



Is Your Website Limiting Your Success?



Retail eCommerce is heading for 4 trillion in 2020, with no signs of slowing down. And in the US alone, there's expected to be 300 million online shoppers by 2023.

That's steady growth your business should be capitalizing on — but what if your business' growth is limited by the performance of your website? Without the proper foundation and monitoring, a website can quickly become the reason consumers are clicking away. To ensure continued growth for your eCommerce business and avoid lost sales, your website needs to be optimized for speed, protected against downtime and traffic surges, and fully secured.

Use the following tips to talk to your IT department about how your website is performing.

Source: OptInMonster



Liquid Web™

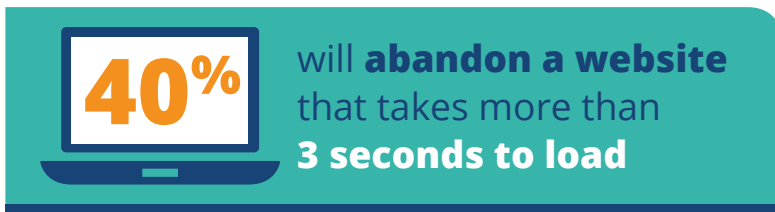
5 TIPS *to* Improve Your Website and Increase Sales



TIP #1

Avoid Slow Load Times. Avoid Lost Customers.

Customers have little patience for slow loading websites. According to [a report by KissMetrics](#), 47% of consumers expect a web page to load in two seconds or less, and 40% will abandon a website that takes more than three seconds to load.



The difference between mere seconds or milliseconds might not seem like a lot — but it can mean the difference between a sale and a customer lost forever. Amazon experiences this phenomenon to an exaggerated degree: a former [employee explained](#) his company's experience with how slow load times adversely affected revenue:

"In A/B tests, we tried delaying the page in increments of 100 milliseconds and found that even very small delays would result in substantial and costly drops in revenue." — Greg Linden



Test Your Website Speed

These tools test your site's speed and provide tips for improvement:

[Pingdom Website Speed Test](#)

[Webpage Test](#)

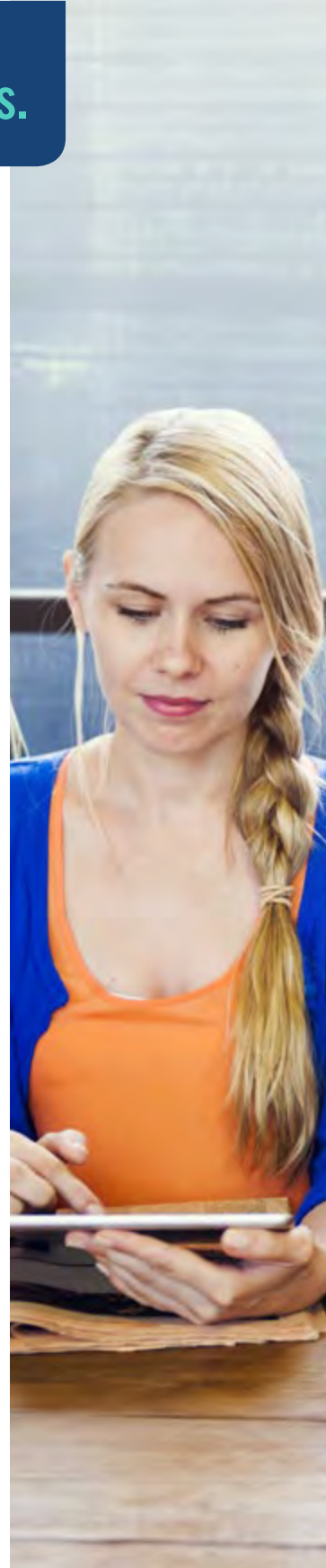
[GTmetrix](#)

[Google PageSpeed](#)

Managed Hosting Optimizes Your Server for a Faster Website

There are a number of relatively simple changes that can be made to speed up your eCommerce site, however, all the simple fixes in the world won't help if the underlying infrastructure supporting the site isn't configured for optimum performance.

To ensure your website is loading as fast as possible for customers, you need a hosting plan that is optimized for speed — one that includes a content delivery network in addition to high-performance infrastructure. **Managed hosting can provide your business an environment optimized for high performance and fast load times, while allowing your internal teams to focus on business growth.**





TIP #2

Protect Your Brand. Prevent Downtime.

Even worse than slow loading pages is a website that never loads at all. A down website means your eCommerce business is effectively closed, costing you potential sales. According to a report by the [Ponemon Institute](#), **63% of SMBs would become unprofitable in less than a month after losing access to their mission-critical data.**

Downtime also affects future revenue. That same KissMetrics report shows that 79% of customers who can't access a site are less likely to return to that site, losing your site potential customers' patronage for years to come.

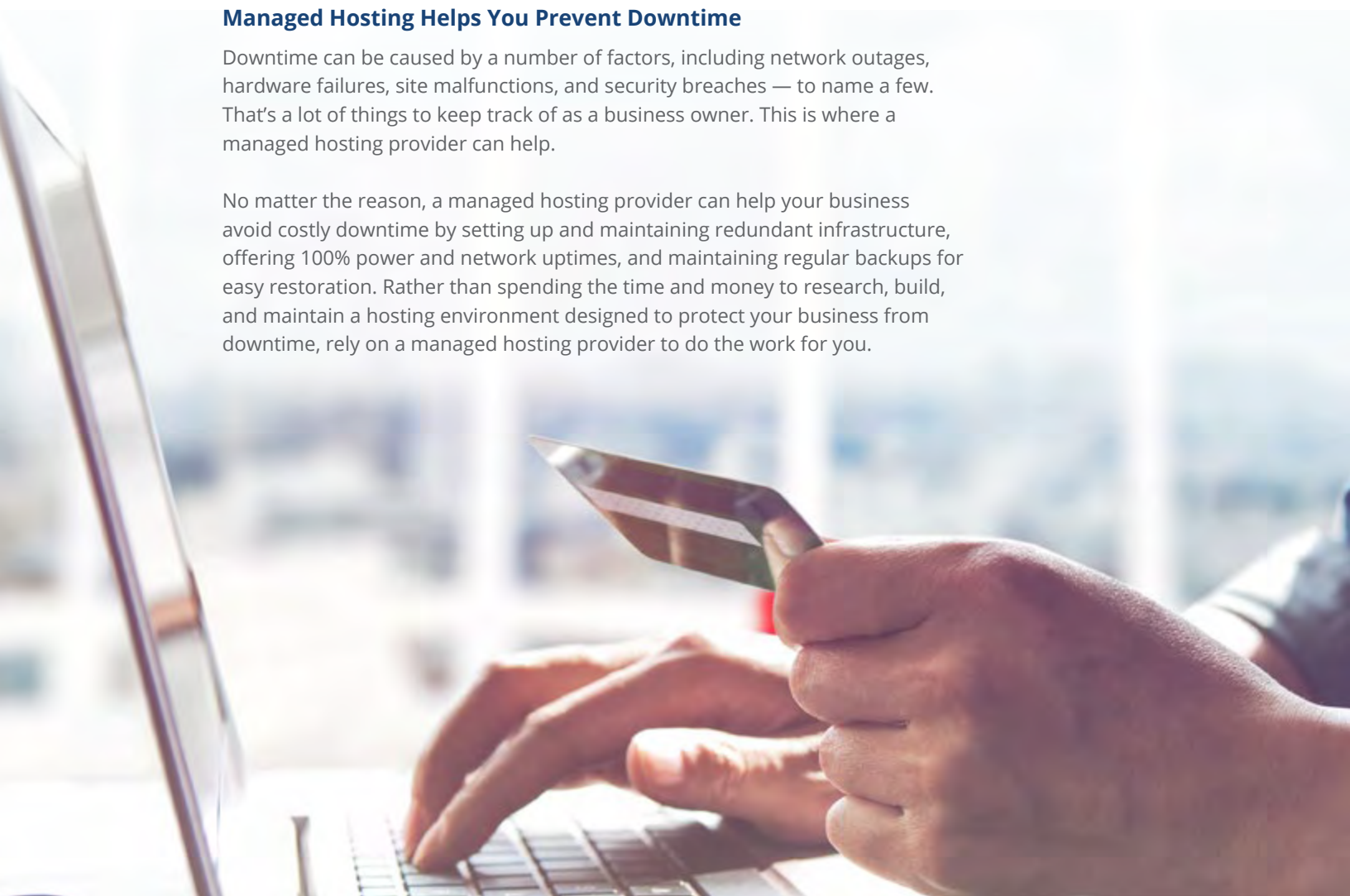


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Managed Hosting Helps You Prevent Downtime

Downtime can be caused by a number of factors, including network outages, hardware failures, site malfunctions, and security breaches — to name a few. That's a lot of things to keep track of as a business owner. This is where a managed hosting provider can help.

No matter the reason, a managed hosting provider can help your business avoid costly downtime by setting up and maintaining redundant infrastructure, offering 100% power and network uptimes, and maintaining regular backups for easy restoration. Rather than spending the time and money to research, build, and maintain a hosting environment designed to protect your business from downtime, rely on a managed hosting provider to do the work for you.





TIP #3

Prepare Your Website for Traffic Surges

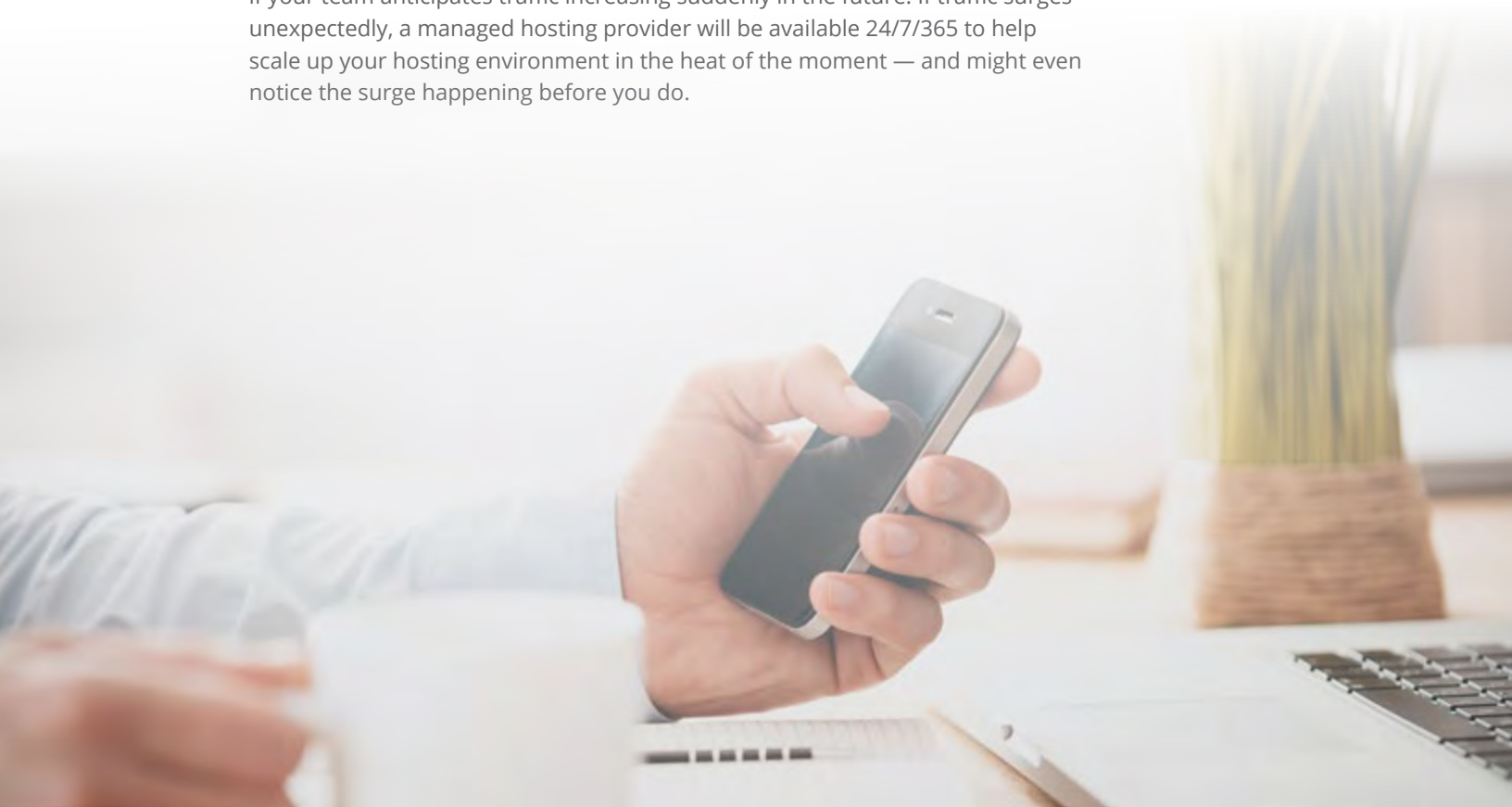
More traffic to your business' site is always the goal, but if you are not prepared, a sudden and large increase in traffic could take down your website, like it did for [Amazon during Prime Day 2018](#). In fact, a [survey done by Neustar](#) found that 73% of SMB sites wouldn't be able to support a sudden, 200% increase in traffic. If your website crashes due to too many customers visiting at once, then your business will lose out on all those potential sales.



of SMB sites **wouldn't be able to support** a sudden **200%** increase in traffic

Managed Hosting Offers Scalable Hosting & Proactive Responses

Instead of dispatching your IT team to manually prepare your hosting environment for every expected traffic surge and crossing your fingers your site will withstand the unexpected ones, lean on a managed hosting provider for help. A managed hosting provider can keep an eye on your server performance and let you know if your website is outgrowing your current environment's capabilities. They can also provide your business with scalable hosting and load balancers, making it easy to access additional resources with quick server resizes if your team anticipates traffic increasing suddenly in the future. If traffic surges unexpectedly, a managed hosting provider will be available 24/7/365 to help scale up your hosting environment in the heat of the moment — and might even notice the surge happening before you do.





TIP # 4

Secure Customer Data Or Risk Being Hacked

Data security is of utmost important for eCommerce businesses and directly affects customer trust, customer loyalty, and business growth. Unfortunately, the frequency of cyber attacks continues to increase. According to [Sophos Labs](#), 30,000 websites were hacked a day in 2013 — and that number has kept growing ever since.

In addition, [Security Magazine](#) reports that more than 2/3 of companies with fewer than 1,000 employees have experienced a cyberattack, and over 1/2 have been breached. According to Symantec, smaller businesses are actually at a disadvantage because they generally lack the required budget and technical staffing to maintain proper security.



**2 out of 3
SMBs have experienced
cyberattacks**

Security Experts at a Managed Hosting Provider Protect Your Business

Working with a managed hosting provider can relieve some of the security burden on your business. Managed hosting provides your business with a team of security experts that will build your hosting environment from the ground up with security in mind, protect against attacks as they occur, and maintain secure backups in the event of an attack. Managed hosting providers can even offer your business assistance with PCI Compliance. Securing your customers' data against attacks is a time-consuming and involved process — not to mention expensive to execute in-house. Rather than spend your time and money on website security, rely on a managed hosting provider to help secure your customers' data against disaster.





TIP #5

Get Aligned. Recruit Expertise.

No matter how prepared your business is with a fast website, redundant and scalable infrastructure, and a highly secure environment, something is bound to go wrong. Unfortunately, if you're managing your own website's hosting in-house, then you're the one who is responsible for fixing the problem, distracting your team from growth-driving initiatives.

Reliable, 24/7/365 Support Quickly Solves Hosting Issues as They Arise

A managed hosting provider takes the onus off your business and essentially becomes your external IT team. No matter the issue, having a reliable support team available around the clock makes rolling with the punches that much easier. In addition, a good hosting provider will also respond to requests quickly, so your teams aren't spending their days on the phone or waiting on an email. Simply having a highly-trained team ready and waiting to support your hosting needs will free up your business's time, so your team can focus on core-business initiatives.



Liquid Web's Managed Hosting: The Answer to All Your Needs

We offer optimized, redundant, and secure solutions for small and medium sized business — with plans ranging from powerful dedicated servers to flexible and scalable cloud servers. In addition, we also offer the exact hosting services you need to decrease load times, prevent downtime, prepare for traffic surges, and secure your data. All of our fully managed hosting plans are backed by Support from the Most Helpful Humans in Hosting™ and include unlimited 24/7/365 access to expert assistance.

Products For Every Need

We offer products to suit any business' needs, from powerful Dedicated Hosting, to scalable Cloud Dedicated, VPS, or Private Cloud Hosting. We also offer high performance and custom infrastructure options.

Services Geared For You

Our highly-trained team can add any of our available features to customize your hosting plan, including a content delivery network, email servers, eCommerce tools, storage area networks, backups, load balancers, PCI Compliance scanning, and rock solid security measures.

Fully Managed 24/7/365

We manage the server that your website is built on, monitoring it in realtime to ensure it's always operating at peak efficiency. And because our data centers are built on a fully-redundant infrastructure, we can offer a 100% network uptime guarantee.

Our Support is Included

Every managed hosting plan comes standard with Support from the Most Helpful Humans in Hosting™ and proactive Sonar Monitoring. We offer industry-leading SLAs, including a 100% Network & Power Uptime Guarantee.

The Industry's Best Response Times

59
SECOND
PHONE
INITIAL RESPONSE
GUARANTEE

59
SECOND
LIVECHAT
INITIAL RESPONSE
GUARANTEE

59
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Liquid Web powers content, commerce, and potential for SMB entrepreneurs and the designers, developers, and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

With over 30,000 customers spanning 150 countries, Liquid Web owns and manages its own core data centers, and provides a wide portfolio of offerings spanning from baremetal servers and fully managing hosting to Managed WordPress and Managed WooCommerce Hosting. The Most Helpful Humans In Hosting™, Liquid Web earns the industry's highest customer loyalty* and has been recognized among INC. Magazine's 5,000 Fastest-Growing Companies for twelve years.

*2019 NPS score of 67.