

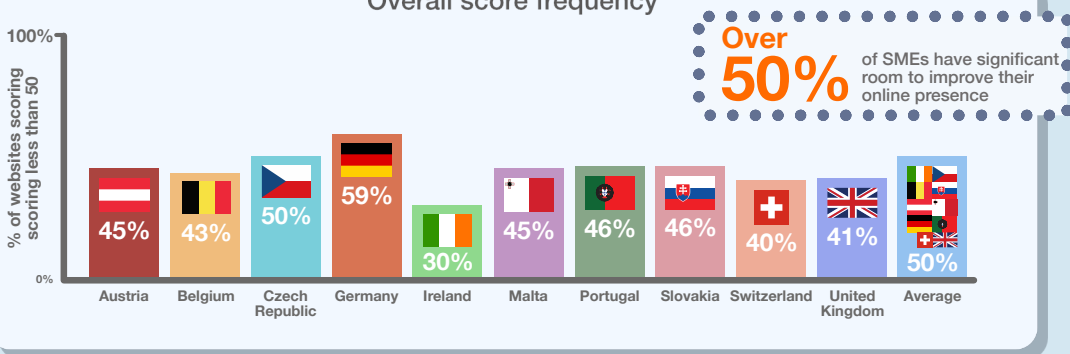
SIINDA PERFORMANCE LANDSCAPE STUDY

Austria, Belgium, Czech Republic, Germany, Ireland, Malta, Portugal, Slovakia, Switzerland and United Kingdom



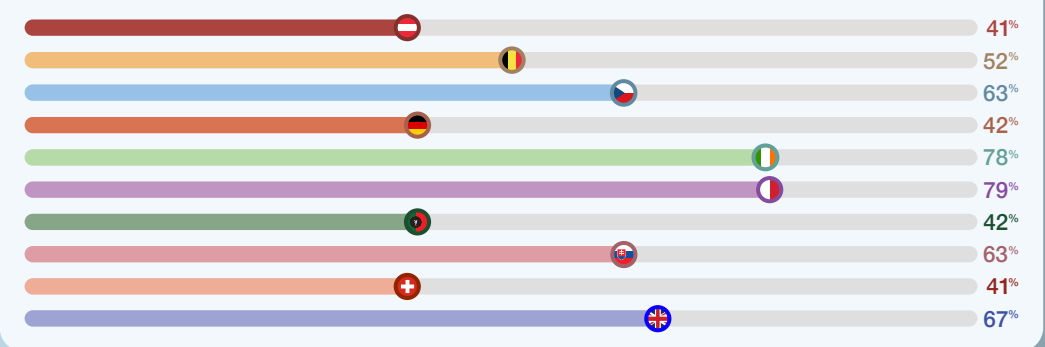
Most SMEs can improve online

We analysed the online presence of businesses across Europe and scored each out of 100 on the quality of their **website, SEO and social media**. Scores below 50 are considered bad scores.



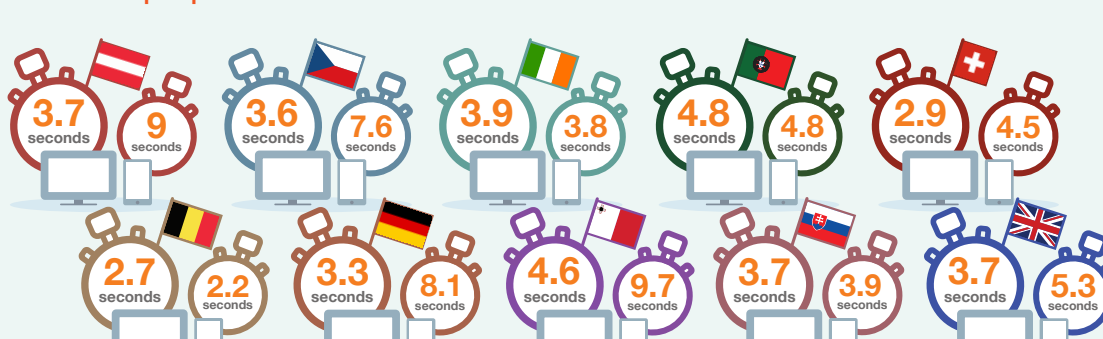
WordPress reigns supreme

We looked for **205 of the most common** platforms used by SME websites.



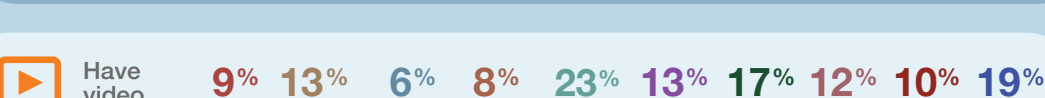
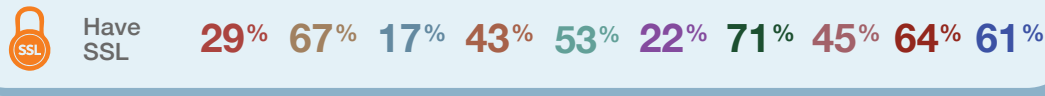
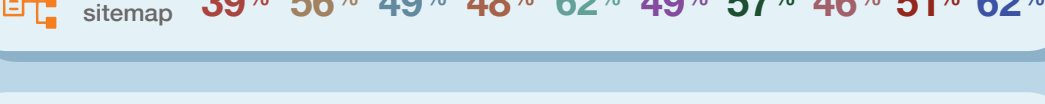
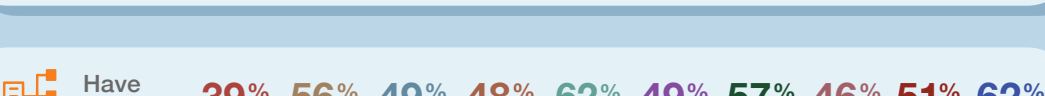
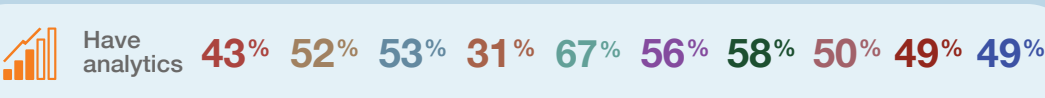
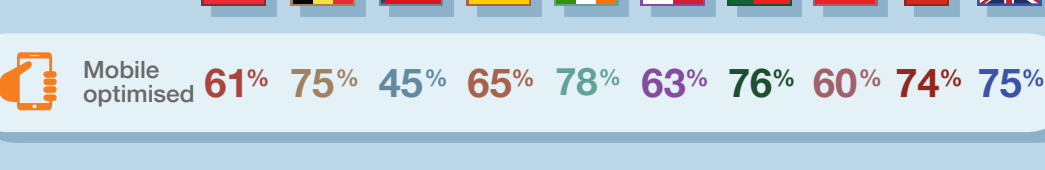
Every second counts

20% of people abandon a website that takes more than 3 seconds to load.



Features that matter

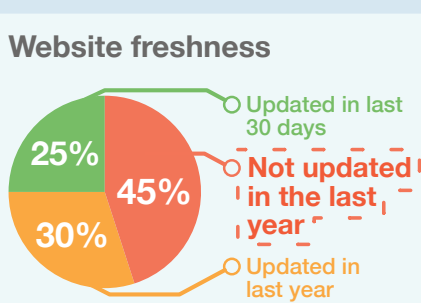
These key elements influence the website's **search engine ranking** and the **visitor experience**.



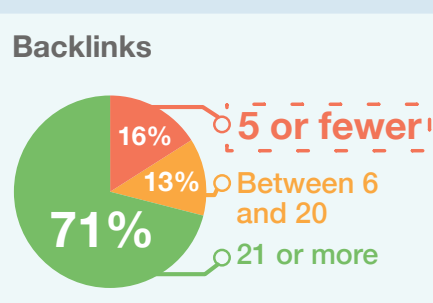
It all starts with a search

71% of customer journeys start with search, so it's essential for businesses to create **engaging content** that **ranks well** for their target search terms.

Website freshness



Backlinks



Country	Bad heading structure (total of SME websites)	Missing titles or descriptions (total of SME websites)	Duplicated titles or descriptions (total of SME websites)
Austria	74%	46%	46%
Belgium	76%	58%	30%
C. Republic	68%	36%	55%
Germany	76%	45%	47%
Ireland	88%	58%	24%
Malta	84%	55%	41%
Slovakia	81%	50%	33%
Switzerland	79%	52%	47%
Utd. Kingdom	76%	53%	33%
Average	83%	57%	24%

Marketing has evolved

Consumers use multiple sources when researching a purchase. Online platforms allow businesses to engage with **prospects** and **customers**.

Country	Have Facebook	Have Twitter	Have Instagram	Use AdWords	Use Facebook retargeting
Austria	25%	5%	11%	6%	2%
Belgium	38%	7%	20%	3%	2%
C. Republic	22%	1%	8%	10%	2%
Germany	17%	4%	8%	9%	1%
Ireland	50%	38%	27%	12%	6%
Malta	44%	15%	20%	3%	3%
Slovakia	49%	9%	28%	4%	3%
Switzerland	30%	4%	14%	5%	3%
Utd. Kingdom	28%	7%	15%	4%	2%
Average	44%	36%	27%	4%	4%

Breakdown by sector

Sector	Country	Average score	Has analytics	Mobile optimised	Mobile speed	Has SSL	Has video	Updated within 60 days	Has Facebook	Google Ads spend
Trades	Austria	51	39%	59%	9.1	25%	8%	25%	20%	4%
	Belgium	49	55%	74%	2.1	65%	11%	17%	28%	2%
	C. Republic	51	48%	40%	7.3	14%	4%	16%	10%	9%
	Germany	47	31%	64%	8.3	42%	11%	26%	14%	6%
	Ireland	52	56%	80%	8.6	9%	7%	28%	32%	9%
	Malta	48	51%	43%	9.4	18%	6%	11%	26%	1%
	Slovakia	49	45%	58%	3.7	38%	12%	20%	21%	5%
	Switzerland	54	44%	70%	4.9	57%	9%	25%	16%	2%
	Utd. Kingdom	48	42%	71%	7.8	52%	13%	18%	31%	2%
	Average	50	46%	62%	6.8	36%	9%	20%	22%	4%
Retail / Shopping	Austria	54	46%	61%	9.2	30%	9%	31%	27%	7%
	Belgium	54	56%	75%	2.4	68%	13%	32%	51%	4%
	C. Republic	47	59%	47%	8.4	23%	5%	26%	30%	12%
	Germany	52	38%	67%	9.5	46%	9%	34%	27%	12%
	Ireland	60	62%	79%	8.6	23%	12%	37%	60%	13%
	Malta	55	56%	62%	9.6	23%	10%	20%	47%	3%
	Portugal	53	58%	74%	5.1	71%	15%	26%	50%	5%
	Slovakia	52	53%	60%	3.7	44%	12%	23%	33%	6%
	Switzerland	56	49%	73%	7.0	62%	10%	37%	37%	6%
	Utd. Kingdom	56	44%	78%	5.6	67%	18%	34%	57%	2%
Average	54	53%	67%	6.9	46%	11%	30%	42%	7%	
Hospitality	Austria	57	51%	65%	9.7	34%	10%	37%	34%	8%
	Belgium	54	51%	76%	2.4	63%	14%	31%	51%	2%
	Germany	56	40%	71%	10.2	60%	11%	41%	34%	13%
	Ireland	60	52%	76%	8.3	17%	14%	39%	54%	12%
	Malta	59	49%	71%	10.5	24%	14%	27%	51%	3%
	Slovakia	53	57%	67%	4.2	42%	14%	32%	49%	4%
	Switzerland	58	49%	78%	6.7	63%	10%	42%	38%	6%
	Utd. Kingdom	56	46%	78%	5.2	61%	25%	30%	60%	4%
	Average	57	49%	73%	7.2	44%	14%	35%	46%	7%
	Health	Austria	51	38%	58%	7.6	29%	6%	29%	16%
Belgium		50	47%	76%	1.9	72%	11%	29%	27%	2%
C. Republic		47	55%	50%	7.1	18%	5%	30%	16%	9%
Germany		46	25%	63%	7.1	41%	5%	25%	10%	5%
Ireland		55	56%	74%	8.6	13%	13%	34%	47%	12%
Malta		56	63%	69%	8.8	21%	11%	30%	41%	1%
Slovakia		51	52%	58%	3.8	46%	13%	25%	27%	6%
Switzerland		50	46%	73%	5.2	62%	7%	29%	12%	5%
Utd. Kingdom		54	48%	77%	5.2	63%	22%	33%	47%	4%
Average		51	48%	66%	5.5	41%	10%	29%	27%	6%
Professional services	Austria	51	40%	62%	8.6	29%	8%	30%	19%	4%
	Belgium	51	51%	74%	2.2	63%	13%	27%	25%	2%
	C. Republic	53	46%	43%	6.2	14%	2%	17%	10%	9%
	Germany	49	33%	68%	7.6	47%	10%	34%	14%	14%
	Ireland	54	52%	68%	7.6	12%	9%	33%	26%	7%
	Malta	54	55%	68%	9.3	17%	9%	33%	38%	3%
	Portugal	54	60%	77%	4.7	72%	17%	40%	47%	3%
	Slovakia	52	53%	62%	3.8	47%	11%	25%	30%	4%
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	Utd. Kingdom	52	48%	72%	4.9	58%	15%	29%	27%	3%
Average	52	48%	66%	6.2	42%	10%	30%	25%	5%	
Fitness / Beauty / Salons	Austria	51	34%	59%	8.6	27%	10%	33%	29%	4%
	Belgium	50	45%	75%	2.2	69%	15%	24%	49%	3%
	C. Republic	52	56%	48%	7.7	21%	8%	29%	35%	18%
	Germany	50	30%	65%	8.5	42%	10%	29%	26%	7%
	Ireland	58	40%	80%	9	18%	18%	41%	68%	10%
	Malta	57	53%	65%	9.2	19%	14%	33%	40%	2%
	Slovakia	55	58%	65%	4.3	47%	16%	33%	51%	9%
	Switzerland	55	47%	75%	5.5	66%	13%	33%	40%	4%
	Utd. Kingdom	54	44%	79%	6.4	64%	23%	35%	59%	4%
	Average	54	45%	68%	5.7	41%	14%	32%	44%	7%

Primary Source Data: Silktime analysis of FCR Media Ltd and Herold Business Data GmbH (AT) data for the SIINDA Landscape Study 2016 and 2018. MEDATEL CZ, s.r.o., FCR Media Ltd, FCR Media Belgium MEDATEL spol. sro Slovakia. ©2018 Business analysis across seven market sectors. The study methodology can be found at www.siinda.org/landscape-study. Secondary Sources: Google Webmaster Tools (Mar 2017), Local Search Ranking Factors, Weebly 2013, Avinova 2015, Googlebase, Connex, U.S.: The growing influence of Mobile on Shopping, 2017, Czech Statistical Office 2017, Locustsearch, Swisscom Directories Ltd.



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