



PERSONAL, HONEST & RELIABLE

The Top 5 Features People Look For In A Website

When people browse a website, they want easy navigation, attractive design, and relevant content.

A survey of 612 people was conducted to discover which website features are important to them and which they can live without.

It was found that people prioritize access to content over trendy designs and features. Overall, people prefer design elements and website functions that help them discover relevant content

Almost everyone (94%) says easy navigation is the most important website feature.

Most people (83%) appreciate when a website looks attractive and up-to-date.

Half of website users (50%) will leave a website permanently if the content is irrelevant.

People value product descriptions and visuals equally. Nearly all (91%) find both features useful.

Two-thirds of people (67%) think websites with links to the company's social media account are useful.

For Any Website Services, Contact Scarborough Website Design Today.

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