

Britain's tech-savvy tradespeople hammer home an extra £16k a year

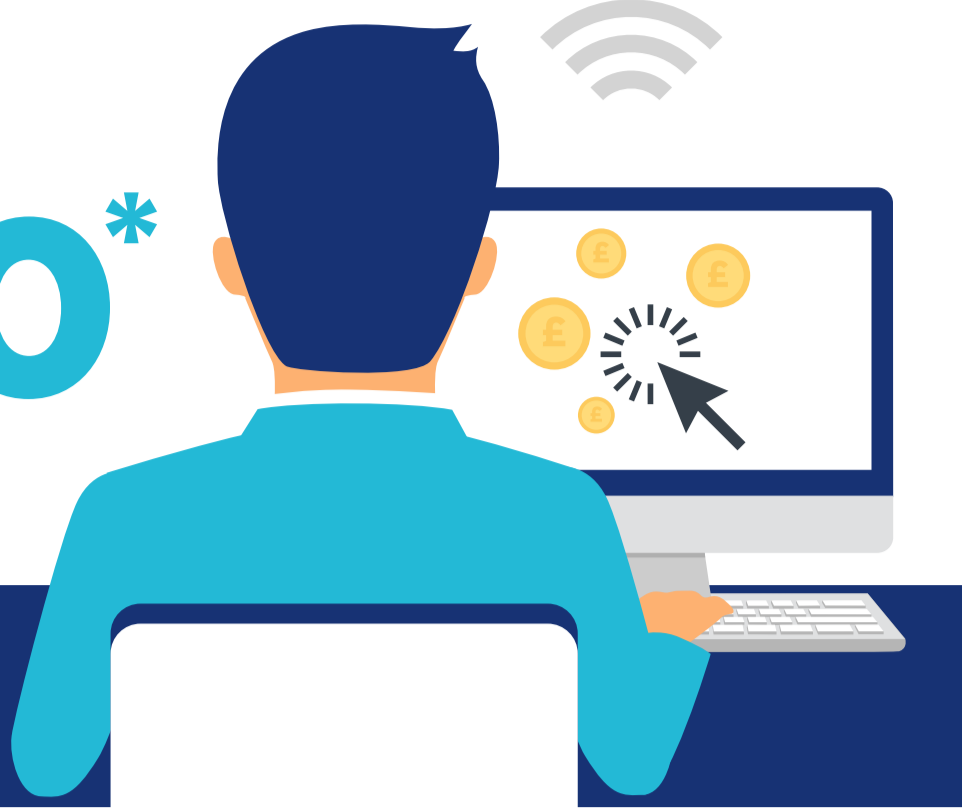


Tradesmen and women with their own website could pick up an additional

21 jobs

a year, on average worth

£16,590*



85%¹

of people looking for a tradesperson go online to research local businesses before deciding who to hire

yet over

320,000

tradespeople have yet to build their own website

The TOP 5 trades with a website:



Aerial/ Network Specialist

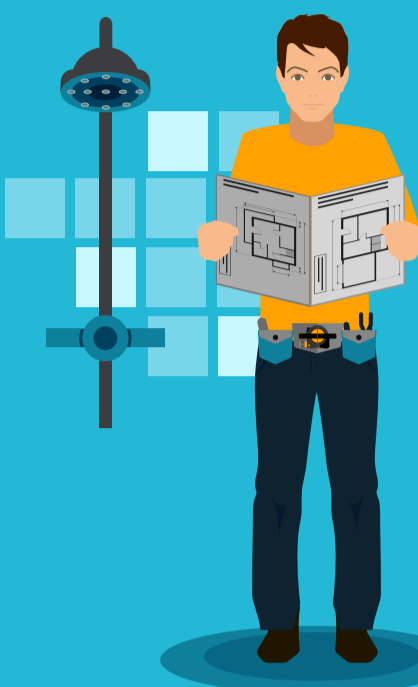
81%

are online

They generate an extra

£6,000

in leads a year from being online*



Bathroom Fitters

77%

are online

They generate an extra

£2,416

in leads a year from being online*



Security Specialist

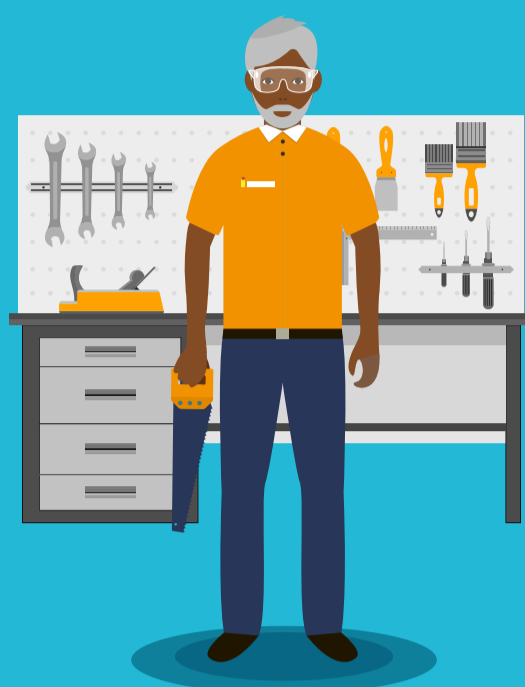
76%

are online

They generate an extra

£22,000

in leads a year from being online*



Traditional Craftsman

73%

are online

They generate an extra

£24,000

in leads a year from being online*



Electrician

67%

are online

They generate an extra

£23,000

in leads a year from being online*

The TOP 5 trades without a website:



Painter/Decorator

51%

aren't online

They would generate an extra

£6,600

in leads a year from being online*



Gardener/ Garden Designer

49%

aren't online

They would generate an extra

£5,700

in leads a year from being online*



Cleaner

48%

aren't online

They would generate an extra

£6,000

in leads a year from being online*



Plumber

44%

aren't online

They would generate an extra

£8,000

in leads a year from being online*



Builder/ Carpenter/Joiner

41%

aren't online

They would generate an extra

£20,000

in leads a year from being online*

Tradespeople online:

74%² of customers are more likely to click a site if it ends in .uk

Britain's MOST tech-savvy tradespeople towns

% of tradespeople online

Glasgow

74%

Manchester & Liverpool

70%

Bristol

72%

London

71%

Britain's LEAST tech-savvy tradespeople towns

% of tradespeople offline

Newcastle

44%

Leeds

47%

Birmingham, Southampton & Plymouth

41%

5 STEPS to getting online



Secure the best domain name for your website



Decide how much web hosting space you need



Make your website clear, simple and mobile friendly



Use social media to drive traffic



Secure your website against cyber threats

Find out more at: www.tradebetteronline.uk

About Nominet and the .uk domain

The .uk domain campaigns aim to encourage more businesses to get online with a professional website and email address to enhance their business and are run by Nominet.

Nominet is an international, internet company with a team of 150 people based in Oxford and London. It is a public benefit company with 2,800 members. Since 1996, Nominet has managed and run domain names that end in .UK and is now one of the world's largest country code registries. With the proceeds of their successful registry business, Nominet set up and supports the Nominet Trust, an independent charitable foundation focussed on increasing access, safety and education on internet issues.

More information about finding a domain name can be found at <http://www.theukdomain.uk/>

* Research based on survey of 2000 tradespeople who are business owners/decision makers between 31.3.16-11.4.16. Number of jobs and benefits based on responses from 1309 tradespeople who are business owners/decision makers who do have a professional website. Value arrived at by working out the median figure tradespeople with a website said they receive per job (on average) from their website and multiplying it by the average number of extra jobs they are getting as a result of having a site (£790 x 21).

Sources:

1) Local Consumer Review Survey (2012)

2) 2014 Trust & Awareness Research - Insight Engineers Ltd



@dotuk

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