

IS YOUR WEBSITE HELPING OR HURTING YOUR PERFORMING ARTS BUSINESS?

A PEEK BEHIND THE CURTAIN



In the theater business, it's clear when an audience is happy, you can hear their applause. But it's the people who never make it into the theater that you should worry about. Their silence can be deafening.

Your website could be creating a negative user experience, damaging your brand and costing you business every day without you even knowing it. Let's take a peek behind the curtain to look at the facts.

CAN AUDIENCES FIND YOUR BUSINESS ON THE WEB?

If people can't find your performing arts business online, they're not likely to become patrons. Let's look at the three pillars of online visibility: **SEO**, **Content** and **Social Media**.

SEO

Search Engine Optimization is the digital magic that helps search engines (like Google) connect people with the right information they're seeking. You need to generate organic search, and if your SEO isn't ready for showtime, you're missing out on it.



93% of online experiences begin with a search engine



70% of links users click on are from organic search



The first organic search result generates 33% of clicks



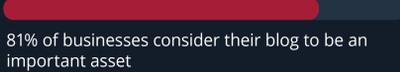
75% of users never scroll past the first page of search results

CONTENT

If you're just using your website to sell tickets and advertise showtimes, you'll never generate the organic search your theater deserves. If you want to reach enough people to fill those seats, you need content. Which means you need a blog.



Websites with blogs have 434% more indexed pages than their counterparts who lack them



81% of businesses consider their blog to be an important asset



57% of marketers acquired customers from blogging

SOCIAL MEDIA

Arguably the most effective (and cheapest) way of communicating with the public these days, your social media presence is crucial.

31%

31% of all referral traffic on the Internet is generated through social media



Social media, combined with search, increases click-through rate by 94%



64% of consumers are likely to follow a brand after purchasing from them

ARE PEOPLE HAVING A POOR MOBILE EXPERIENCE ON YOUR WEBSITE?

Roughly 50 percent of mobile users refuse to use a website that isn't mobile friendly. What's worse is they also said they get the impression that a company doesn't want their business if its website is non-responsive. Unless you can afford to lose half of your online customers, you need a mobile friendly website.

REASONS FOR POOR MOBILE EXPERIENCE

88% of consumers say they've had a negative experience making purchases on their mobile devices.



73% say that websites took too long to load on their phone or tablet



48% found the formatting of a website difficult to read on their phone



51% say that websites often crash or freeze on their mobile device

OUTCOMES OF POOR MOBILE EXPERIENCE

Just because customers aren't telling you there's a problem doesn't mean there isn't one. What you don't know *can* hurt you.



40% will abandon a website that takes more than 3 seconds to load



79% of shoppers who are dissatisfied with a website's performance are less likely to purchase from the same site again



44% of online shoppers will tell their friends about a bad online experience



30% will never visit that website again

WHY PEOPLE ABANDON PURCHASES DURING CHECKOUT

Imagine if 7 out of 10 people who walked up to your box office with cash in hand suddenly walked away as you were getting ready to hand them their ticket. Here's the bad news: That's exactly what they're doing online. On average, 69% of all online purchases are abandoned at the shopping cart. Here's the good news: All of the reasons people give for abandoning purchases during checkout can be addressed by improving your web presence. Let's look at why consumers are walking away at the last minute.

CHECKOUT ABANDONMENT



Unless you're an expert on web design and all of its components (including user experience, visual presentation, SEO and mobile responsiveness), it can be hard to tell if your website is helping or hurting your business. Vendini offers a comprehensive—and free—evaluation of your performing arts website. Drop us a line at hello@vendini.com and write "Website Evaluation" in the subject line. We'll have a rep contact you within 24 hours to set up a thorough evaluation.



SOURCES

- Bianchin, Daniel. "10 Stats to Justify SEO". Search Engine Journal (blog). <https://www.searchenginejournal.com/10-stats-to-justify-seo/>
- Siu, Eric. "24 Eye-Popping SEO Statistics". Search Engine Journal (blog). <https://www.searchenginejournal.com/24-eye-popping-seo-statistics/>
- Lee, Jessica. "No. 1 Position in Google Gets 33% of Search Traffic". Search Engine Watch. <https://searchenginewatch.com/sew/study/2276184/no-1-position-in-google-gets-33-of-search-traffic-study/>
- "120 Awesome Marketing Stats, Charts and Graphs". HubSpot (SlideShare). <https://www.slideshare.net/HubSpot/marketing-charts-graphsdataapril2010slideshare>
- DeMers, Jayson. "Social Media Now Drives 31% Of All Referral Traffic". Forbes (blog). <http://www.forbes.com/sites/jaysondemers/2015/02/03/social-media-now-drives-31-of-all-referral-traffic/>
- Sterling, Greg. "Search + Social Media Increases CTR By 94 Percent: Report". Search Engine Land (blog). <http://searchengineland.com/search-social-media-increases-ctr-by-94-percent-report-66231>
- "How Many Sales Are You Losing Because Your Small Business Website Isn't Properly Designed?". Emerge Inc. (newsletter). <https://www.emergeinc.com/how-many-sales-are-you-losing-because-your-small-business-website-isnt-properly-designed/>
- Forten, Nicole M. "Poor Mobile Shopping Experience". Demac Media (infographic). <https://www.demacmedia.com/infographic/infographic-wednesday-poor-mobile-shopping-experience/>
- "How Loading Time Affects Your Bottom Line". Kissmetrics (blog). <https://blog.kissmetrics.com/loading-time/>
- Bustos, Linda. "The Danger of a Poor Mobile Shopping Experience". Get Elastic (infographic). <http://www.getelastic.com/the-danger-of-a-poor-mobile-shopping-experience-infographic/>