


 AI Overview

Studies indicate that a significant percentage of people will bypass a business if it doesn't have a website, with figures ranging from approximately **30% to over 60%** depending on the specific survey and consumer behavior. 

Key statistics highlight the importance of an online presence:

- **30% to 31%** of U.S. shoppers reported deciding against shopping at a small business specifically because it lacked a website.
- **62% of consumers** say they will ignore a business that does not have a web presence.
- **76% of consumers** search for a company's online presence before visiting a physical location.
- **81% of consumers** conduct online research before making a purchase decision.
- **84% of consumers** say a business is more credible if it has a website. 

Without a website, a business risks appearing less professional or untrustworthy, as customers expect to find information online easily. This lack of an online presence can result in significant