Journey of an Online Buyer

2022

Make sense of the changes in customer behavior and learn how to get your website visitors a step closer to the "buy" button on every step of their journey online.
In the past years, the way we shop and sell has changed tremendously. In order to stay ahead, businesses need to understand and accommodate these shifts in customer behavior. To help you succeed, we put together what an online buyer journey looks like today, and how to prepare your website for it.

Read, Learn, and Enjoy!
The Big Shift

People are now shopping much earlier for major events

Traditionally, Black Friday marked the beginning of the winter holiday shopping. However, trends show that people are starting their hunt for the perfect holiday gift much earlier, thanks to the convenience of online shopping. Google reports that this Summer searches for “Black Friday deals” grew by over 200% compared to last year. This trend extends beyond just the holiday season and affects other major events, like the start of summer or their children going back to school.

40% of buyers consider shopping earlier for different shopping seasons

42% of shoppers worldwide plan to start buying gifts earlier this year.

69% of global consumers plan their holiday shopping earlier to avoid items being out of stock.
Let the Research Begin!

The awareness stage is the first phase of the buyer’s journey. This is when users recognize a problem or a need they have. In order to find the best solution, they start researching online.

Where do people search for products and services?

**80%**

**Search Engines**

Google reports that more than 80% of customers conduct their research online before making a purchase decision.⁵

**23%**

**Social Media**

23% of consumers worldwide find about products on social media. Keep in mind, as advertising costs skyrocket across platforms and engagement goes down, brands prioritize building customer lifetime value and promoting brand loyalty.⁶
Help Buyers Find You

*Hint: You want them to land on your website*

Choose Your Platform

The most popular content management systems for website owners.

- **43.2%** of all websites on the internet use WordPress
- **20.1%** of WordPress websites use WooCommerce

**Hint:** You want them to land on your website.
Tried-and-Trusted Managed WordPress & WooCommerce Hosting

No matter if you are managing a simple blog or a full-blown online store, you can trust SiteGround Managed WordPress hosting to take the hassle out of launching, growing, and managing a website.

Recommended by WordPress.org

Trusted by the owners of over 2,800,000 domains

Recommended by WooCommerce
“We’ve worked with limited CMS before and limited hosting platforms. Like the kind of build your own website platforms and you just don’t have the customization options that you do when you’ve kind of got access to something like WordPress on the hosting plans that SiteGround offer.”

Charlie, Founder of Minty Digital
Once You Have a Website

Improve your SEO

Effective SEO boosts your online visibility and brings you a wider audience. Aside from nailing the keywords game, don't forget that website speed has an impact on your SEO rankings as well.

SITEGROUND PRO TIP

As a SiteGround client you benefit from ultrafast website speed and a value-packed bundle of out-of-the-box performance tools.

“Our site, which is a huge database of visual materials, needs to be loaded in an instance for the users, so it’s easy to use and easy to browse through. The speed with which our site works on SiteGround is unbelievable.”

WATCH THEIR STORY →
Build Your Brand

A strong and human-centered brand is now a must for anyone to establish themselves in consumers’ minds and secure long-term success. Start with your community - 95% agree it's more important than ever to shop local.⁹

SITEGROUND PRO TIP

Your website is the right place to show your brand's true colors. With SiteGround creating a fully-functional site is easy! Our hosting comes with pre-installed WordPress and easy WP Starter wizard with plenty of themes and customizations to match your brand.

EVERY WEBSITE STARTS AS A DREAM. WITH SITEGROUND, IT CAN BECOME A REALITY →

“\text{If you want to buy a soft toy for a baby in the UK, they all come from huge manufacturers. We had an idea to make something different, to make colorful toys with stories, with strong characters..}”

WATCH THEIR STORY →
And now... they evaluate

At this point, buyers have clearly defined what they want and now need to evaluate their potential options. It’s your job to convince users that your product is the best solution for their needs. But beware because 61% of consumers say they visit multiple websites before settling on what to buy and who to buy it from.\textsuperscript{10}
How does your website affect buyer behavior?

**Website Uptime**

You've worked hard to drive traffic to your website. So, you need to be sure that your platform is powerful enough to handle traffic spikes and avoid website crashes.

**Website Speed**

Website conversion rates drop by 4.42% with each second of load time that goes by, between 0 and 5 sec.\(^{11}\)

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**Black Friday**

Traffic increase: 137%

**Cyber Monday**

Traffic increase: 112%

70% of customers say page speed impacts their willingness to buy\(^{13}\)
Website Security

The holiday season is a busy time for everyone, including hackers and other malicious actors. They know that people are shopping online more often and are looking for ways to exploit vulnerabilities. As cybercriminals are on the rise, you need to ensure you’ve taken all necessary steps to safeguard your website and customers.

63% Malware Spike During Black Friday & Cyber Monday

51% Phishing attacks increase during the holiday season

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With SiteGround You Can

Scale As You Grow
Choose a hosting plan that fits your needs and upgrade it as you grow. From StartUp to auto-scalable cloud solutions, add features and resources with a click, no service interruption and 99.9% uptime.

Make Your Site Fly

5x FASTER SITES
with our full page caching by default

5x FASTER QUERIES
with our unique MySQL setup

30% BETTER PERFORMANCE
with GrowBig & higher plans with Ultrafast PHP

FREE CDN
$00 to deliver your content faster to visitors anywhere
Get Unmatched Site Security

Platform-level Security
- 24/7 Server Monitoring
- Web Application Firewall
- AI-driven Bruteforce protection
- DDOS defenses
- 2-factor authentication

Site-level Security
- WordPress & plugin autoupdates
- All-inclusive WP Security Plugin
- Malware scanner
- Free SSL
- GeoIP blocking
- Daily backups

SiteGround
During the consideration stage the buyer will read a lot of reviews and comparisons to find the best fit for them. So, you need to show how your solution stands out from the rest.

In 2021, nearly 70% of online shoppers typically read between 1 and 6 reviews before making a purchase decision.\textsuperscript{15}

Make sure you’re actively collecting and publishing customer reviews on your site and respond to them publicly.
Embed Videos on Your Site

Video is quickly becoming the primary way that the next generation of shoppers makes purchasing decisions.

A video on your landing page can boost your conversion rate by up to 80%. However, videos can also slow down your site significantly.

With our free-for-all SiteGround Optimizer plugin, you can enable the lazy load feature which will make pages with multiple media items load much faster.

96% watch explainer videos to learn about a product

88% are swayed to make a purchase after watching a video

SPEED YOUR WORDPRESS WEBSITE WITH THE SITEGROUND OPTIMIZER PLUGIN →
Close to the finish line!

At this stage it all comes down to pricing, features, payment methods and delivery. So this is the last chance to convert a lead into a customer. Here are some factors to consider before the final purchase.

Beware of the abandoned cart!

- **78%** cart abandonment rate globally\(^{17}\)
- **81%** online shopping carts are abandoned before the checkout stage\(^{18}\)
- **26%** abandoned their cart because of long checkout\(^{19}\)
- **17%** abandoned their cart because they don’t trust the site\(^{20}\)
Win them back over email

At SiteGround we offer free email hosting on all packages which gives a professional look to your business. Automate emails to remind users about their cart or viewed items, and add a monthly newsletter to keep them coming back.

43% of cart abandonment emails are opened

21% of the opened emails are clicked on

50% of the users who clicked purchased
SiteGround

Your Hosting Partner that helps you win over Online Buyers

Not a SiteGround client?

GET STARTED NOW
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