

Web Design Statistics 2019



SITEJET



Hi,

Firstly, thank you for taking the time to download the PDF version of our 2019 Survey Results.

In a busy industry like web design, we often lack the time to think about what others are doing. It's easy to start living in our own bubble, limited to our own outlook and experiences.

It's for that reason that I always find research interesting. Not just numbers, facts and figures - but insights into the feelings and experiences of others walking the same path as we do.

That's why I'm so excited about the results you'll find in this document.

The objective of our research was simple: We wanted to get a ground-up understanding of what makes today's web designers 'tick.' What do they love? What do they hate? What are their biggest pain-points? How do they spend their time? How do they win new customers? What would make their life easier?

At the same time we wanted to understand what website visitors value in a website, and what they definitely don't. How they browse, how long they'll wait for a website to load, and a bunch of other interesting insights that should guide how we all work moving forward.

This survey paints a picture of a diverse, dynamic industry which is packed with challenges and opportunities as we look ahead to a new decade.

If you have any thoughts on it, we'd love to hear from you!

But for now, thanks for downloading, and we hope you find the results interesting.

Thanks!
Hendrik

Web Design Statistics 2019

In 2019, we ran our first ever survey into the web design industry. We wanted to understand what makes today's web designers tick! What do they love? What do they hate? What are their biggest pain-points? How do they spend their time? How do they win new customers? What would make their life easier? At the same time we wanted to understand what website consumers value in a website, and what they definitely don't. How they browse, how long they'll wait for a website to load, and a bunch of other interesting insights that should guide how we all work moving forward. You can see our findings below!

ABOUT THE SAMPLE: We gathered the stats below by surveying 384 unique respondents in July 2019. Our sample included both web designers and online consumers. We separated these groups with a preliminary question, ensuring that respondents were only asked to answer the questions relevant to them.

Citation Policy: Please feel free to use these statistics in any commercial or non-commercial capacity. If you do use the statistics, we require a reference back to [Sitejet](#).



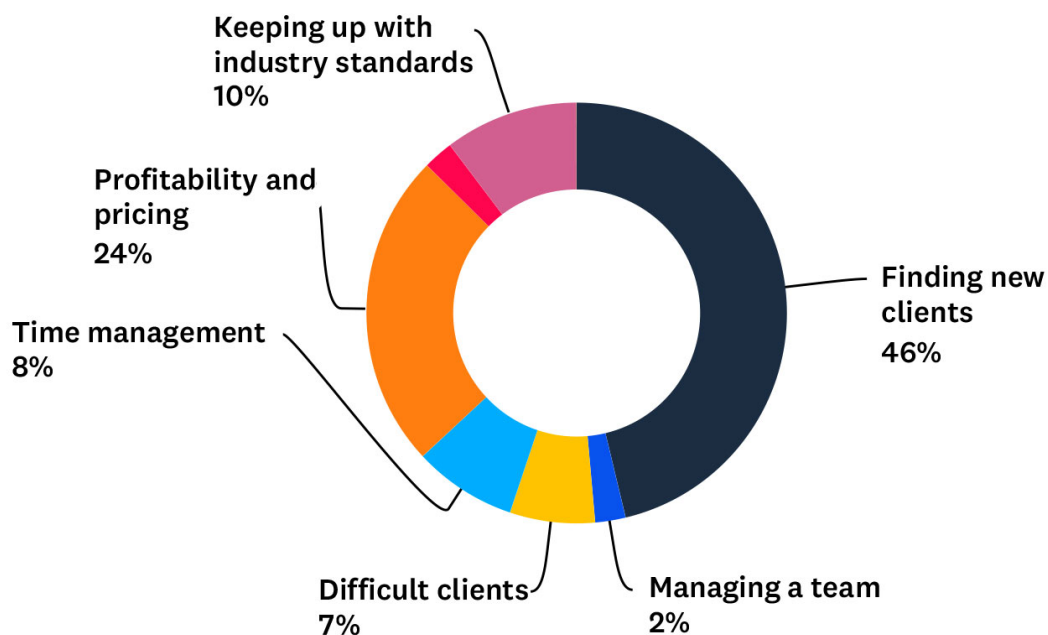
BIGGEST CHALLENGE AND PAIN POINTS

What are the most painful parts of life as a web designer?

46% of web designers say that their biggest challenge is finding new clients, making it the most commonly cited pain point of all.

They also struggle with profitability and pricing (**24%**).

The less commonly cited challenges were keeping up with industry standards (**10%**), time management (**8%**) and difficult clients (**7%**), while only a few of them told us that managing a team (**2%**) was the most painful part of their job.





THINGS WEB DESIGNERS LOVE...

What do web designers love about their job?

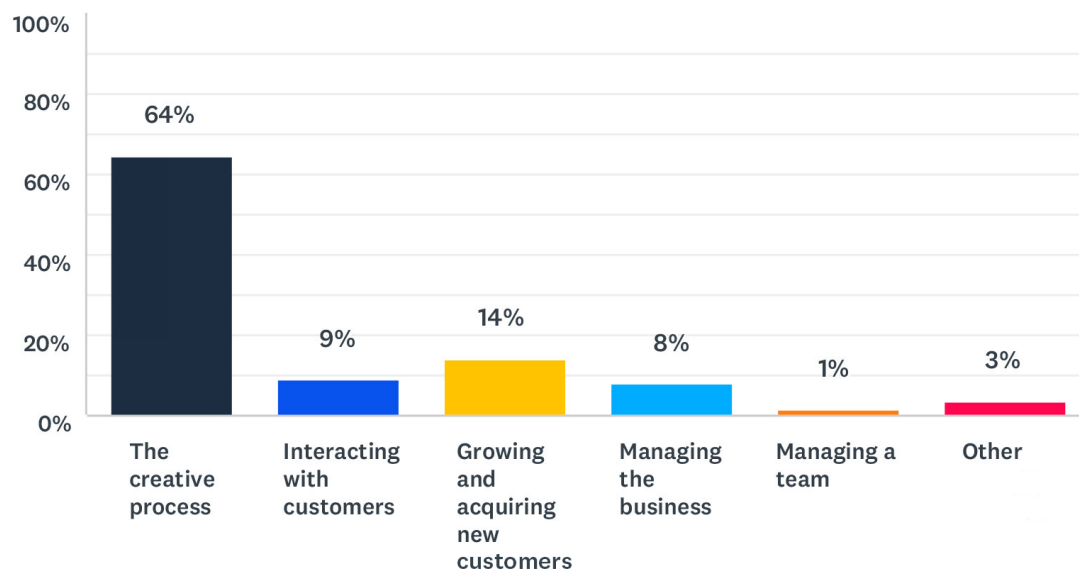
Unsurprisingly, most web designers are die-hard creatives at heart.

Nearly two-thirds of web designers (**66%**) say that the creative process remains their favourite thing about web design.

This dwarfed the other responses.

14% of web designers say growing their business and acquiring new customers is their biggest thrill.

9% most enjoy interacting with customers, and **8%** love the general challenges of managing their business.





THINGS WEB DESIGNERS HATE...

What do web designers DISLIKE about their job?

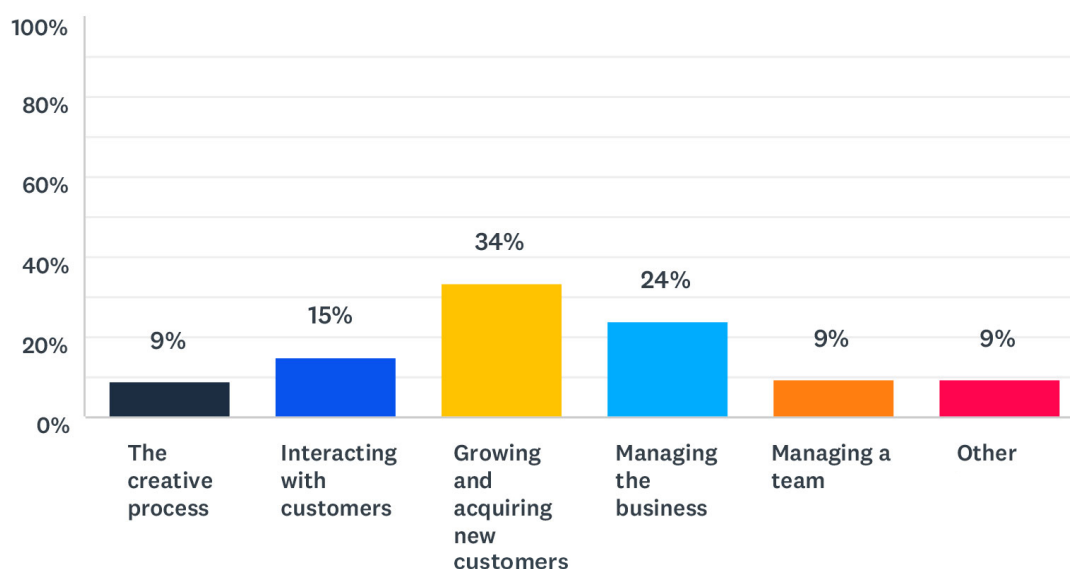
Over a third of web designers (**34%**) say that growing and acquiring new customers is their least favourite part of the job and something they really dislike.

24% really don't like managing the business side of their work.

Customers, of course, are a crucial component to any creative project! But a surprisingly large **15%** of web designers say they don't like interacting with customers.

9% of web designers really dislike the creative process.

9% dislike managing a team.



ANALYSIS: Everybody wants more clients! Web designers have to wear many different hats - but, at their core, they remain creative beings who are at their happiest doing creative work. While some web designers clearly take satisfaction from winning new customers and growing their business, these are generally seen as less enjoyable tasks, and come less natural, than immersion in the creative process. Securing the customers is the hard bit - once they're on board, doing awesome work for them comes easily!



TIME IS MONEY

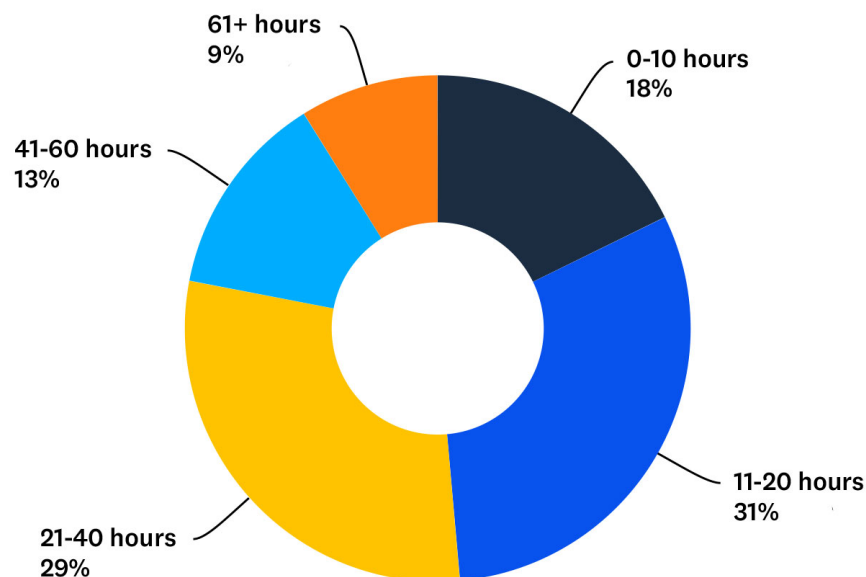
How long does it take to build websites from scratch?

We got a wide variety of different answers here, with answers evenly split across all time ranges.

Around **1 in 10** web designers say it takes them more than **61 hours** to build a website from scratch, with nearly a quarter saying it takes a minimum of **41 hours**.

60% of web designers say it takes between **11 and 40 hours** of work, making this the most commonly cited time frame.

But around **1 in 5** web designers say they can get a website built, from scratch, in **10 hours or less**. Speedy work!



ANALYSIS: Different approaches to web design - and varying projects - mean that there is no 'standard' amount of time a typical project takes. This is reflected by the almost equal distribution of answers to this question.

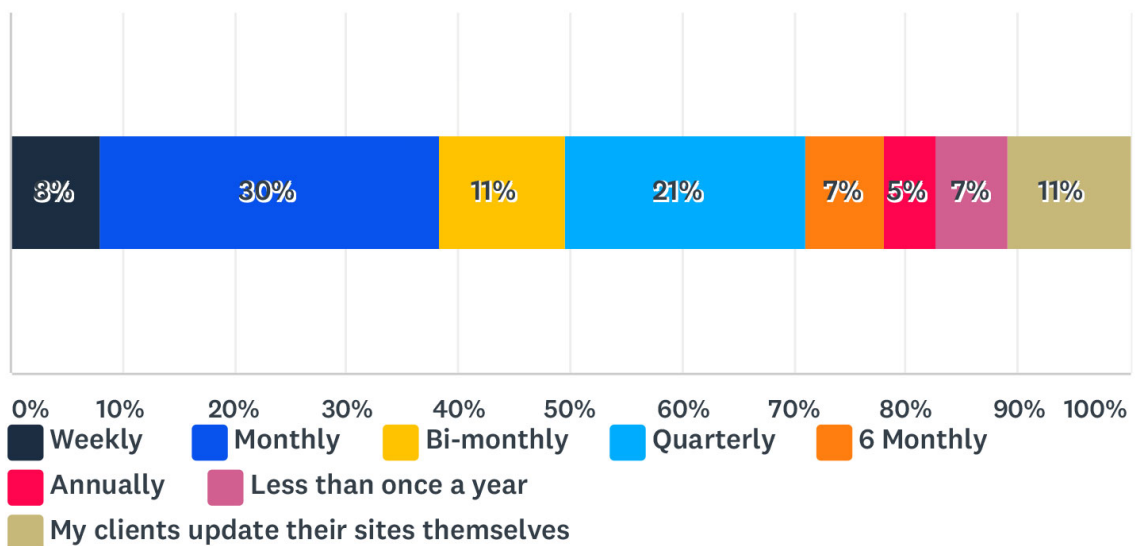


UPDATES ALL AROUND

How often are websites updated?

Once websites are built and launched, we wanted to understand how often they're typically updated by the designer who built them.

Over **60%** of web designers say they update their clients' websites monthly (**30%**), bi-monthly (**11%**) or quarterly (**21%**.)



ANALYSIS: Web design projects don't end when they hit 'publish.' An overwhelming **89%** of web designers are responsible for performing updates to their clients' websites once they're live, with only **11%** allowing clients to update their websites themselves.



COMMUNICATION IS KEY

How do web designers communicate with their clients?

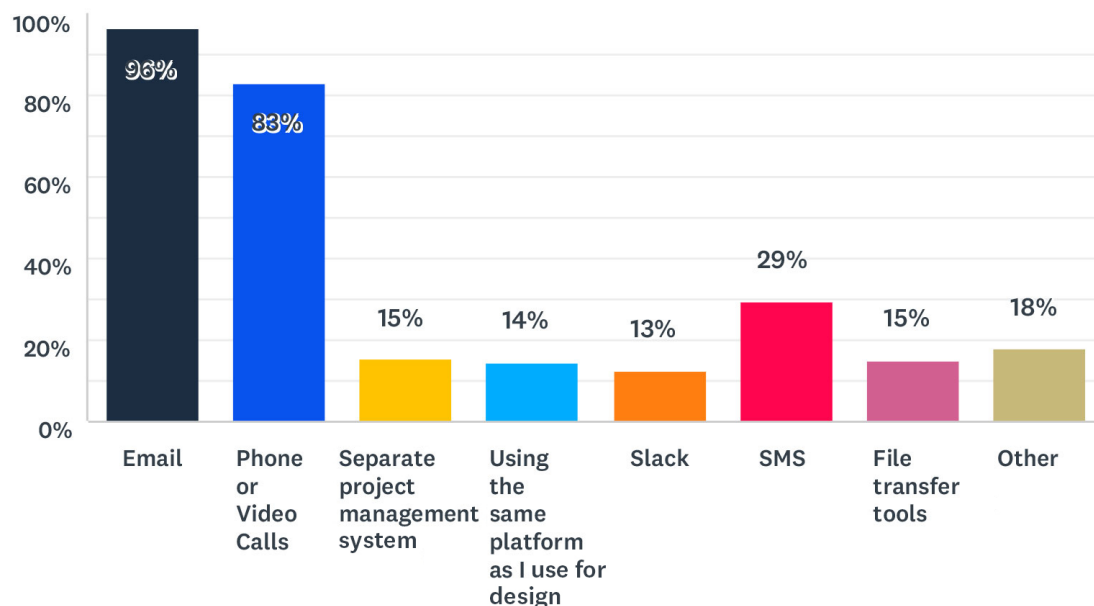
We all know that communication is pivotal in effective web design projects. We wanted to find out which tools people use, and which are their preferred ones.

We found that web designers use a variety of different tools to communicate with clients and manage their projects.

They almost unanimously use email (**96%**), while almost as many use phone or video calls (**83%**) to communicate verbally or face-to-face.

Interestingly, over a quarter of web designers (**29%**) use SMS as a tool to communicate with their clients, whether for marketing or project-related correspondence.

Project management systems (**15%**), file transfer tools (**15%**) and Slack (**13%**) are all used by web designers for client communication - but only in small numbers compared to email and phonecalls.



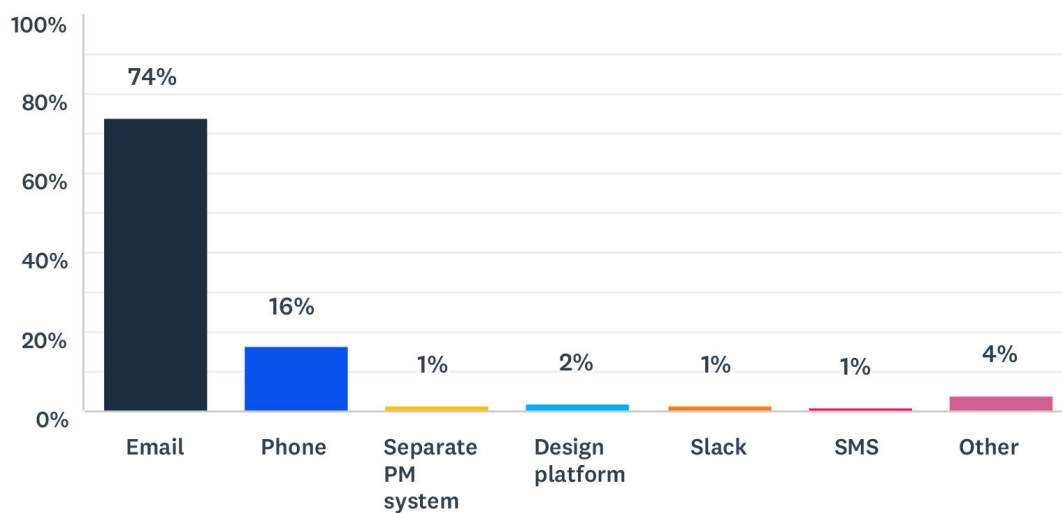
How do web designers MAINLY communicate with their clients?

When we asked web designers to identify the single tool they use for client communication above all the others, email was the runaway winner.

In fact, **74%** of web designers primarily communicate with their clients by email.

16% of them say they mainly communicate via phone or video calls with the client.

Only **1 in 100** web designers communicate mainly via a designated project management system.



ANALYSIS: Email is far and away the most widely-used communication channel for web designers to manage their projects. But is that a good thing? Email is instantaneous, and convenient, but it's not always the most efficient channel. Vital information can get buried in long message streams, important emails can be lost in absent employee's inboxes. We were surprised by the low number of designers using a dedicated project management system to manage their work. We would expect this to increase in the coming months and years, as freelancers and agencies seek a competitive advantage and look to optimise efficiency and communication.



WINNING BUSINESS

What acquisition channels do web designers use - and which bring new customers?

When it comes to winning new web design business, it seems that **word of mouth referrals** are king.

It's the most widely used marketing technique for web designers, AND the most effective. It's used by **95%** of web designers, and out of those, an almost unanimous **98%** say it's been a success for their business.

63% of web designers have used content marketing and organic SEO as a tool to win new clients. Out of those designers, around **52%** rate it as an effective channel.

67% of web designers use Facebook to win new business, and, again, they're pretty much evenly split as to its effectiveness. **34%** say it's been successful, **33%** say it hasn't.

Twitter emerged as a poor performer for winning new web design clients. Only **36%** of web designers have tried using Twitter to win new customers.

And, out of those, a flimsy **20%** say it's been successful for them.

LinkedIn isn't the most widely used tool for winning new web design business - just **43%** of web designers say they're actively looking to get new customers through the platform, and - out of those - around **41%** say it's worked for them.

35% have used online advertising & PPC as a tool to get new customers.

Out of those **46%** say it's been successful.

The old-fashioned offline ad channels like print, TV and radio are less widely utilised now than in the past, with just **19%** of web designers having used them.

Their success also seems to be on the wane, with just **32%** of those who've used it saying it's been a success.

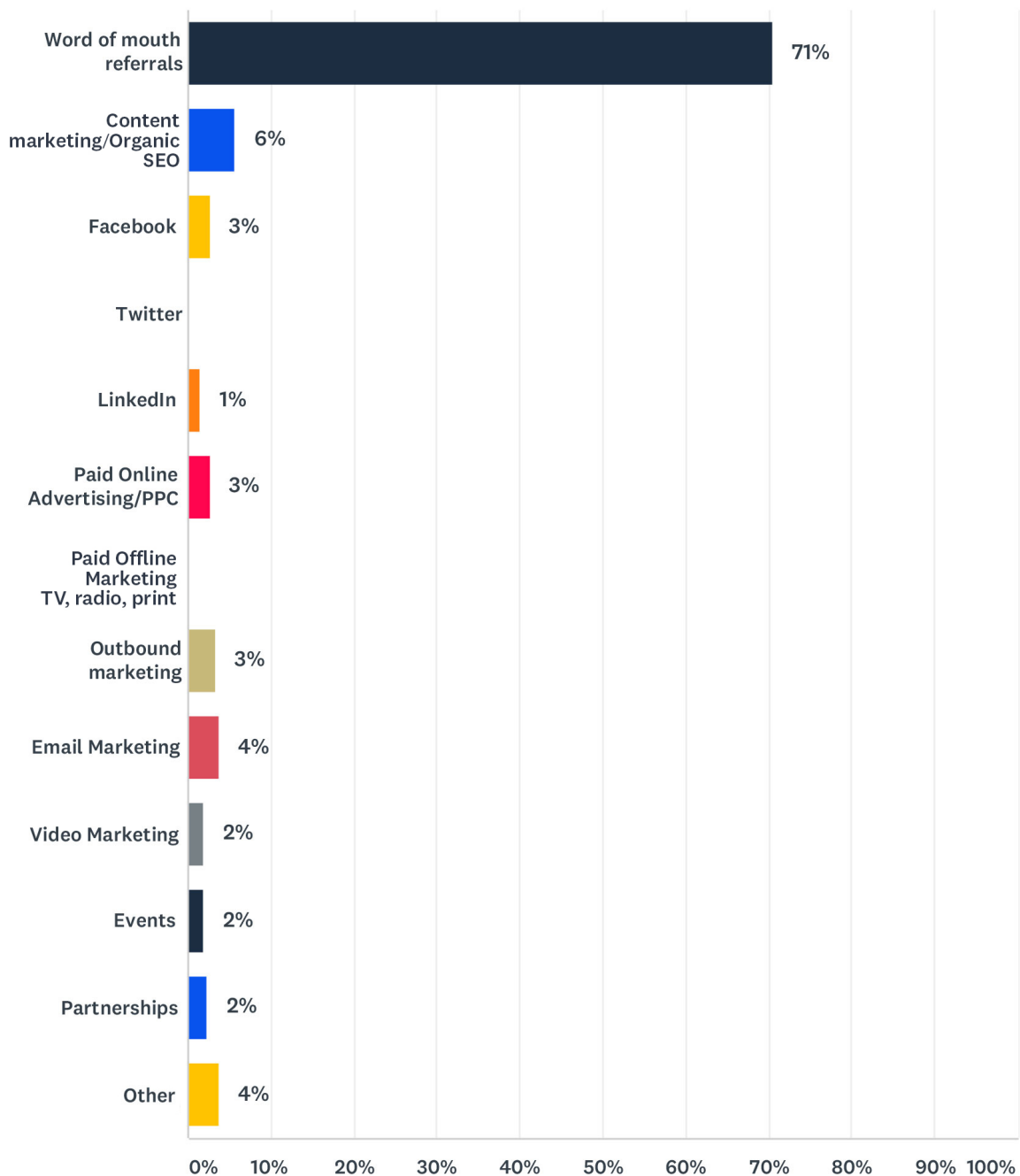
33% of web designers have used outbound marketing such as cold e-mails and cold-calls, with **55%** reporting that it's been successful.

A surprisingly low **52%** of web designers have used email as a marketing tool to win new business, with around **6 in 10** of these people saying it's been a successful customer acquisition tool.

Just over a quarter (**26%**) of web designers have used video marketing to reach new customers. However, out of those, a healthy **68%** report enjoying success.

Despite just **37%** of web designers saying they've used events to network and generate new customers, they perform extremely well. Just under three quarters (**74%**) of web designers who host or attend events say it's led to new business.

56% have used partnerships with other brands or individuals to help spread the word about their business and gain new customers. This is a really effective tactic, with around **80%** saying it's been effective in achieving that goal.



ANALYSIS: It's clear that Word of mouth is still top dog when it comes to winning new web design business. This only increases the importance of delivering an awesome, memorable customer experience - and, of course, explicitly asking for referrals from happy clients! However, there are some huge opportunities in marketing channels that aren't currently widely used - but are already generating great results for web designers. Particularly, partnerships and events are very widely successful among those who use them. Elsewhere, social media is widely used but not greatly successful in winning new business - which suggests that an industry-wide rethink may be required.



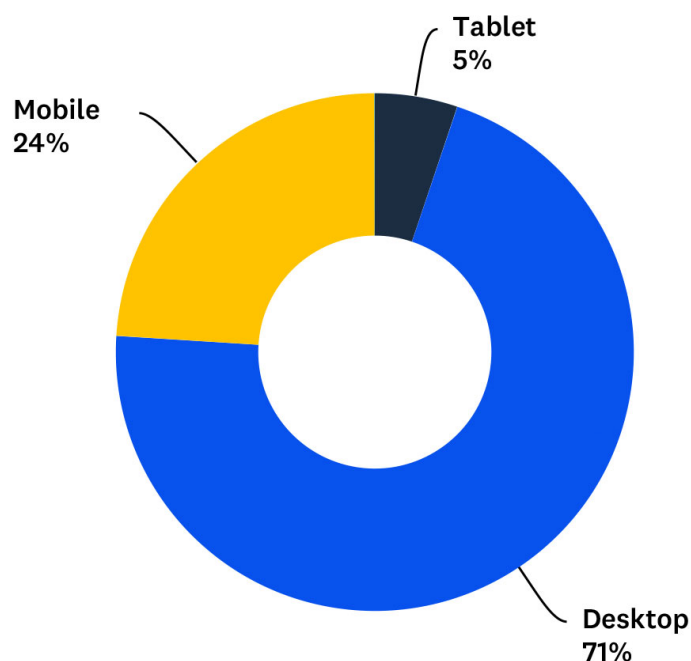
THE CONSUMER VIEW...

In the next section, we take a look at what consumers think of websites. How do they interact with the web - and what do they like and dislike about their experiences on the websites they use?

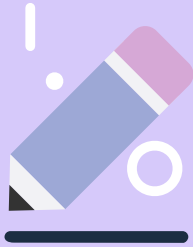
MOBILE FIRST?

How do consumers browse the web?

71% of respondents told us they primarily browse the 'old-fashioned' way - on desktop. **24%** do most of their browsing on mobile, with **5%** on tablet.



ANALYSIS: In the era of mobile-first browsing, we were surprised by the extent to which desktop still rules the roost. That being said, nearly **29%** of consumers told us they primarily browse on mobile or tablet. The golden rule here, as we all probably know, is to make sure we're responsive, offering outstanding, consistent websites across ALL devices.



DESIGN MATTERS...

Usability is incredibly important in web design. We wanted to find out what peoples 'red lines' are when it comes to browsing the web....

We found that:

93% of people have left a website because it didn't display properly on their device.

90% of people have left a website because it was badly designed.

93% of people have left because a website didn't load quickly enough

ANALYSIS: When we're browsing the web, we're impatient. We're in a rush. We want to get where we need to go as quickly and as seamlessly as possible. It's no surprise, then, to see stats like the ones above - with the overwhelming majority of web users saying they've quit a website because it either didn't load quickly enough, didn't display properly or just looked horrible. All these things are important to keep in mind for web designers.

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