



# Retailers' Website Usage

Insight Into How Independent Home Improvement Retailers Use Store Websites



### **Overview**

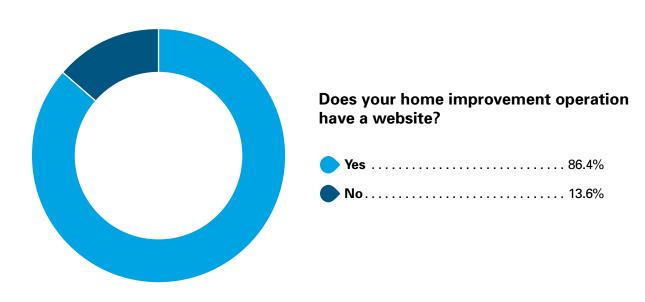
In today's retail marketplace, having both an online and in-store presence is vital to provide customers a holistic shopping experience.

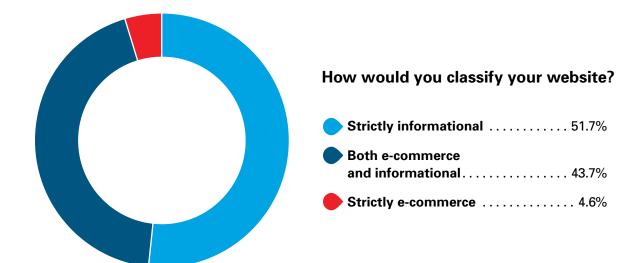
To better understand how home improvement retailers use websites and manage the content they present on them, the North American Retail Hardware Association (NRHA) and *Hardware Retailing* distributed an online questionnaire to more than 100 retailers in the fourth quarter of 2015.

The data shows that more than 86 percent of retailer respondents have a website, but only 30 percent of those retailers believe their stores' websites are excellent or very good. Most of the respondents express that their sites have plenty of room for improvement.

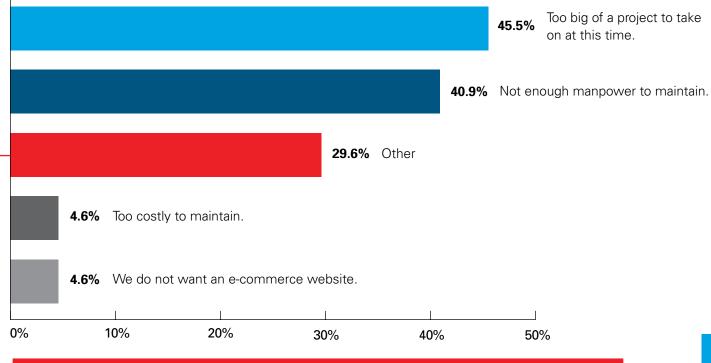


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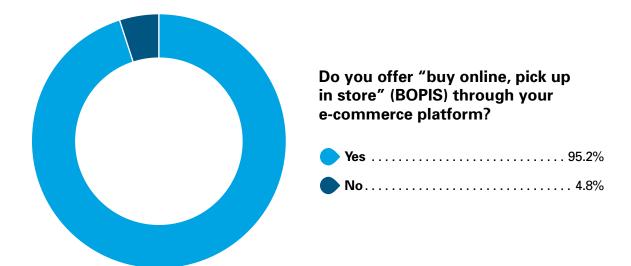
### For respondents who say their website is strictly informational: Why do you not offer e-commerce on your website? Select all that apply.

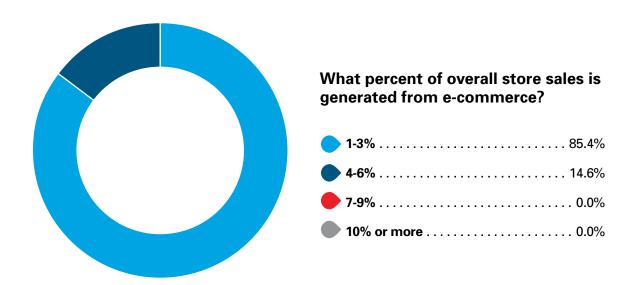


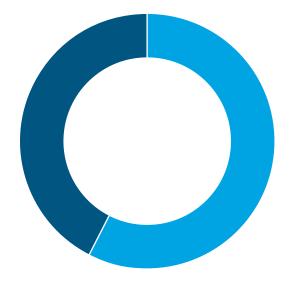
Respondents Who Answered "Other"													
Use wholesaler's e-commerce platform.	Firewall and encryption.												
Currently in the process of implementing.	Haven't made it a priority.												



Respondents Who Answered "Other"											
Epicor platform and distributor platforms	Co-op platform and custom										
Online commerce customization platform	Co-op platform and personal										







#### Are you satisfied with your website?

Yes	•	•	•	•	٠	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	5	7.	7	%
No																														1	2	30	0/2

#### If Yes Explain

It meets our needs.

The website was recently redesigned.

It's our wholesaler's website.

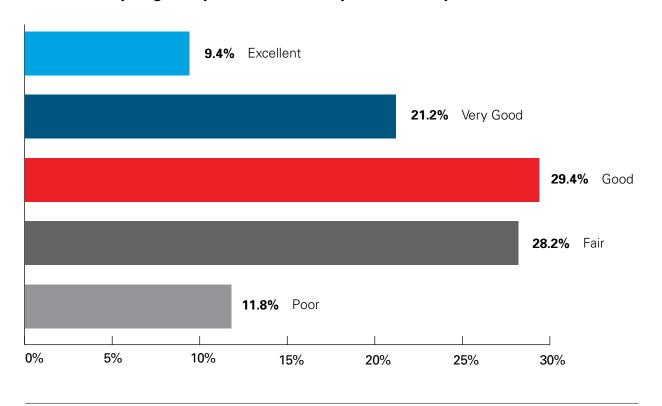
#### **If No Explain**

It needs more information.

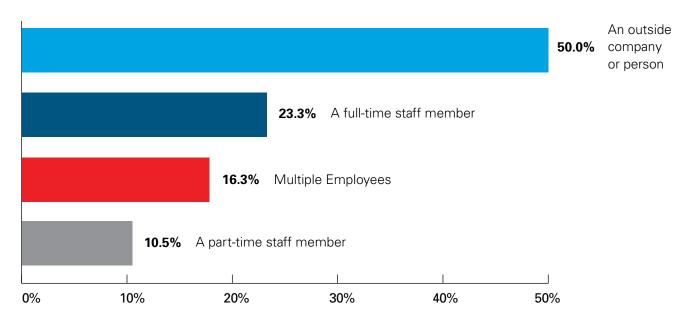
It is currently under renovation.

It needs to be updated and improved.

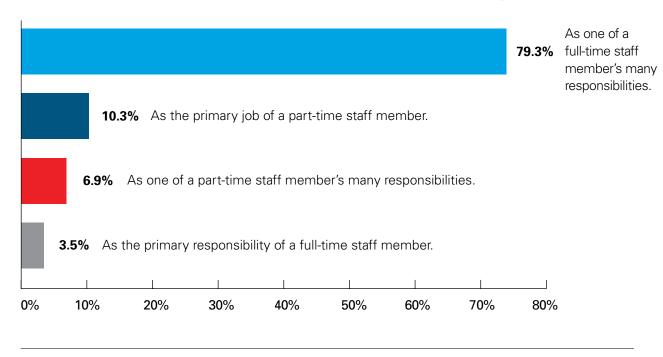
#### How would you grade your website compared to competitors' websites?



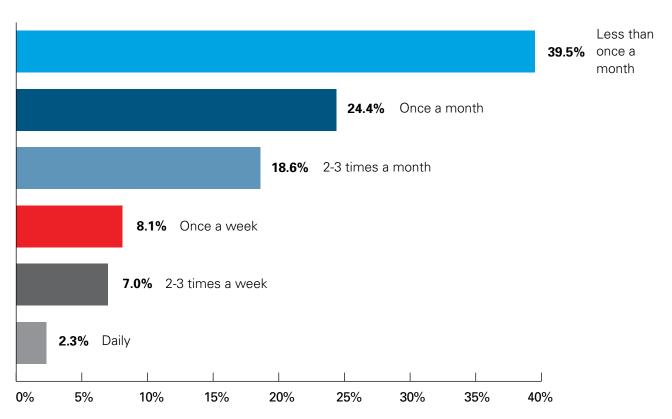
#### Who maintains the website?



#### If a staff member maintains the website, then how is that duty handled?



#### How often is the website updated?



#### What changes are PLANNED for the website in the future?

No changes are planned for the future.

Continuing to update the site regularly.

Adding or improving e-commerce capabilities.

Adding more information, pictures and videos.

#### What changes would you LIKE to make to the website in the future?

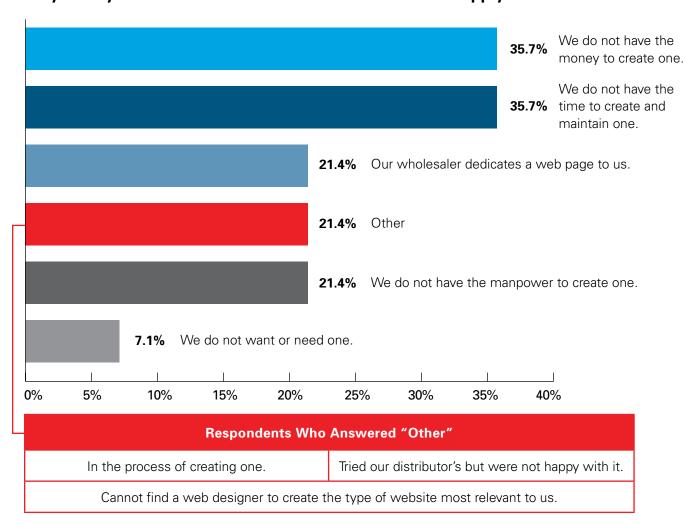
Adding or improving e-commerce capabilities.

Updating the content and information.

No changes are planned for the future.

Make the website more interactive.

#### Why does your store not have a website? Select all that apply.



The North American Retail Hardware Association and *Hardware Retailing* have compiled multiple reports and studies on the home improvement industry. A library of this research can be found at **hardwareretailing.com/research-guides**.



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Brought to you by the North American Retail Hardware Association