

# 15 facts

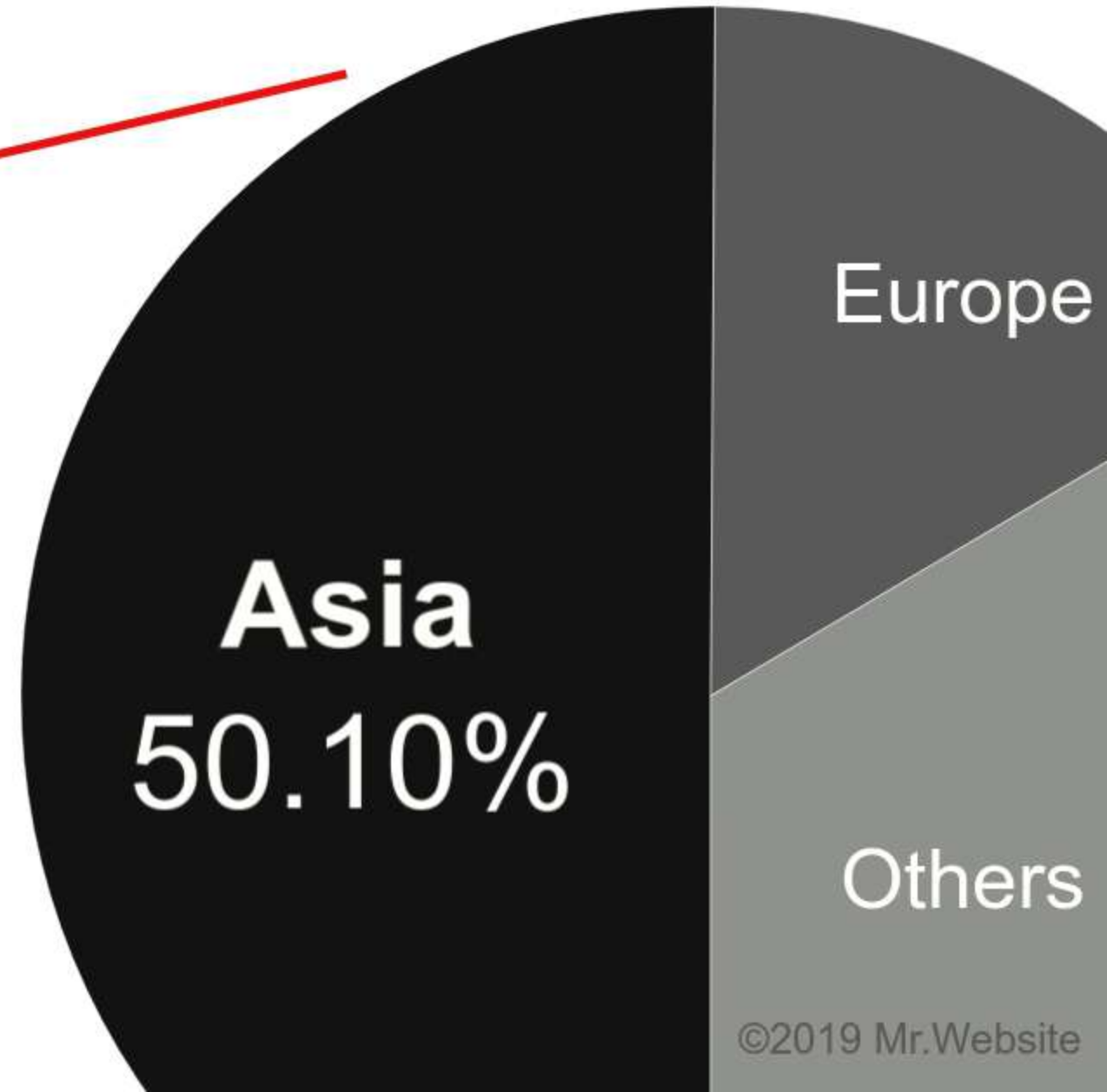
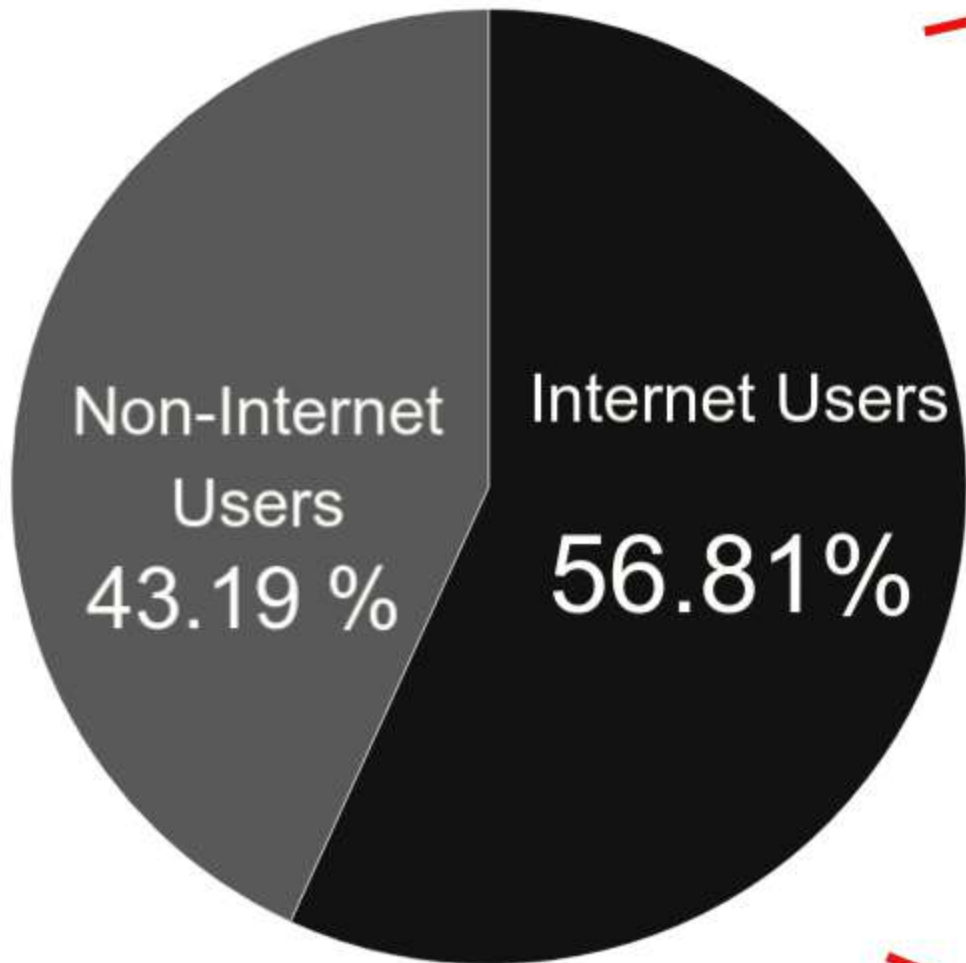
why website matter.

**fact 01**

**Everyone is using Internet**

56.81% of world population already go online. Why not your business?

**7,716,223,209** populations



**fact 03**

**Did you know?**



**60%**

small businesses in 2018 **don't have a website** for their business.



**46%**

of small businesses **didn't have a web presence** in 2018.



**30%**

of people would **return to a website** they've shopped in the past.

**fact 02**

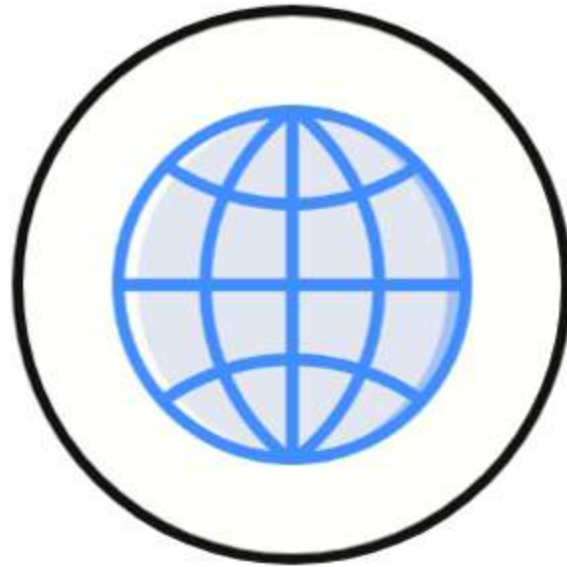
**We need a change because...**

## Google Search



**3.8 million Google search per minute**

## Internet Users



People spends  
**6 hours per day**  
on the internet

## Active Social Media Users



90.4% of Millennials  
77.5% of Generation X  
48.2% of Baby Boomers

**fact 04**

**Modern consumers like to...**





**55%** of people will search **online** for reviews and recommendations



**47%** visiting the **company website**



**26%** checking out the **physical store**



**23%** of people **talking with friends and family**



**95%** of purchases will be through **eCommerce** by the year 2040

**fact 05**

**Online review is powerful**

**60%** of consumers will Google the company before doing business

with them.





**86%**

consumers read reviews for  
local businesses.



**67.7%**

purchase decisions are  
impacted by online reviews.



**57%**

of consumers will only use a  
business if it has **4 or more stars**



**91%**

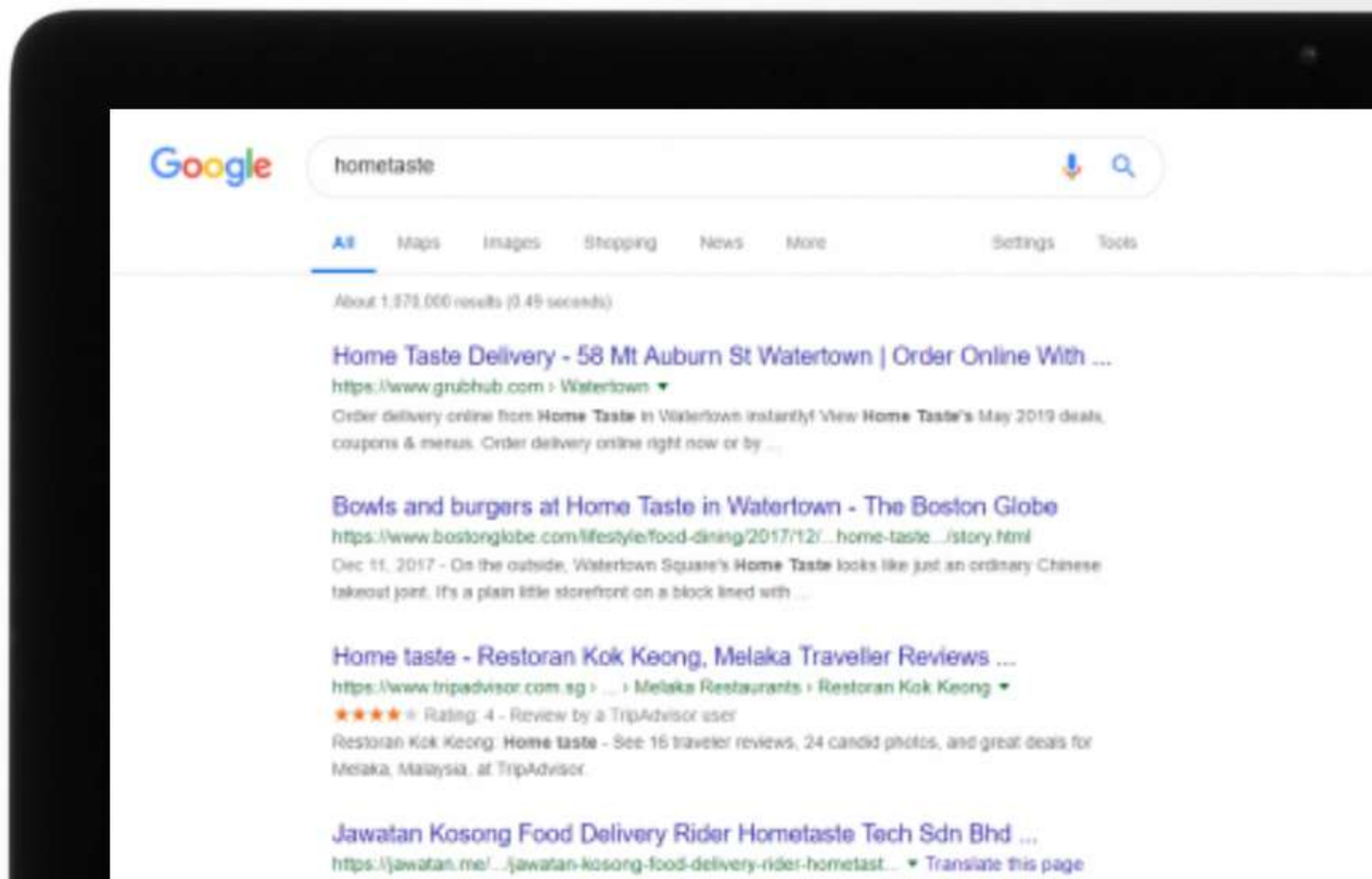
consumers trust online reviews  
as **personal recommendation**

# Case Study

## Hometaste.my

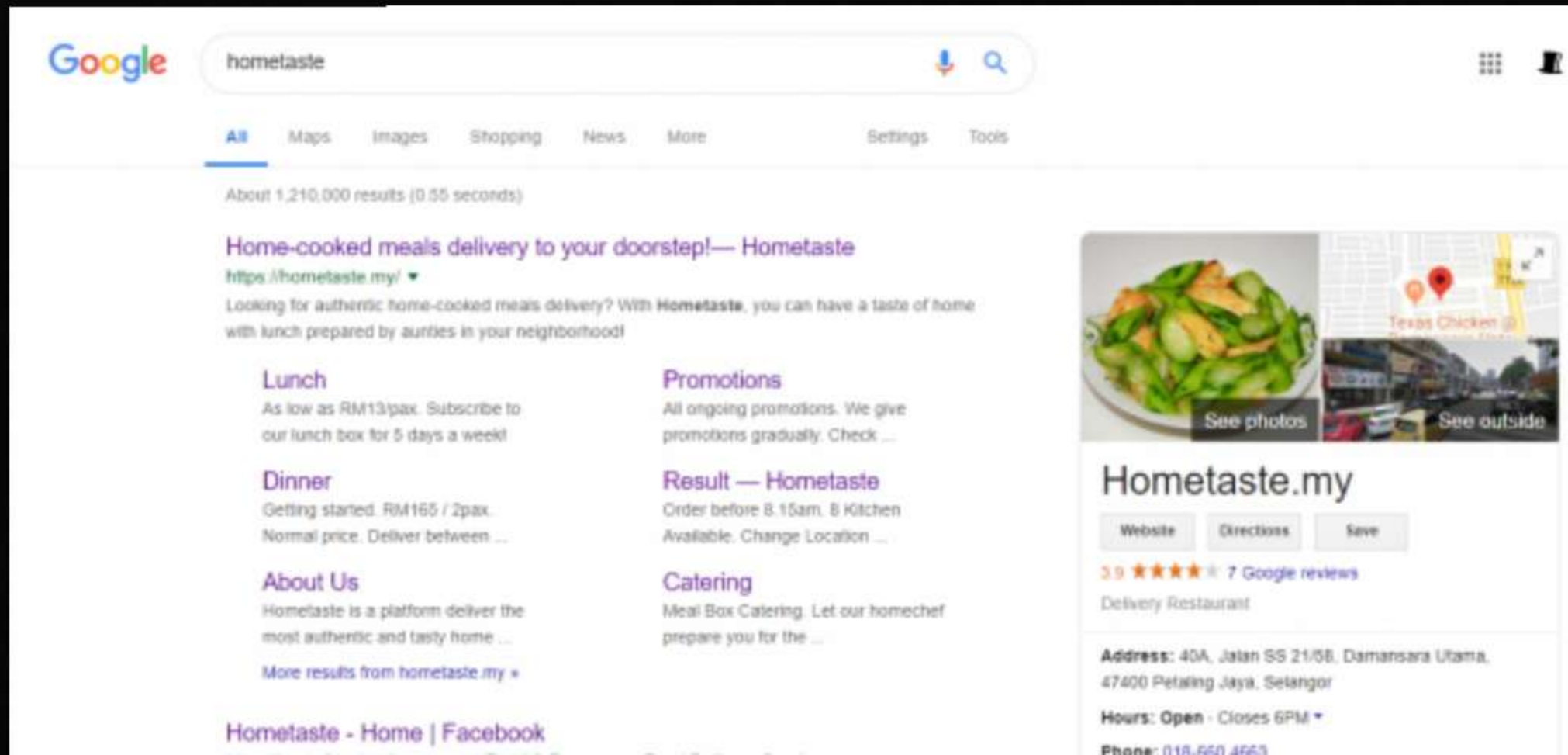
We provide custom website with marketing solution for them

# 2017 Hometaste has 0% online presence





# 2019 Hometaste ranked **1st** on Google Search



The screenshot shows a Google search result for 'hometaste'. The search bar contains the text 'hometaste'. Below the search bar, there are navigation tabs for 'All', 'Maps', 'Images', 'Shopping', 'News', and 'More'. The search results show 'About 1,210,000 results (0.55 seconds)'. The main result is 'Home-cooked meals delivery to your doorstep!— Hometaste' with the URL 'https://hometaste.my/'. Below the main result, there are several sections: 'Lunch' (As low as RM13/pax), 'Dinner' (Getting started, RM165 / 2pax), 'About Us' (Hometaste is a platform deliver the most authentic and tasty home ...), 'Promotions' (All ongoing promotions), 'Result — Hometaste' (Order before 8.15am), and 'Catering' (Meal Box Catering). On the right side, there is a 'Hometaste.my' business card with a 3.9 star rating, address, and phone number.

Google

hometaste

All Maps Images Shopping News More Settings Tools

About 1,210,000 results (0.55 seconds)

**Home-cooked meals delivery to your doorstep!— Hometaste**  
<https://hometaste.my/>

Looking for authentic home-cooked meals delivery? With **Hometaste**, you can have a taste of home with lunch prepared by auries in your neighborhood!

**Lunch**  
As low as RM13/pax. Subscribe to our lunch box for 5 days a week!

**Dinner**  
Getting started, RM165 / 2pax. Normal price. Deliver between ...

**About Us**  
Hometaste is a platform deliver the most authentic and tasty home ...  
[More results from hometaste.my](#)

**Promotions**  
All ongoing promotions. We give promotions gradually. Check ...

**Result — Hometaste**  
Order before 8.15am. 8 Kitchen Available. [Change Location](#) ...

**Catering**  
Meal Box Catering. Let our homechef prepare you for the ...

**Hometaste.my**  
Website Directions Save  
3.9 ★★★★★ 7 Google reviews  
Delivery Restaurant

**Address:** 40A, Jalan SS 21/5B, Damansara Utama, 47400 Petaling Jaya, Selangor  
**Hours:** Open - Closes 6PM  
**Phone:** 018-650-4553

[Hometaste - Home | Facebook](#)