

Survey reveals skills and attitudes to website ownership

Date - 9th of April, 2014 - A survey carried out on behalf of website domain company, Register365, has found that despite spending thousands of Euros on a website, **only 10 per cent of business people**, who own a website, are able to manage the content for themselves.

The findings from the survey effectively mean that many business owners are investing money in web development without knowing how their site can, and should, make money for their company, according to *Sally Tomkotowicz*, Customer Acquisition Marketing Manager for Register365.

"Ten per cent of business owners spent between €2,000 and €5,000 on their websites which is a lot of money. It was surprising to see how many people own a website but how few know how to market it properly, with 66% of people unsure of what Google AdWords are for instance." she stated.

"Most business owners know tools such as Google AdWords are important but they don't know where to begin or find they struggle without guidance."

The survey also found that for business owners, the most popular method to attract visitors to websites is by sharing on **social media** such as Facebook and Twitter. However, word of mouth remains a strong marketing tool with 17% of people accrediting it as the source of their website's traffic.

Over **20%** of those surveyed **did not understand what SEO is**, however 25% of those surveyed would consider using website content to rank in search engines while a further 20% would consider creating content outside of their websites to help their search engine ranking.

According to Sally Tomkotowicz of Register365, *"With ever-tightening budgets, it's vital that businesses spend their money wisely and while websites are essential vehicles for attracting business, they need to be effectively marketed to achieve high sales and increase traffic."*

Register 365 has developed a programme of **Free Online Business Training** to give business owners invaluable advice and support to help grow their business online.

Each month, Register 365 runs a variety of webinars covering key subjects such as SEO, Google AdWords and other important online marketing tips and tools. Their next webinar 'Beginners SEO - A guide to Google Optimisation' is on Tuesday 29th April. The webinars are free to anyone who can learn what they need to know from the comfort of their home or office.

For more information visit www.register365.com

About Register365

Register365.com is one of Ireland's leading domain name registrars, providing specialised online solutions for everyone, whether you're an individual, a business, reseller or developer.

The wide range of services and products are designed to be flexible and accommodating and to provide everything the client may need to get online, including a friendly support team available seven days a week to help solve any issues.

Register365 is a Namesco Ltd company and is part of the DADA Group, an international group of companies providing professional Internet services for businesses and individuals. The Group currently have over 1.7million domains registered in over 250 extensions, 500,000 websites hosted on their platforms and over 520,000 clients using their products and services.

For more information: www.register365.com

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