

November 2020 - January 2021

The Web Presence Research Study: Manufacturers in Janitorial and Cleaning Industry

Part of the Online Presence of Janitorial and Cleaning Manufacturers
companies research.

Departments: Web Development, Marketing, Analytics.

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The Web Presence Research Study

Data Collection

Country:	United States
Industry:	Janitorial and Cleaning
Company Type:	Manufacturers
Objects:	Websites
Total Number of Websites Included in Study:	903
Number of Websites Analyzed:	302
Selection Method:	Random Selection
Main Measurement Factors:	4

Purpose of This Study

The purpose of this research is to examine and list the common problems of websites within this industry and analyze how it can impact their online presence.

The requisitioner of this study requested an analysis of websites in this specific segment of the market to understand their visibility, usability, impression and opportunities for collaboration and improvements.

Introduction

A website reflects the image of a company, and it is one of the most effective ways to build brand awareness, drive customers and increase revenue.

As the online business world continues to thrive digitally, website development and maintenance has become an important success factor for businesses in all sectors.

Utilizing our limited time and resources, our intention was to determine measurement factors that could be used as a way to assess a website's usability and effectiveness.

The individual measurement factors that we are sharing in this article are: HTTPS connection, existence of favicon, copyright date in footer, and mobile friendliness. There were other factors that we assessed such as page performance, scripting errors, content quality and search ranking, however, due to our client agreement, we are not able to share those results publicly.

After completing the research, we shared the full study and recommendations with our client.

Measurement Factors

Due to the time sensitive nature of this research, we chose factors that could be easily found on the homepage of a website. We made the assumption that if any of these factors were missing, there could be more potential issues on the website which would take more time and resources.

We have identified and researched the following measurement factors in this study:

1. HTTPS Connection
2. Existence of Favicon
3. Copyright Date Footer
4. Mobile Friendliness

Each factor also includes our opinion of the level of impact on a website such as security, SEO, UI/UX (User Interface/User Experience) and the user's first impression of the website.

Research Findings

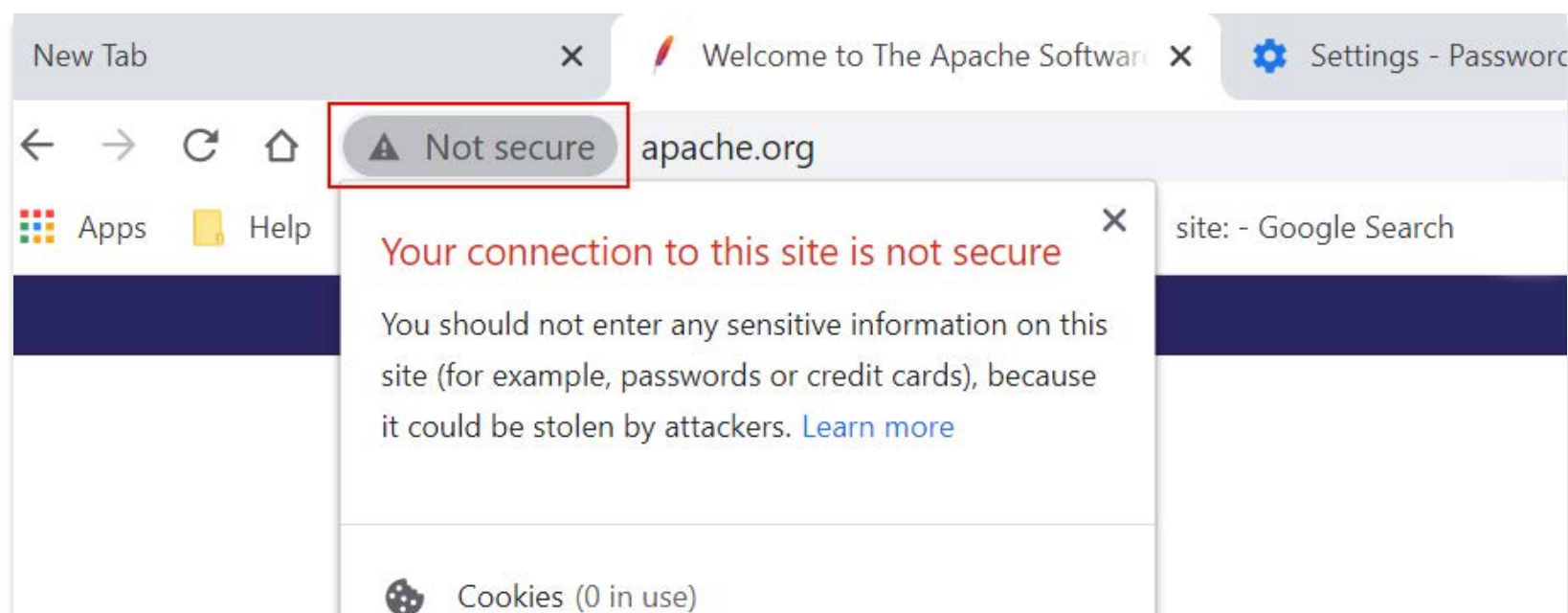
Factor #1. HTTPS Encrypted Connection Also Known as SSL Certificate

23.5% of the websites in this study do not have HTTPS connection.

IMPACT	LEVEL
Security	High
SEO	High
UI/UX	None
First Impression	Medium

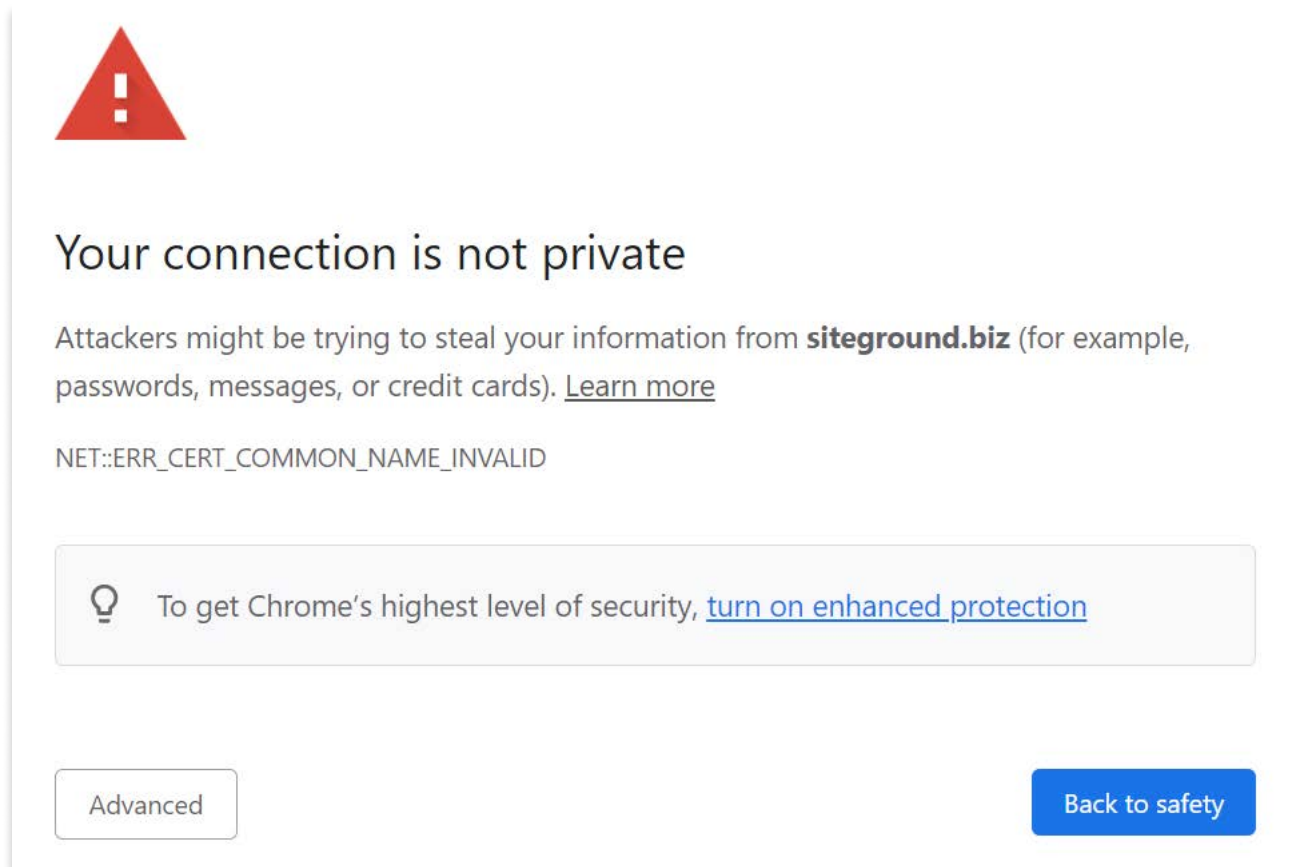


HTTPS creates an encrypted connection which protects the integrity and confidentiality of data between the browser and the website being viewed.



A browser automatically detects websites that do not have a secure connection.

This is also important from a search visibility perspective because Google considers website security as one of its key ranking factors to protect visitors from malicious attacks.



Sometimes browsers do not load unencrypted websites and display this warning.

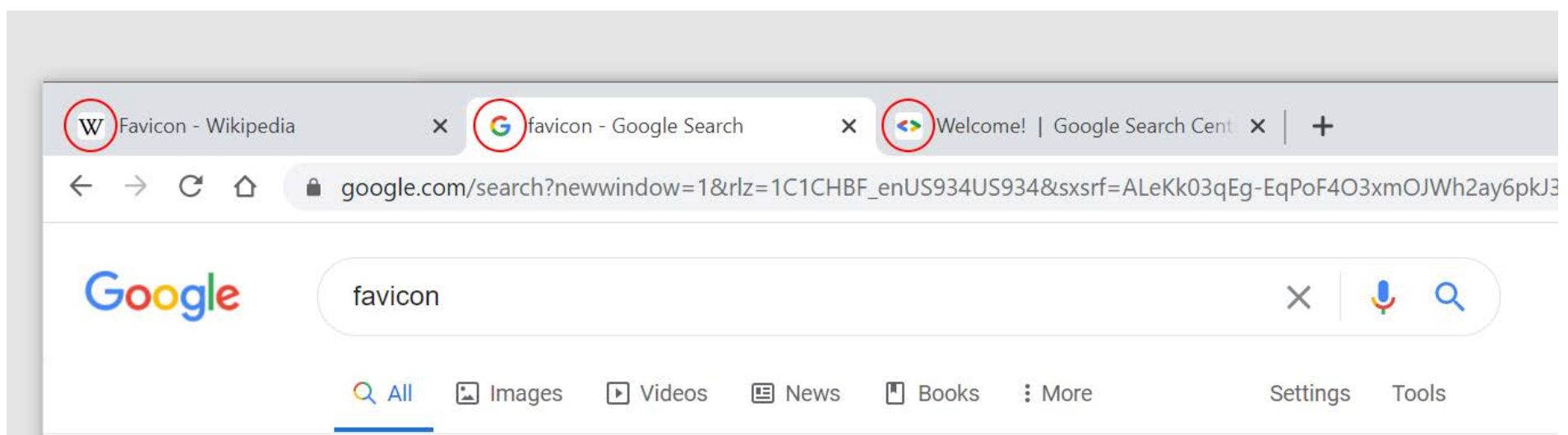
Factor #2. A Favicon - Also Known as a Shortcut Icon, Website icon, Tab Icon or URL Icon

16.6% of the websites do not have a favicon.

IMPACT	LEVEL
Security	None
SEO	Medium
UI/UX	None
First Impression	Low

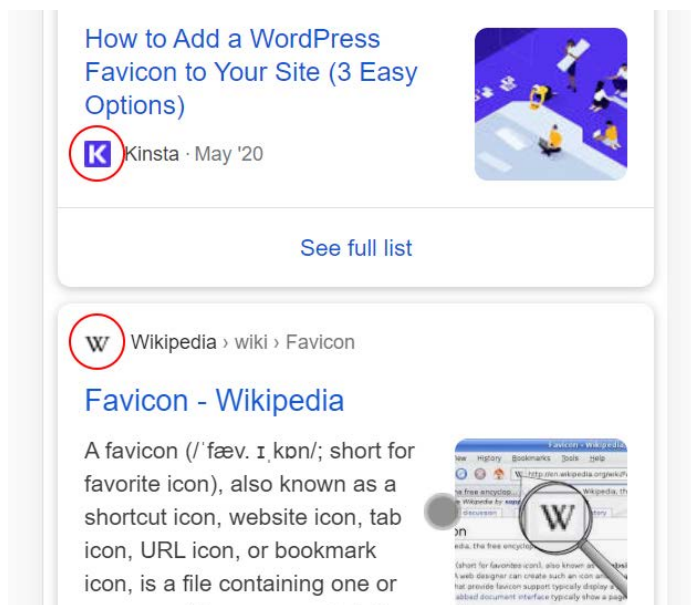


A favicon is a small icon that is placed within a Google search listing, web browsers, mobile applications and more. As an example, a favicon adds to a website's branding and makes it easy to find your website when multiple tabs are open.



Favicons in browser tabs.

Lack of a favicon causes a server response error, which signals to a browser that something is wrong with the page.



Examples of favicons that appear on Google Searches using mobile phones.

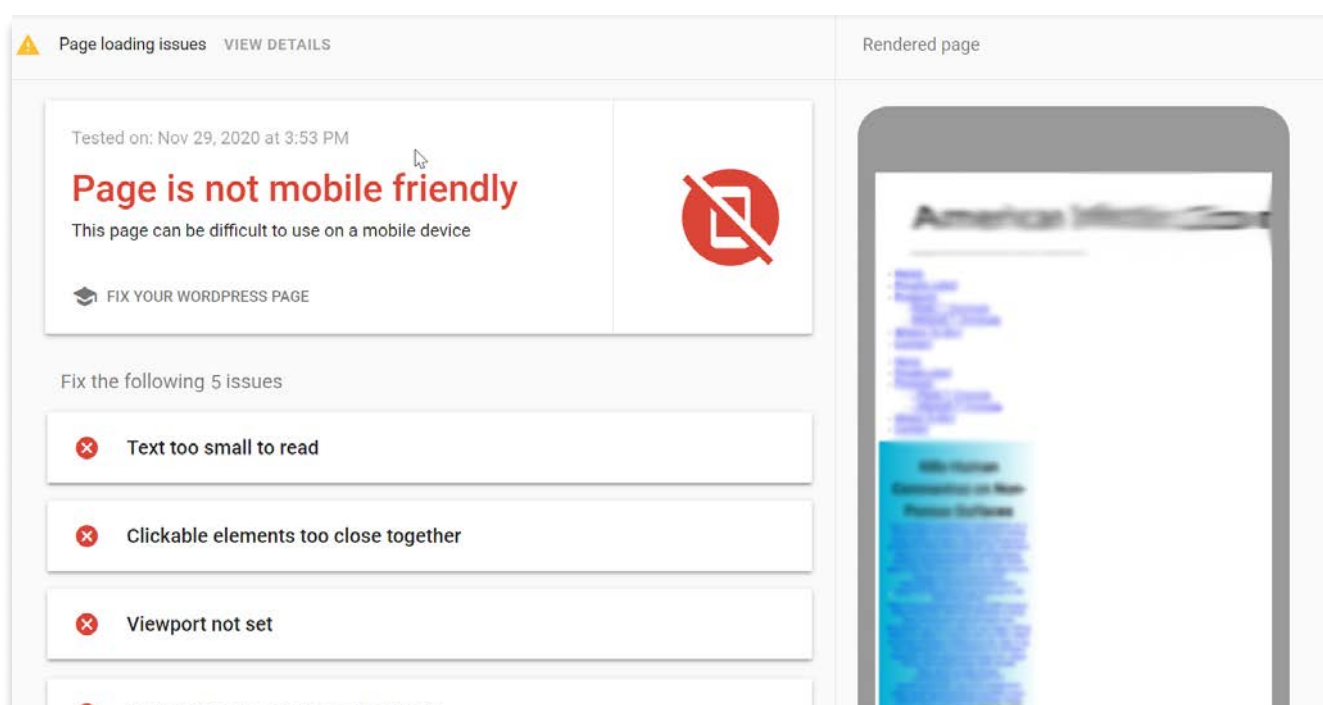
Factor #3. Website Mobile Friendliness

19.1% of the websites do not have a mobile version.

IMPACT	LEVEL
Security	None
SEO	High
UI/UX	High
First Impression	High



A mobile friendly website means that a website has been designed to fit a mobile screen for browsing. In other words, the web page layouts are adaptable on various devices and screen sizes relevant to size and spacing of images, video, fonts or other website elements.



When websites are created without incorporating a mobile version, they can be unusable or difficult to view.

Responsive web design accounts for most of the total internet traffic. Since the majority of users access websites from mobile devices, Google has prioritized Mobile-First indexing.

Factor #4. Current Copyright Date in Website Footer

17.2% of the websites have an outdated copyright.

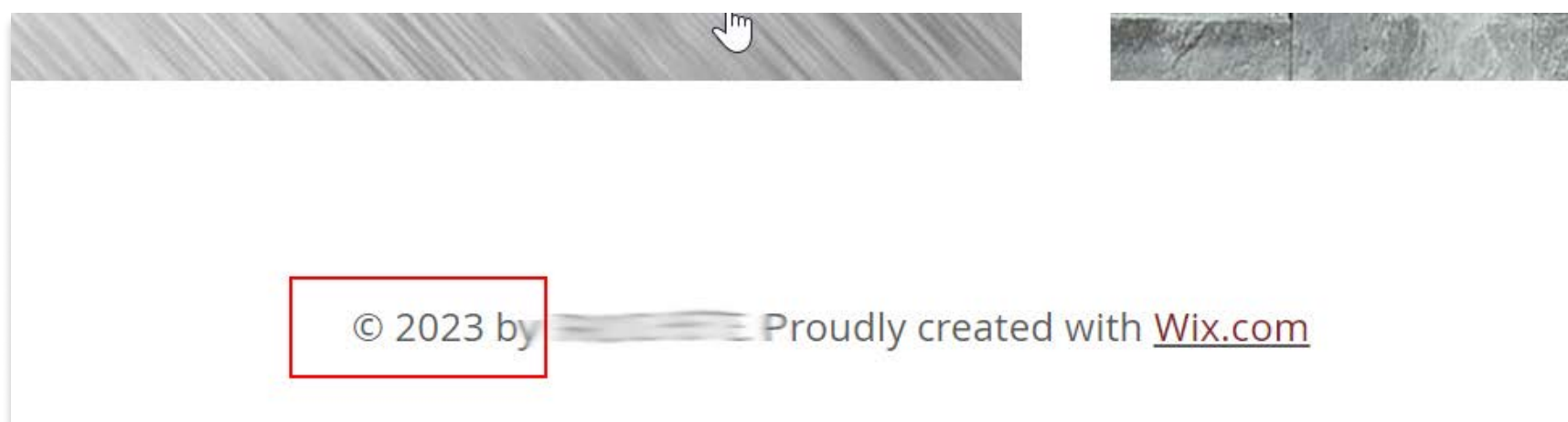
IMPACT	LEVEL
Security	None
SEO	Low
UI/UX	None
First Impression	Low



Copyright dates and All Rights Reserved text is commonly found in the footer of a website and is an indication of original content (copying content is forbidden). The date usually implies when the content was last updated.



We found that some website footer dates were overly outdated.



But some of them were speaking from the future!

An updated copyright notice is a reflection of your company's desire to stay current. It also indicates whether your business is active in the market or outdated. We have published more details on our article ["Your Website Copyright Footer Is More Important Than You Think."](#)

In the beginning of our research study, we mentioned that we worked on 4 factors, but during the study, we decided to add one more to the list. We'll further explain about this factor in the conclusion section.

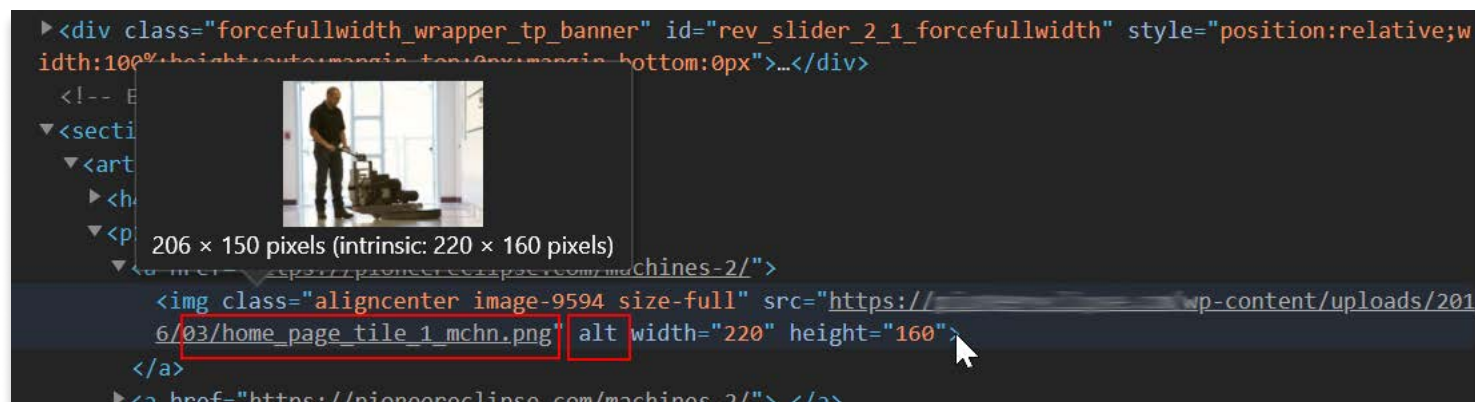
Additional Factor #5. Image Naming and Alternative Text

94.6% of the Websites have poor image naming and an irrelevant alternative text attribute.

IMPACT	LEVEL
Security	None
SEO	High
UI/UX	None
First Impression	None



Alternative text or alt text is used to describe the details of an image in a few words. Alt text assists people with vision disabilities and may also be useful for slow internet connections.



Example of poor image naming and missing alt text attribute



Example of poor alt text and poor image naming

Google uses alt text and image file names to understand the nature of image contents in its algorithms. Irrelevant alt text or file names reduces the quality of content for Google ranking.

Sum of All Main Factors. HTTPS Connection, Favicon, Mobile Friendliness, Outdated Copyright

3% of the websites do not have HTTPS connection, favicon, mobile version and current copyright year in their footer

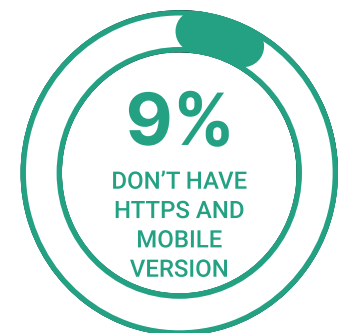
IMPACT	LEVEL
Security	High
SEO	High
UI/UX	High
First Impression	High



Combination of the Factors. HTTPS Connection, Mobile Friendliness

9.2% of the websites do not have HTTPS connection and mobile version

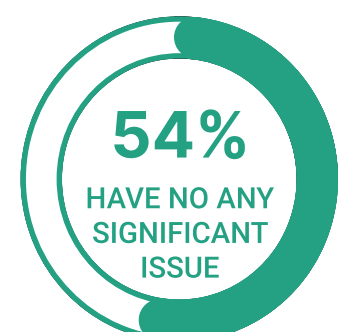
IMPACT	LEVEL
Security	High
SEO	High
UI/UX	High
First Impression	High



Combination of the Factors. HTTPS Connection, Favicon, Mobile Friendliness

54% of the websites HAVE HTTPS connection, favicon and mobile version

These websites have a secure connection with a valid SSL certificate. They passed the mobile-friendly test without significant errors. At least one favicon is present and supported by classic browsers. They may still have outdated copyright date in the footer but we consider it of minor importance in the overall picture. Nevertheless, most of them still have poor image naming and/or an irrelevant or missing alt text attribute.



Conclusion

Based on our research results, we found that about one-fifth of the websites within this industry probably don't have a web maintenance process in place at all.

As mentioned earlier in the study, we chose to add poor image naming and irrelevant or missing alt text. From the beginning of the study, we started to see the issue so frequently that we were intrigued to see whether it would be common for the rest of the websites. Unexpectedly, even the websites that were built with high level standards for larger international brands still had the issue.

Only 3% of these websites have problems with all of the main factors, which is not a very high number.

9% of the websites have issues with two significant factors (HTTPS Connection and Mobile Friendliness) which critically impact their online presence.

Slightly more than half of the websites in the industry have no serious issues. This is smaller than we anticipated.

As we expected, if any website had one of the issues (favicon, HTTPS, copyright date), the chances that a website would lack a mobile version increased by two times.

Most of these issues (favicon, HTTPS, copyright date) are easy to fix and can be resolved within a matter of days if a web development team works on them.

On the other hand, implementing mobile friendliness is a more resource intensive process that requires rebuilding the entire website.

Unlike the factors like favicon, copyright date and mobile friendliness which are visible to end-users, image file names and alt text attributes take place behind the scenes. Renaming images for existing websites (especially when they have hundreds of pictures), is a complicated task and usually goes hand in hand with an optimization process.

It's obvious that the internet and online technology has been advancing rapidly. Issues that didn't matter before (mobile friendliness, favicon, HTTPS, etc.) are now crucial to smooth operation of every website. And it's not only about visual design or their owners needs. Companies are responsible for the financial and personal information of third parties by protecting their data and staying up-to-date with technology. Without regular and concrete security solutions, everyday consumers and potential consumers may lose confidence in business relationships over the companies.

Many manufacturing companies that mainly deal with distributors in the janitorial and cleaning or similar industries as opposed to retail businesses have the impression that online presence is not very important for their business. But current or potential customers, partners, suppliers, etc. can switch to another competitor at any time if they see that the company isn't staying up to date with the changing times.

Companies that do not choose to stay up to date with their content, maintenance and security, lose their market share by every minute.