



# Is your website helping or hurting your performing arts business?

It's clear when arts patrons are happy because you can hear their applause and see their standing ovations. 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 your business revenue without you even knowing it. Let's take a peek behind the curtain to look at the facts.

## Can audiences find your business online?

If people can't find your performing arts organization 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



**33%** 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.



**434%** 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 budget friendly) way of communicating with customers and prospects is social media. Your presence on the social media channels that fit your organization's key demographics is crucial.



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



**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



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



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

### 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

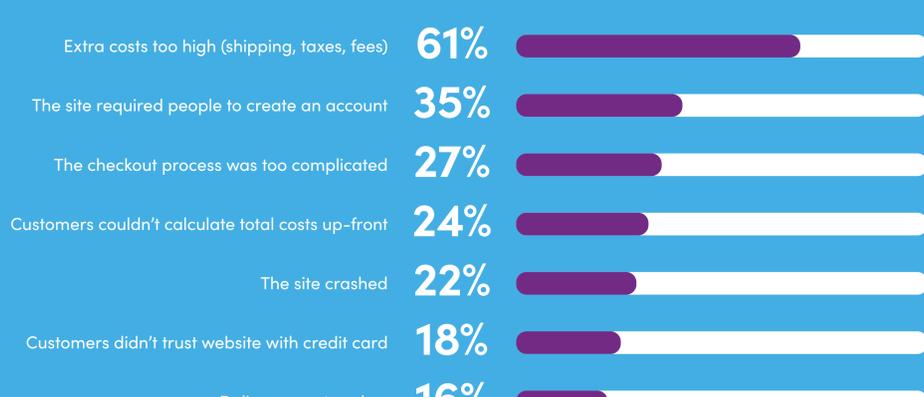
## Why people abandon purchases during checkout

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 gave 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.

### Cart abandonment

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



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