

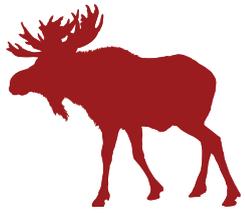
# INTERESTING WEB FACTS

OF AWESOME

# 1

**DID YOU KNOW THAT 97% OF ALL CONSUMERS SEARCH FOR LOCAL BUSINESSES ONLINE?**

"Pretty amazing statistic, given that nearly 20% of the adult US population still lacks internet access..."



# 2

**48% OF PEOPLE SAY A WEBSITE'S DESIGN IS THE NUMBER 1 CRITERION DISCERNING THE CREDIBILITY OF A COMPANY**



# 3

**COLOUR INCREASES BRAND RECOGNITION BY 80%**

**MORE THAN 90% OF BUYING DECISIONS ARE INFLUENCED BY VISUAL FACTORS**

# 4

# 5

**GET REVIEWED!**



**72% OF CONSUMERS TRUST ONLINE REVIEWS AS MUCH AS PERSONAL RECOMMENDATIONS FROM REAL PEOPLE.**

# 88%



**OF CONSUMERS WHO SEARCH FOR A TYPE OF LOCAL BUSINESS ON A MOBILE DEVICE, CALL OR GO TO THAT BUSINESS WITHIN**

**24 HOURS!**

# 6



PREPARED BY RARE FORM NEW MEDIA.

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1: Relevanza - [www.relevanza.com%2Fpost.cfm%2Fresearch-studies-point-to-googleplus-solomo&sa=D&sntz=1&usg=AFQjCNF4uGerA78CTyux8j9BQMAnYYNoGQ](http://www.relevanza.com%2Fpost.cfm%2Fresearch-studies-point-to-googleplus-solomo&sa=D&sntz=1&usg=AFQjCNF4uGerA78CTyux8j9BQMAnYYNoGQ)

2-4: Brandpoint - [www.brandpoint.com%2Fcontent-marketing%2Finfographic-measuring-content-marketing-success%2F&sa=D&sntz=1&usg=AFQjCNFFXE1A6ypsdj-fCh\\_6eFlbgpePFw](http://www.brandpoint.com%2Fcontent-marketing%2Finfographic-measuring-content-marketing-success%2F&sa=D&sntz=1&usg=AFQjCNFFXE1A6ypsdj-fCh_6eFlbgpePFw)

5: Search Engine Land, 2012. 6: Google Mobile Movement Study, 2011.

