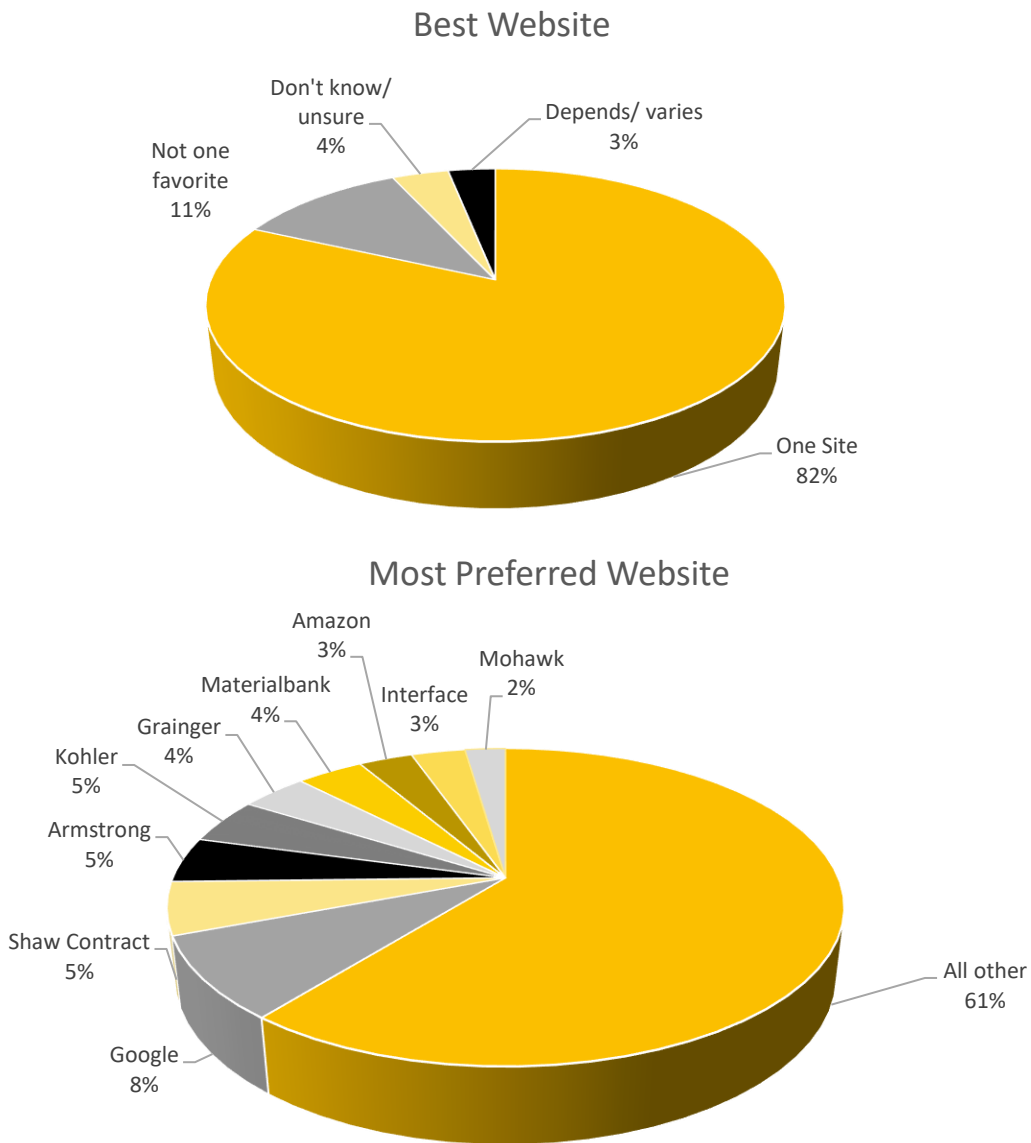


Although many architects and designers cannot just pick one "top" website, most do have a particular site they feel is better than most.

In your opinion, who has the best website for your purposes?



TAKE AWAY: Building construction professionals use a variety of different websites to get the product information they need for their jobs. While many professionals could not select just one site, the majority were able to provide the website they preferred over all others.



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Purpose:

To learn if building professionals have one website they use or "prefer" for finding information they need for their job.

Methodology:

AIM surveyed architects, interior designers and facility managers. The survey was conducted on-line in January, 2020. Overall response was 176 completed surveys.

Conclusion:

The majority of design professionals (82%) did provide one website they prefer for getting the information they need for their job. There were many building professionals who indicated they just didn't know which site was "preferred" or could not select just one site. This data suggests that design professionals use a number of different websites to get the information they need. There were 80 different "preferred" websites mentioned with Google the website mentioned by most design professionals. The reason some professionals could not select just one site is often they find there are issues with "most" sites. One of the top frustrations design professionals have is they can not find what they need quickly and efficiently. Often too designers are looking for more detailed and technical information that is hard to locate. While manufacturers may think their site is easy to navigate, designers have a hard time finding what they need. Some of the top preferred manufacturers' websites included large manufacturers like Kohler, Armstrong and Shaw; but many also listed multi-product sites like Grainger, Materialbank and Amazon. Since manufacturer's websites are one of the top sources building professionals use for product information, to be among the "preferred" websites, companies should consistently review, test and "update" their sites. Sites that are easy to navigate, search and have information readily available will be the first ones building professionals will go to get key product information.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=176. AIM is a business-to-business marketing communications company, ©August, 2020. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email inquiries@a-i-m.com. Website: www.a-i-m.com. Thank you.