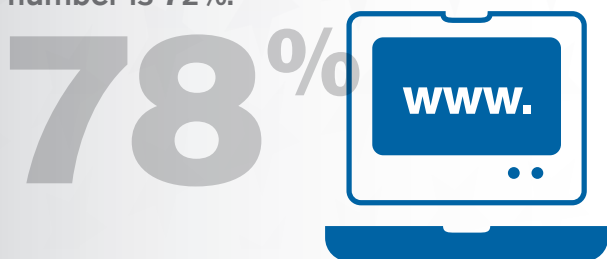


STATE OF U.S. SMALL BUSINESS ONLINE:

PERSPECTIVES FROM SMALL BUSINESSES WITH AN ONLINE PRESENCE

WEBSITES ARE ONLINE PRESENCE OF CHOICE

78% use a company website as their primary online presence. Globally, that number is 72%.



More than half (54%) would choose a .net domain name if their preferred extension wasn't available. That's more than any other domain extension!



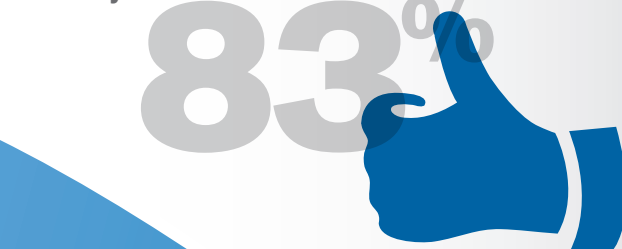
65% created a company website because it makes them look more credible.



89% prefer a .com domain name for their company website.



83% would recommend investment in a website to other small companies in their industry.



MISSED OPPORTUNITIES TO BUILD BRAND ONLINE

Many don't realize there are other ways to use a domain name apart from building a website.



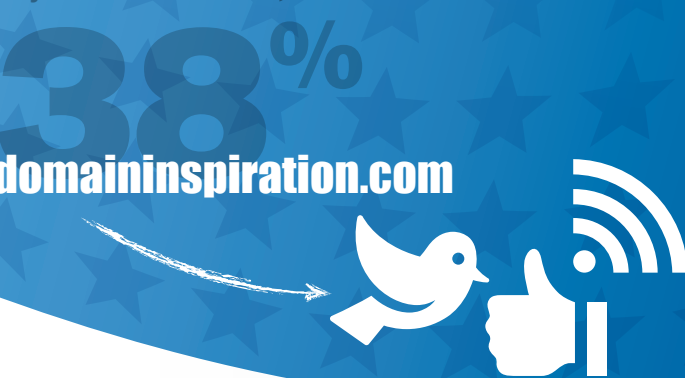
91% of those using branded email say it makes them look more credible, but only 54% are using it.



Of the 44% not using branded email, only about one-third knew it was an option even if they didn't have a website.

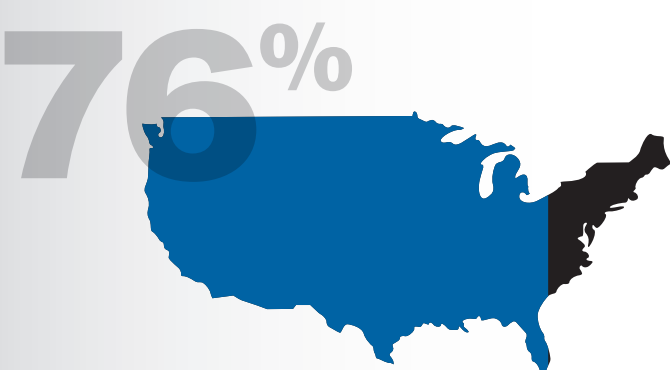


Only 38% were aware that they could point a domain name to an online presence hosted by another service, like a social media site.



OTHER TRENDS

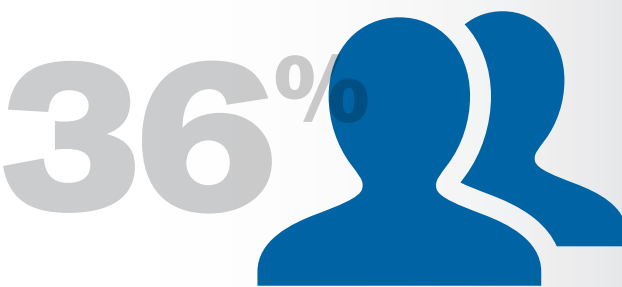
76% say that an online presence they have control over is important. Globally, that number is 72%.



49% use social media as a part of their company's marketing mix.



36% have staff dedicated to digital marketing efforts.



Only 14% have a mobile version of their site. Globally, that number is 21%.



*Data representative of a U.S. segment of a global survey of 1,050 small businesses with an online presence. For a detailed description of the methodology and findings, read the report, Benefits and Barriers of Bringing a Small Business Online: Perspectives From Global Small Businesses, located at VerisignInc.com/SmallBiz.

For more information about this data and other small business trends, visit VerisignInc.com/SmallBiz.