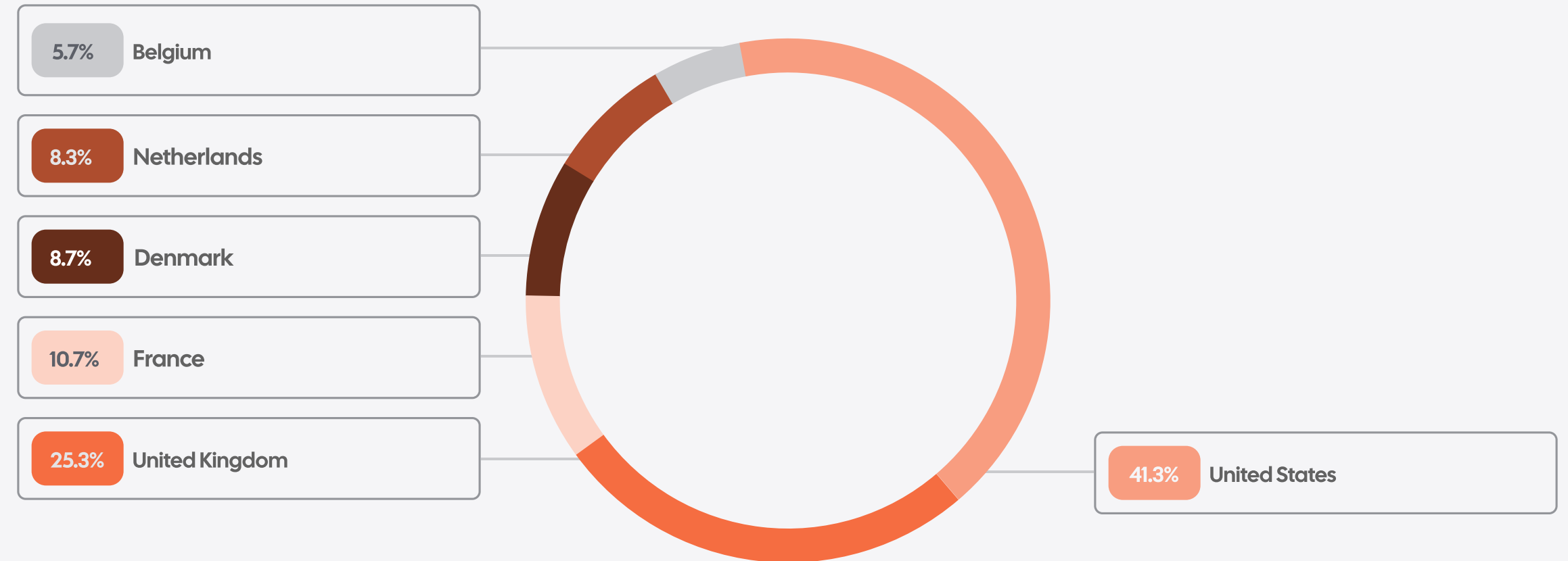
# Demographics

We surveyed a balanced sample of business owners from companies ranging between 1 and 99 employees. Nearly 41% of the respondents are from the United States (US), followed by the UK (25%), France (10%), Denmark (9%), the Netherlands (8%), and Belgium (6%).

## Company size



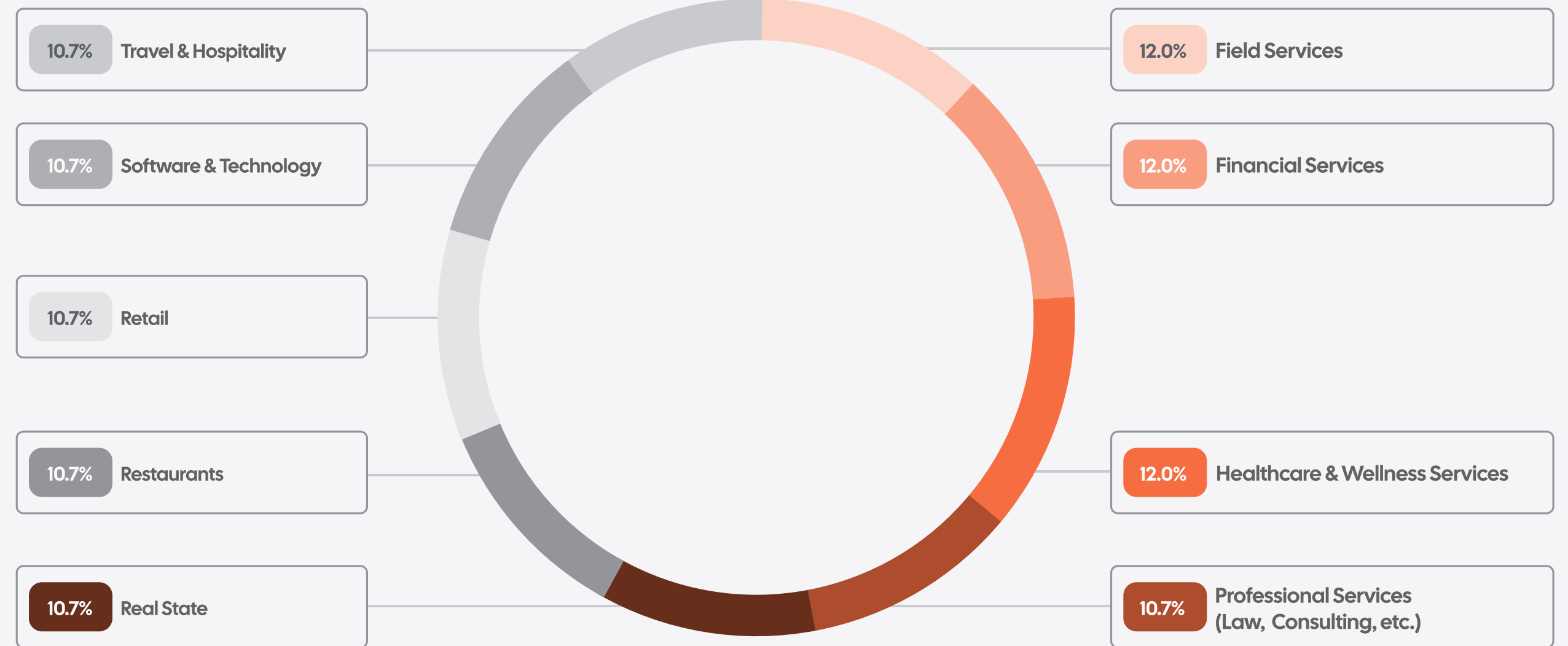
## Country



# Industry

Surveyed companies represent a mixed sample from the following industries: Travel & Hospitality, Real Estate, Financial Services, Professional Services, Healthcare & Wellness Services, and Retail & Restaurants.

## Which industry do you work in?



# About Duda

Duda is the leading website development platform empowering digital marketing agencies and SaaS companies to build and manage their customers' digital presence.

Our award-winning no-code platform enables agencies to reach higher productivity and unprecedented growth with an extensive range of capabilities spanning eCommerce, client management, SEO, automation, and white labeling.

We can help your agency scale and build top-performing websites at breakneck speed:

**Transform the way you build and design websites.** Explore productivity-enabling tools that cut build times in half and empower your team to work better together. Leverage native AI tools and predesigned elements, create shareable designs, collect and import content, and build websites that are ready to go in minutes.

**Achieve outstanding results with the top performing website builder.** Build stable, secure websites that lead the industry in speed, performance, and SEO. Since the release of Google's Core Web Vitals user experience metrics in 2021, Duda has consistently had the largest percentage of high-scoring websites in the industry. Even when new metrics are released, like INP, Duda stays ahead.

**Design without limits for clients with different needs.** Choose your own design path, from utilizing our no-code website builder software to diving into JavaScript, CSS and HTML, with our flexible and intuitive web design solution. Explore industry-specific templates and drag & drop tools or go fully custom with advanced features for pixel-perfect design.

**Deliver great user experiences with highly-converting websites.** Transform websites into digital assets that build awareness,

drive conversions and grow sales. Using our professional website builder, help your clients thrive online and build websites that give site visitors just what they need.

With offices in the US, Israel, Canada, and Brazil, Duda has enabled more than 20,000 agencies and web professionals to publish over 1 million websites.

**Try Duda free for 14 days** →

For more information, please visit us at:

