

# New Study Shows 81% of Consumers Expect Small Businesses to Have an Online Presence, Impacting Buying Decisions

*Small Businesses Raking in Millions Thanks to SEO*

RENO, NV, UNITED STATES, March 13, 2024 /EINPresswire.com/ -- In an era where digital presence dictates market success, recent data unveils that a staggering 81% of shoppers conduct thorough online research before making a purchase and 87% of consumers start their product



Understanding and adapting to these consumer behaviors is not just beneficial, but essential for businesses looking to stay relevant and competitive."

*Sandy Rowley*

searches online, regardless of whether the transaction occurs online or in-store. This significant finding highlights the indispensable role of the internet in shaping consumer decisions, offering insights into pricing, reviews, and general business information.

This insight underscores the paramount importance of search engine optimization (SEO) for businesses aiming to capture and retain consumer interest in the highly competitive digital marketplace.

Highlighting a key trend in local commerce, the study also found that [75% of searches with local intent](#) on mobile devices lead to in-person visits to stores within just 24 hours, demonstrating the rapid conversion from online searches to physical shopping experiences.

Sandy Rowley, recognized as a Top Digital Marketing Expert, emphasizes the significance of these findings for small businesses seeking to leverage online marketing strategies to scale their operations. With extensive experience in aiding thousands of small enterprises to thrive in the digital domain, Rowley advocates for businesses to optimize their online presence.

"Understanding and adapting to these consumer behaviors is not just beneficial, but essential for businesses looking to stay relevant and competitive." Rowley asserts.

This data collected, sheds light on the evolving shopping behaviors in the digital age, offering valuable insights for businesses striving to enhance their digital marketing strategies and ultimately, their bottom line.

For further insights and strategies on optimizing your business's digital presence in line with

these consumer trends, contact Sandy Rowley, a leading authority in digital marketing, committed to helping small businesses succeed in the digital landscape.

Sandy Rowley  
Evolve Agency  
+1 775-870-0488

[email us here](#)

Visit us on social media:

[LinkedIn](#)



Sandy Rowley SEO Expert

---

This press release can be viewed online at: <https://www.einpresswire.com/article/694573842>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.