

State of eCommerce: 2023 & beyond

ECOMMERCE- RELATED STATISTIC

In 2023, over 218 million people in the US alone will shop online.

By 2024, eCommerce is predicted to make up over 24% of all retail sales.

Over 81% of consumers will perform product research before purchasing.

Hidden extra costs are the main reason shoppers abandon carts.

Organic SEO is more important than ever and can help boost business.

More than a third of small businesses in the US still do not have a website.



ACTION FOR YOU CAN TAKE

There's never been a better time to get a website established.

As eCommerce keeps expanding, so will consumer and market demand.

Get your products added to Google Shopping to increase their findability.

Create a transparent checkout process. Again, Google Shopping can help.

SEO increases your business visibility, search result rankings, & site traffic.

Establishing an optimized website puts you ahead of your competition.