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Tuomas Lehti

Website optimisation for small enterprises

– A systematic literature review

TURKU AMK
TURKU UNIVERSITY OF APPLIED SCIENCES

Master’s Thesis | Abstract

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Website optimisation for small enterprises

A systematic literature review

The thesis examines factors influencing the quality of small enterprise websites. Rapid evolution in today's data-driven world requires websites to adapt to these changes. Websites are essential for enterprises and serve as the most important source of information for users.

Turku University of Applied Sciences is developing a website assessment tool that evaluates the overall quality of websites from various aspects. The thesis was conducted for Turku University of Applied Sciences to provide additional insights into the factors the tool should prioritise. The research was carried out as a systematic literature review.

The systematic literature review included an analysis of twenty abstracts of articles. Four articles were selected for the final content analysis based on their relevance and content.

Websites of small enterprises need to meet users’ preferences to keep users on the website. These include the overall look of the website, accurate and easily accessible information, website loading speed, and social media applications.

Limited research has been conducted on small enterprises’ websites. Small enterprises usually understand the importance of websites but do not take advantage of their full potential.

Keywords:

Websites of small enterprises, website quality, search engine optimisation, SEO

Opinnäytetyö (YAMK) | Tiivistelmä

Turun ammattikorkeakoulu

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Verkkosivujen optimointi pienille yrityksille

Systemaattinen kirjallisuuskatsaus

Opinnäytetyössä tarkastellaan pienyritysten verkkosivujen laatuun vaikuttavia tekijöitä. Nopea kehitys nykypäivän datavetoisessa maailmassa edellyttää, että verkkosivut ovat muuntautumiskykyisiä. Verkkosivut ovat käyttäjien tärkein tiedonlähde, joka tekee niistä välttämättömiä yrityksille.

Turun ammattikorkeakoulu kehittää verkkosivujen arviointityökalua, joka arvioi verkkosivujen kokonaislaatua eri näkökulmista. Opinnäytetyö tehtiin Turun ammattikorkeakoululle tarjotakseen lisänäkemystä tekijöistä, joita työkalun tulisi mitata. Tutkimus toteutettiin systemaattisena kirjallisuuskatsauksena.

Systemaattiseen kirjallisuuskatsaukseen sisältyi 20 artikkelin tiivistelmien analysointi. Neljä näistä artikkeleista valittiin lopulliseen sisältöanalyysiin niiden osuvuuden ja sisällön perusteella.

Pienyritysten verkkosivujen on vastattava käyttäjien mieltymyksiä, jotta käyttäjät pysyvät verkkosivulla. Näitä ovat sivuston yleisilme, tarkat ja helposti saatavilla olevat tiedot, verkkosivujen latausnopeus ja sosiaalisen median lisäosat.

Pienyritysten verkkosivuista on tehty rajallisesti tutkimuksia. Pienet yritykset ymmärtävät yleensä verkkosivujen merkityksen, mutta eivät hyödynnä niiden kaikkia mahdollisuuksia.

Avainsanat:

Pienyritysten verkkosivut, verkkosivun laatu, hakukoneoptimointi, SEO

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1 Introduction

1.1 Background and the commissioner

The rise and rapid growth of the internet have led to the storage and sharing of vast amounts of data. This data is accessible to anyone with an internet connection. As a result, millions of websites have been created, making it increasingly difficult for the average user to efficiently find relevant information from a spectrum of millions of websites. (Ziakis et al., 2019.)

The internet was created for government researchers to share information (Haile, 2024). Since the early 1990s, the internet use has grown exponentially which has led to websites taking a main role in fields such as finance, education, and business (Allison et al., 2019). For most people, the internet is a big part of their daily lives, which has made it a necessity. Using the internet to access various systems and devices is an essential part of people's personal and working lives. Nowadays, the internet is the world’s most-used communication channel, and it is estimated that over a hundred million active websites exist (Morales-Vargas et al., 2020).

Organisations are increasingly striving to leverage the advantages of the internet, utilising its features as a platform for internet-based business operations, information dissemination, and promotional efforts (Allison et al., 2019). Achieving success in the virtual marketplace necessitates that companies effectively handle technology, and the information presented on their websites (Hernández et al., 2009). While the internet environment becomes more complicated and competitive, websites also need to keep up with the changes by becoming more sophisticated and paying attention to many aspects to improve the quality of them (Allison et al., 2019). At the same time, when companies leverage the opportunities provided by websites, they become more complex in technical aspects (Kim & Stoel, 2004).

This systematic literature review (SLR) was conducted for Turku University of Applied Sciences (Turku UAS) which is later referred to as the commissioner in this thesis. The education institute is currently developing a website assessment tool that will help organisations improve their online presence, by identifying areas for improvement and success on their websites. There is not much previous research available online focused on the quality of small enterprises' websites, which makes this study relevant and important. The tool, developed by Turku UAS will be used by various organisations which seek assistance on how small enterprises can improve their most important customer contact channel, a website.

1.2 Aim of the study and the research questions

This study aims to help Turku UAS in the development of the website assessment tool from a quality point of view. Especially, the points presented in the thesis could be used to improve the quality and the accuracy of the tool which will lead to more accurate information for assessment. With the information provided in this thesis, the tool can be used to assess the challenges faced by small enterprises' websites and how they could be solved. The systematic literature review revealed factors that support the studies related to the topic of the research available.

Also, the study will raise awareness about research on small enterprises' websites, and which factors they are based on. This thesis was written to investigate the common phenomenon and elements affecting small enterprises' website quality and functionality. The assessment of website quality refers to factors such as the first impression, visual implementation, sales activities, customer journey, technical implementation, and accessibility. These factors have a crucial role in how the website is perceived in the eyes of the user. The user consciously and unconsciously evaluates the factors that affect the quality of a website, thereby forming an overall picture of the website based on their experiences. If the website meets the user's expectations, it is likely to appear

attractive to the user and will be used. The accuracy and quality of information play major roles in how the user experiences the website.

However, a website failing to comprehend these factors will likely experience customer dissatisfaction, and in the worst cases can lead to discarded purchasing decisions or simply users moving to other websites to seek the information that they could not find. This could also potentially affect the website's reputation and search engine ranking. The quality of websites plays an essential role in consumer purchasing and information searching interests (Thariq & Efawati, 2024).

There have been many theories presented by researchers that determine the quality of a website (Allison et al., 2019). The claim is also supported by research conducted by Morales-Vargas et al. (2020) which states that professionals in the field have proposed various methods for evaluating the quality of websites. These findings indicate that the factors affecting website quality are not unambiguous (Morales-Vargas et al., 2020).

By evaluating and learning about the previous factors, two research questions were formed:

- RQ 1: What kind of research has been conducted on the quality of small-sized enterprises' websites?
- RQ 2: What kinds of factors has this research been based on?

The goal of the SLR is to answer the defined research questions unambiguously by evaluating the analysed publications and relying on other relevant studies that are useful in conducting the literature review. The information provided in this thesis could be used in the development of the website evaluating tool by Turku UAS.

1.3 The research methods

The research methods in this thesis follow the guidelines of systematic literature review, and the thesis aims to find answers to the defined research questions

(RQ 1 & RQ 2). The search and analysis processes were divided into three stages according to the purpose of each phase:

1. Search term analysis
2. Abstract analysis
3. Content analysis

During the search term analysis, multiple search terms were tested to find the most suitable publications for further assessment of the literature review. Before the search term analysis began, the inclusion and exclusion criteria were determined to support the search. By testing the search terms, the most suitable ones were identified and used in the search term analysis.

The abstract analysis involved a total of 20 publications chosen based on the results of the search term analysis. All the abstracts were read and the most suitable were selected for the content analysis. The main selection criteria in these publications were placed in research and relevancy. For a publication to be selected for content analysis, it had to contain a type of research, and it needed to focus on small-size companies' website quality and applications.

The four chosen publications were carefully and systematically analysed during the content analysis stage. They were critically evaluated based on their content, type of research and conclusions. These main factors were identified and analysed to answer the research questions the best possible ways.

2 Key concepts

2.1 Small enterprise

Conventional indicators of business success have typically relied on factors, such as employee size or financial metrics, such as generated profit or revenue or return on investment (ROI) (Walker & Brown, 2004). The EU Recommendation 2003/316 defines the key characteristics that apply to small and medium-sized (SME) enterprises. The defining key characteristics for a small enterprise are that the total employee number is less than 50, and the turnover is equal or less than 10 million euros annually. (European Commission, n.d.).

The thesis included one publication from Australia, and the Australian Bureau of Statistics (ABS) defines a small enterprise only by the number of employees and does not consider the turnover of the business. According to the ABS, a small enterprise consists of less than 20 employees. (Australian Government, 2012.) The Australian Taxation Office defines a small enterprise based on its annual turnover. This definition includes enterprises with a turnover of less than 1 million Australian dollars. (Australian Government, n.d.).

Also, the content analysis included one publication which focused on small enterprises in the United States of America. According to the U.S. Small Business Administration (SBA), its requirements to be considered as a small enterprise are; the total number of employees is less than 500 and the annual turnover is under 7.5 million United States dollars (U.S. Small Business Administration, n.d.).

2.2 Website quality

Several researchers have developed methods of measurement to generate overall factors affecting website quality. The common statement has been that the website quality is a multi-dimensional construct which requires more

research and testing to draw more accurate conclusions about it. (Kim & Stoel, 2004.) Over 20 years ago, Fitzpatrick (2000, p. 2) stated in his article that users prefer websites which are “easy-to-find, easy-to-download, and easy-to-understand". Panda et al. (2015) developed a framework which relies on five quality factors influencing user preferences on websites:

- Navigation
- Structure
- Easy-to-use
- Design
- Content

The navigation feature focuses on the website’s search functions and how the website’s menu categories appear in terms of the user. When these points are easy to find, the user can find the information they are looking for as easily and quickly as possible. (Panda et al., 2015.) According to Panda et al. (2015) the website’s links support the navigation on the website, they redirect to relevant pages, and they are not broken (leading to nowhere).

The structure feature consists of aspects relating to the website’s architecture on how the website appears clear and logical to the user. The user should be able to access the destination page in three clicks or fewer. (Panda et al., 2015.)

The easy-to-use function relies on how the user uses the website. Page loading time needs to be as fast as possible or otherwise user will experience frustration and might leave the website. Backtracking to the website’s front page must be one click away from anywhere on the website. The company’s contact information such as phone number, address, and email address must be clearly visible in every page so that the user can interact with the company as easily as possible. The website should allow users to change language preferences which enables the website to be accessible to a larger number of users. (Panda et al., 2015.)

The design feature concerns aesthetic aspects, how the website is designed from visual and attractiveness points of views, how the images appear on the website, how the fonts and text colours support the attractiveness and the readability of the website, are pages consistent with each other, and how pages are structured with margins and alignments. (Panda et al., 2015.)

The content feature is associated with the information relevancy, truthful and updated information, product details, and shopping information (in e-commerce websites). Also, it is important not to have under construction pages or ‘product photo coming soon’ product images which may indicate that the website is incomplete. (Panda et al., 2015.)

Morales-Vargas et al. (2020) state that evaluating website quality involves quantifying entities and their attributes. Attributes represent a measurable characteristic of an entity. Therefore, quality is defined as an abstract relationship linking the attributes of entities to specific measurement objectives. (Morales-Vargas et al., 2020.)

Anusha (2014) interprets that website quality should be measured separately with website architects and end-users’ perspectives. Maintainability, functionality, and security factors are focused by website architects, and usability, efficiency, and creditability factors by end-users (Anusha, 2014).

During the turn of the millennium, Liu & Arnett (2000) found in their research that website quality is formed with six different variables of measurement: information quality, learning capability, playfulness, system quality, system use, and service quality.

2.3 Search engine optimisation

The term, often abbreviated as SEO, refers to the ability of a website to adapt to search engines’ search criteria so that the website can be found as quickly and easily as possible while providing accurate information (Bhandari & Bansal, 2018). SEO's goal is to improve websites to rank higher in the search results of

search engines (Zilincan, 2015). Stated by Hoseinabadi & CheshmehSohrabi (2024) and Saeed et al. (2024), Google was the top ranked search engine followed by Bing and Yahoo. A key competitive factor among search engines lies in their ability to display and rank relevant results effectively (Yalçın & Köse, 2010). According to Spais (2010), search engines tend to be the most vital primary sources to attract online customers. In the competitive online environment, search engines' functions are updated frequently which requires websites to evolve with the changes (Ziakis et al., 2019; Chen et al., 2011). If websites do not react to these changes, they might drop down in the search engines' rankings. This can have a negative effect on website traffic. (Chen et al., 2011.)

In today's fast-paced and data-driven world, information serves as the backbone of every economic value chain (Bhandari & Bansal, 2018). The internet consists of millions of websites. Search engines make it easier to find relevant websites based on their content from the vast array of similar websites on the internet. (Yalçın & Köse, 2010). The growing demand for information has driven the development of online search engines in recent years, making them some of the most widely used tools today. (Bhandari & Bansal, 2018.)

Bhandari & Bansal (2018) classified search engines into three different categories:

- Crawler-based search engines. These robot-based programs form databases based on data gathered from websites across the internet by following standard protocols (Bhandari & Bansal, 2018).
- Human-powered directories. The directories rely on human-based exercises where websites hosts submit a brief description of the content of the website and the submitted website is manually reviewed into designated categories. The website appears on the search engines when matching key words are entered into search engines. (Bhandari & Bansal, 2018.)
- Hybrid search tools. The hybrid search tools use a combination of crawler-based indexing with manual curation to gather website listings for

> search results. Most crawler-based search engines, such as Google, primarily apply crawlers as their core mechanism with the support of manual indexing methods. (Bhandari & Bansal, 2018.)

Generally, more successful websites rank higher in the search results of search engines and users are typically interested in the top ranked websites which encounter more user traffic (Nath & Ahuja, 2014). Keyword usage has a significant effect on how the website is ranked in the search results of search engines (Chen et al., 2011).

Websites rank higher in search engine results with a combination of various elements. The elements affecting websites' search engine rank include website loading time, heading tags (H1, H2, H3), keywords and their length in URL addresses, internal linking (links within the website), customised 404 page (when the URL address does not exist), social media support, XML sitemap (includes all the URL addresses in the website), time spent on the website by user, and SSL (secure socket layer) Certificate (protocol which indicates that the website is secure, and sensitive information can be transferred between the website and the user). (Ziakis et al., 2019.)

Digital visibility is crucial for websites which leads to creating more innovative and precisions methods for utilising search engine optimisation. Eventually, this leads to increased website traffic. (Makrydakis, 2024.) Simply, achieving high search engine visibility is not enough; websites must maintain search engine visibility because search engines are developing their algorithms at a rapid pace (Ziakis et al., 2019).

2.4 Website analytics

Website analytics refer to collecting and analysing data from users to enhance digital marketing activities (Hidayati et al., 2024). Tracking websites' traffic applications have become essential tools for enterprises to understand customer behaviour, examine the newest trends in the market, and develop more effective marketing strategies (Ijomah et al., 2024). Analytic platforms

such as Google Analytics or Bing Analytics, are used to track and analyse website traffic which enables enterprises to gain insights of customer movement on the website (Adeniran et al., 2024). Enterprises need to understand their marketing channels, and how these channels influence on website traffic (Filippou et al., 2024).

Users can enter the website with different sources, including via organic search, referral search and direct search (Filippou et al., 2024). Organic traffic refers to the user entering key words to search engines which direct the user to the target website. Referral traffic applies to URL addresses from other websites which direct the user to the target website. (Pranata et al., 2024.) Direct traffic, consisting of over 50% of online traffic, means users entering the website URL addresses directly to the URL address fields of browsers (Filippou et al., 2024).

2.5 Web 1.0

The history of Web 1.0 begins from 1989 when Tim Berners-Lee invented the World Wide Web (WWW). The first stage of the Web did not allow users to interact with websites at all. (Choudhury, 2014). Web 1.0 is associated with the earliest stage of the internet where static HTML websites existed to provide one-way information for their users in read-only stage (Haile, 2024; Ibrahim, 2021). The websites during that time were mostly unchanging, and the internet was often viewed as unimportant by the public because they were not aware of the possibilities that it possessed. (Haile, 2024.)

During its existence from 1989 to 2005, Web 1.0 experienced major changes such as increased customer interaction and larger user base (Choudhury, 2014). Typically, Web 1.0 was a time when a small number of website creators provided information to a large audience (Shivalingaiah & Naik, 2008). The early stages of Web 1.0 set steady foundations for its later forms where user interaction, e-commerce, social media and technological applications played a major role (Choudhury, 2014).

2.6 Web 2.0

Web 2.0 is considered the second stage of the Web according to its co-founder Tim O'Reilly (2009). Unlike Web 1.0, Web 2.0 leverages the internet as a platform which allows users to communicate and contribute with each other. Web 2.0 emphasises dynamic content and service-oriented functions with browsers. (O'Reilly, 2009.)

Data-driven Web 2.0 was a foundation for Web 2.0 applications such as Facebook, X (formerly Twitter) and TikTok. Social media became a powerful tool for people to communicate with each other around the world. The internet environment became a global phenomenon by allowing its users to communicate with other users regardless of geographical distance or time. Also, this allowed companies and their websites to use more effective marketing and promotion applications to influence user preferences. (O'Reilly, 2009.)

3 Methodology

3.1 Methods used

The research methods in this thesis are based on the SLR framework. SLR is a method designed to consider all studies conducted on a specific topic and compile them into a single study that analyses the selected studies' contents. SLR methods reduce bias and article selection by their nature to systematically identify, assess, and synthesise relevant literature based on predefined criteria. This ensures that the process is transparent and less influenced by personal opinions and preferences. (Nightingale, 2009).

The search for the relevant academic publications began on September 9th, 2024, in the search term analysis which is later referred to as the first stage of analysis. The search included only literature published online. At the beginning, the inclusion and exclusion criteria were determined before the search process was begun (see table 1). The criteria set a base for finding the most relevant and available literature taken into further analysis in this systematic literature review. The inclusion and exclusion criteria were determined to filter the best possible results for the abstract analysis (second stage of analysis). The rules for inclusion and exclusion criteria are listed below.

Table 1. The inclusion and exclusion criteria

Inclusion and exclusion criteria	Specification or N/A
Publication year	≥2010
Industry specific	N/A
Geographic location	N/A
Language	English only
Author type	N/A
Free/paid accessibility content	Free or requires an account or login with Turku UAS's credentials

First, the publication year was set to equal or larger than 2010 meaning that publications before 2010 were not included in this thesis. Academic literature conducted before 2010 was determined to be outdated and irrelevant to this systematic literature review. Another factor supporting the criterion is the technological evolution that has occurred in recent decades, which has led to major leaps in the development of available technology, including websites.

Also, Industry-specific inclusion and exclusion criteria were not applied to this literature review. The search process for relevant research on small companies' websites was already limited to an extent, and setting inclusion and exclusion criteria for industry-specific literature would have made the search even more difficult. There was not much relevant research available to be taken into this literature review.

Like the industry-specific literature criterion, geographic location (of the literature) was not considered in this systematic literature review. No limitations were set to it. This criterion would have limited the relevant literature even more. Also, literature was not searched based on geographic location.

Language preference was set to English only. This thesis is written in English, so it was natural to include only literature written in the English language. However, in the abstract filter analysis, there were several research in other languages than English, mostly Spanish and Italian. These studies were only found on Google Scholar (GS). They were not selected for the final phase of the analysis, the abstract analysis.

The author criterion type was not applied in this literature review as an inclusion and exclusion criteria. For example, research conducted by students were included in the literature review. From the search results, literature was selected only based on the content, which was analysed in later stages. As mentioned earlier, the relevant literature was already challenging to find, and being set limitations to authors would have had a negative impact on the literature search

process. To mention, various types of authors gave different aspects on the chosen literature which in turn increased the variety of views.

This thesis was not funded by any organisation, nor did it receive any financial support from any institution or person. Only literature free of purchase was taken into analysis. However, some databases required creating a free account or login with Turku UAS's credentials to access their free content. These types of actions were included in the systematic literature review. Free, high-quality, and relevant literature is challenging to find nowadays online.

After defining the inclusion and exclusion criteria, various databases were sought with a combination of search terms thoroughly and carefully to find adequate literature about small companies' websites from the quality point of perspective, and which factors these studies have been based on (see tables 2 and 3). The focus of the relevant content for the systematic literature review was placed on research literature as it would answer best the research questions. The research questions were determined to best match the commissioner's interests and needs for the website evaluating tool.

The determining factors for suitable databases included in the search were databases' usability, advanced search functions, search speed, range of search results, and free content availability. For this literature review, various databases were tested, and the most suitable ones were selected to the first stage, search term analysis.

The search for adequate research began by examining Google Scholar's search results with the relevant search terms. The academic search engine can be accessed at https://scholar.google.com/. Unlike other databases chosen for this systematic literature review, GS is an academic search engine (SE in table 2), not a database respectively. However, it was still included in the thesis because it served its purpose well with search term combinations like the other two databases. The academic search engine was the starting point simply because of Google Scholar's easy-to-use interface and search speed (Hightower & Caldwell, 2010). The other aspect GS was selected was its ability

to automatically scan and index a wide range of academic documents it can find online, including those behind paywalls through agreements with publishers (Bakhmat et al., 2022). According to Hightower & Caldwell (2010) in their research, Google Scholar was the third most used academic search engine among researchers in 2010. Based on the study by Gusenbauer (2019), GS was the most encompassing academic literature search engine in 2019. Previous arguments and research supported its usage in the systematic literature review as the primary academic search engine. However, Google Scholar's advanced search functions were limited compared to the other databases. The quantity of search results was one of the defining factors why GS was used.

Directory of Open Access Journals (DOAJ) was selected as the secondary academic database (DB in table 2) in this systematic literature review. The database can be found at https://doaj.org/. According to DOAJ's website (n.d.), its goal is to enhance the visibility, accessibility, reputation, usage, and influence of high-quality, peer-reviewed, open-access scholarly journals worldwide, across all disciplines, regions, and languages. While dedicated to staying completely independent and ensuring that the core services and metadata remain free for everyone to use (Directory of Open Access Journals, n.d.). The database's advanced search functions were specifically designed to narrow the search results to specific types of academic research, journals, and articles. The functions helped to limit the search results tailored to the inclusion and exclusion criteria of the literature review. These functions eased to find the most suitable literature for the systematic literature review.

The third, and last database included in the relevant literature search was Sage Journals (https://journals.sagepub.com/). The database is accessible to students at Turku University of Applied Sciences through a link with the university's credentials. This functionality gives Turku UAS's students open access to multiple academic articles without needing to pay for the publications. However, there was still content that could not be accessed even with Turku UAS's credentials. This content required purchase and was excluded from the

systematic literature review. The website provides a wide range of journals for researchers to use with the help to build bridges to knowledge and shape the future (Sage Publications, n.d.). Equally to DOAJ, the advanced search function of Sage Journals database was noticed to provide additional support in the search of relevant literature for the thesis.

The functioning principles' difference between GS and the other two databases (DOAJ and Sage Journals) was noticed quite quickly. GS functions as a search engine that scans other databases based on the search, and the other two find relevant literature in their e-libraries published by authors. The quantity of the search results was dominated by Google Scholar compared to DOAJ and Sage Journals. There was non-accessible literature on GS which URL links directed to nowhere. Some of the links' content was permanently removed, expired, or non-accessible for unknown reasons. However, the databases provided more quality and accurate results based on the search terms.

Table 2. The first stage, the search term analysis with Google Scholar, DOAJ, and Sage Journals.

Search engine/database	Search terms (all fields) = small enterprises websites	Search terms (all in title) = small enterprises websites	Publication year = ≥ 2010
Results from Google Scholar (SE)	748 000	28	12
Results from DOAJ (DB)	59	1	1
Results from Sage Journals (DB)	25 963	0	0
Total results	**774 022**	**29**	**13**

Table 3. The first stage, the search term analysis with databases DOAJ and Sage Journals.

Search database	Search terms (all fields) = small website	Search terms (all in title) = small website	Publication year = ≥ 2010
Results from DOAJ	1074	4	4
Results from Sage Journals	112 387	6	4
Total results	**113 461**	**10**	**8**

The search term method was used to search the databases' e-library contents. The search terms included combinations of the following words as well with their plural forms: website, webpage, design, accessibility, usability, functionality, quality, small company, small enterprise, micro and small enterprise, micro and small company, MSME. Search terms were set to scan for results based on relevance, they were targeted to titles of the literature, and they were used to search for the most suitable results based on the literature's content.

Table 4 below shows how the databases gave results for specific search terms. These results have been evaluated, and they were deemed unrelated to the next stage of the analysis. They did not focus on the websites of small enterprises. All the results in the table are presented with limitations with publication year (>2010), English language and search terms appearing only on titles. Free content availability was not considered in this section as it would have been too difficult and time-consuming to sort all the literature based on their accessibility. This aspect was done to make the search for relevant literature more efficient.

Table 4. The search term results

Search term	Database(s)	Number of results
Website	DOAJ/GS/Sage Journals	1774/37 200/602
Websites	DOAJ/GS/Sage Journals	1125/19 900/602
Webpage	DOAJ/GS/Sage Journals	34/2430/12
Webpages	DOAJ/GS/Sage Journals	35/746/12
Website design	DOAJ/GS/Sage Journals	102/3950/31
Webpage design	DOAJ/GS/Sage Journals	1/108/0
Website accessibility	DOAJ/GS/Sage Journals	18/389/34
Webpage accessibility	DOAJ/GS/Sage Journals	0/12/1
Website usability	DOAJ/GS/Sage Journals	75/1980/106
Webpage usability	DOAJ/GS/Sage Journals	0/10/1
Website functionality	DOAJ/GS/Sage Journals	2/59/2
Webpage functionality	DOAJ/GS/Sage Journals	0/2/0
Website quality	DOAJ/GS/Sage Journals	108/2400/36
Webpage quality	DOAJ/GS/Sage Journals	3/19/2
Small companies' websites	DOAJ/GS/Sage Journals	0/1/0
Small enterprises' websites	DOAJ/GS/Sage Journals	1/12/0
Small and micro enterprises' websites	DOAJ/GS/Sage Journals	1/1/0
MSME websites	DOAJ/GS/Sage Journals	0/1/0

As can be seen from table 4 above, the search term website seems to give more results than the search term webpage. In terms of meaning, both words mean the same, but the website seems to be more used in business language. Design, usability, and accessibility search terms gave results relating to developing government websites, how to use certain websites, or designing own websites. These search terms are related to other things than small

enterprises' websites. These kinds of results were excluded from the results as they did not match the requirements of the literature to advance to the further stages of the literature review.

The search terms for the abstract analysis stage were modified to find the most suitable literature for the content quality analysis stage (third stage). GS seemed to give too many results with simple search terms such as website design, webpage quality, or small company. Even with longer search terms, the results were in hundreds of thousands. GS gave the most suitable results when setting longer search terms such as website design for small companies, webpages for small companies, or small companies' websites. To minimise the results and refine the search, longer search terms were applied only to GS. GS seemed to find quality results with longer search terms such as small enterprise websites. This search term combination was found to be the most suitable for finding relevant literature targeted on the publications' titles.

For the two databases, the search terms needed to be quite accurate and short. With longer search terms the results were usually limited from few publications to none. This was not desirable for the literature review in terms of finding quality publications. Different combinations of previously mentioned search terms were used to find the most suitable literature. The phrasing was considered in finding relevant results.

Once the relevant research was identified based on the inclusion and exclusion criteria during the search term analysis, they were transferred to the abstract analysis for further analyse in the systematic literature review (see table 5). The abstract analysis included a total of 20 articles.

Table 5. The second stage, the abstract analysis.

Title	Author(s)	Institution	Publication year
The Influence of Small Enterprises Websites on Users' satisfaction	J. Hallal	Southern Cross University	2013

The Integration of Interactive and Collaborative Tools 2.0 in Websites of Micro and Small Enterprises	D. Consoli	Business Institute “C. Battisti”, Fano	2014
Effectiveness of Websites for Small and Medium-Sized Enterprises Towards Their Company’s Performance	L. Sularto	Gunadarma University	2010
Functionality of Organisation’s Websites for HR Management in Small and Medium Enterprises	I. Boitmane	University of Latvia	2019
E-Business Value in Small and Medium-Sized Enterprises in Southern Africa: A Quantitative Content Analysis of Websites	M. Tsumake and M Kyobe	N/A (link does not open)	2018
Multilingualism and the Management of Small and Medium-Sized Enterprises: The Case of Sicilian Firm Websites and Related Localisation Strategies	G. Di Gregorio	European Scientific Institute	2022
The Business Web Genre: A Genre Analysis on the Websites of Selected Malaysian Small and Medium Enterprises (SMEs)	M. D. Mohd Johari and A. Mohamad Ali	N/A (restricted access)	2015

Requirement Analysis Method of E-Commerce Websites Development for Small-Medium Enterprises, Case Study: Indonesia	V. S. Moertini and S. Heriyanto	N/A (link does not open)	2014
Collective Beer Brand Identity: A Semiotic Analysis of the Websites Representing Small and Medium Enterprises in the Brewing Industry of Western PA	D. Cincotta	Robert Morris Univeristy	2014
Eqyptian Youth Seek Information Related to Small and Medium Enterprises through Websites Social Communication and its Relationship to Their Anxiety	Z. H. Ali	Minia University	2021
The Business Web Genre – A Genre Analysis on the Websites of Selected Malaysian Small and Medium Enterprises	M. D. Mohd Johari and A. Mohamad Ali	University Putra Malaysia	2014
Social Reporting via Corporate Websites: Small and Medium Sized Enterprises in Portugal	C. Delgado, M. C. Branco, and S. Parsa	N/A (restricted access)	2013
An exploration of digital marketing, financial literacy, and website empowerment for small enterprises in Melaya Village, Bali	A. J. P. Utami, I. P. O. Priyana, I. W. E. D. Rahmanu, N. N. Lasmini, and N. K. H. Lastari	Universitas Muhammadiyah Malang	2024

The Impact of Web 2.0 on the Website Use of Small Italian Hotels	F. Gritta	European University of Rome	2023
Arab-market penetration by small firms through localized website	M. S. Minai	College of Business, Universiti Utara Malaysia	2012
Factors Associated with Website Operation among Small Hospitals and Medical and Dental Clinics in Korea	Y. Park, Y. J. Kim, and K. G. Kim	HIRA Research Institute, Health Insurance Review & Assessment Service. Department of Biomedical Engineering, Gil Medical Center, Gachon University College of Medicine	2022
An Exploration of Small Business Website Optimization: Enablers, Influencers and an Assessment Approach	G. Simmons, G. A. Armstrong, and M. G. Durkin	University of Ulster	2011
Signaling Service Quality via Website e-CRM Features: More Gains for Smaller and Lesser Known Hotels	J. Tian and S. Wang	The Chinese University of Hong Kong and National Dong Hwa University	2017
Upping the Ante at Small Colleges: Utilizing Class Websites as Journalism Teaching Clinics	C. Littlefield	Pepperdine University	2018

Does the quality of websites vary by location? A study of urban and rural small firms in Scotland	J. Sanders and L. Galloway	Heriot-Watt University	2012
Total	**20**		

In the second stage, the abstract analysis, the database search term filtered publications were taken into analysis based on their abstracts. A total of 20 publications were included in the abstract analysis. All the abstracts of the publications were read and analysed based on their key contents and types of research. Aspects in the abstract analysis were analysed based on how well the abstracts could answer the research questions, whether their focus was on small companies' websites, and whether any type of research had been conducted on small companies' websites?

In the content quality analysis, the relevant, abstract-filtered literature was analysed systematically and analytically while trying to minimise bias and partiality. The focus on the literature was placed on titles as they mostly revealed the contents of the publication while trying to find out how well the literature could answer the research questions. The 4 selected publications for the content analysis are listed in table 6 below.

Table 6. The third stage, the content analysis

Title	Author(s)	Institution	Publication year
The Influence of Small Enterprises Websites on Users' Satisfaction	J. Hallal	Southern Cross University	2013

The Integration of Interactive and Collaborative Tools 2.0 in Websites of Micro and Small Enterprises	D. Consoli	Business Institute "C. Battisti", Fano	2014
The Impact of Web 2.0 on the Website Use of Small Italian Hotels	F. Gritta	European University of Rome	2023
An Exploration of Small Business Website Optimization: Enablers, Influencers and an Assessment Approach	G. Simmons, G. A. Armstrong, and M. G. Durkin	University of Ulster	2011

In the content analysis stage, four articles were analysed based on their content, conducted research, and qualitative points related to the websites. The topicality of the publications was analysed and examined from the perspectives of which kind of research was conducted in them, which factors they had focused on, and which factors affect the quality of small companies' websites. The results and conclusions can be found in the results chapter in the later part of the thesis.

3.2 Data collection

Right from the start, it was noticed that there was a limited amount of literature available related to small businesses' websites and finding them for the final assessment of the thesis could become challenging. The relevant literature was sought with the accurate search terms shown in tables 2 and 3. The availability

of free literature limited the search for suitable research for this literature review. Many possible valid studies could not be included in this thesis due to their paywalls and other requirements which mainly required specific institutional credentials.

As mentioned at the beginning of the methodology chapter, GS search engine works differently than the other two databases. This can be clearly seen from the number of search results in the table 6. The number of results was always greater or equal in all the cases. Also, GS gave results related to references if the search term was included in the research which might explain the unusual enormous size of the results. Naturally, the shorter search terms indicated more results than the longer ones because they were targeted only on titles of publications.

Data collection was finalised on October 13th, 2024, and the total of 20 publications were selected for the next stage of the analysis. The 20 publications are listed in table 5. For the publication to reach the next stage of the thesis, it had to contain research and address small business websites from a qualitative perspective.

First, their abstracts were carefully read and analysed while focusing on the two aspects mentioned. After this, the irrelevant publications were eliminated from the spectrum. A total of 16 publications were eliminated before advancing to the last stage of the analysis, the content analysis. Eliminated literature was deemed to not relate only to small businesses, but mostly small and medium-sized businesses. In general, many publications advancing to the abstract analysis, focused on medium and/or large size companies' websites and therefore could not be taken into the content analysis.

3.3 Data analysis

The data analysis was conducted between the 19th of October 2024, to 24th of November 2024, mostly during weekends as the time factor was limited. The four eligible publications were printed, and they were read multiple times

throughout. Highlight markers were used to emphasise the most important content from the literature. Highlighting the most important content was found useful so that it could be analysed more closely. The literature was systematically searched based on the research questions. Table 5 shows the literature that advanced to the final stage of the analysis based on their type of research, relevancy, and content.

3.3.1 The influence of small enterprises websites on users' satisfaction

First, Jahjah Hallal's study from 2013 is going to be dived into. The research was published by the Australian Journal of Business and Management Research. The study focuses on factors affecting users' satisfaction of small enterprises' websites. Consequently, the study centres on examining the connection between visitors or potential customers and the electronic-commerce (e-commerce) systems utilized by small enterprises (Hallal, 2013).

Hallal (2013) states that the quality of website applications and functions has a major impact on user satisfaction, both good and bad. Hallal (2013) explains that an organisation that designs its website to align with customer requirements and expectations is more likely to build a positive reputation and strengthen its competitiveness (Schaupp et al., 2006, as cited in Hallal, 2013). Without meeting users' expectations and needs, a website will be disregarded, and it will not be likely to be used again in the future. Users favour websites that they find functional and useful. Also, they need to be found easily. He continues that the effectiveness of an enterprise's website in fostering a favourable perception largely depends on its capacity to fulfil customer expectations, needs, and preferences (Hallal, 2013). Websites are a crucial part of affecting to the company's competitiveness, market positioning, and profit (Hallal, 2013).

In his study, Hallal (2013) presents statistics about customer satisfaction by referring Cheung and Lee's (2005) study which claims that customer satisfaction could drive 80% of online shoppers to make repeat purchases within two months. Whereas 87% of dissatisfied customers would be unlikely to

return to the website. Assessing customer satisfaction with websites is essential to understanding how information system applications shape attitudes and behaviours. (Hallal, 2013.)

In the study's research part, Hallal (2013) investigates user satisfaction in small enterprises by conducting a questionnaire. His choice of using primary data made the survey more credible and multidisciplinary. The questionnaire consisting of 17 relevant questions for small enterprises in urban New South Wales, Australia followed the expectation disconfirmation theory (EDT). EDT is well-suited for examining customer satisfaction since personal emotions and beliefs significantly influence attitudes and levels of satisfaction. Consequently, utilising this theory can effectively aid in predicting visitor satisfaction with websites managed by small enterprises. (Hallal, 2013.)

The EDT theory posits that user satisfaction with technology develops over time. Users begin to form initial expectations about the used technology (website), then interact with it and ultimately evaluate its performance against the previous expectations. According to EDT, the expectations represent pre-use beliefs regarding how the technology will perform, based on specific features and attributes it offers. (Lankton & McKnight, 2012.)

The questionnaire Hallal conducted, was designed to collect data on participants' attitudes and perceptions concerning various aspects of website components and functionalities. Hallal initially identified a limited group of individuals which he referred to as units, who agreed to participate in the research. These units were then utilised to recruit additional units, continuing the process until an adequate sample size was obtained. Given the research's focus, only individuals with prior experience in website activities were included. The participants ranged in age from 18 to 39 years. (Hallal, 2013.)

The questions and answers were not revealed in the research so it might leave space for bias and selection for the reader. Understandably, the survey could have been confidential, and the answers were not to be disclosed due to their sensitivity. This could potentially affect enterprises' reputation, customer loyalty,

and customer base since the research was conducted in a small segment of urban New South Wales in Australia.

Hallal (2013) chose a quantitative approach as it was found to be the most suitable method to achieve the research objectives. The choice was driven by the need to gain a comprehensive understanding of user beliefs and attitudes toward small enterprises' website applications, to test EDT, and to provide an explanatory analysis of the overarching research problem. (Hallal, 2013).

According to Hallal (2013), the topic of customer satisfaction on small enterprises' websites had not been well researched in 2013, and studies cannot be found which makes the topic relevant for further research. Maybe these kinds of studies are not relevant for small enterprises as much as they are for large international organisations. Various reasons for this could be small enterprises' lack of financial resources and expertise and the small amount of data collected by small enterprises. Hallal (2013) claims that user preferences will change over time and small enterprises' websites need to react to these changes to sustain positive customer satisfaction. This will eventually lead customers intent on repurchasing the products or services offered by the website, and customer retention.

Hallal (2013) presents a model for evaluating website user satisfaction which consists of 4 hypotheses:

- Website system quality refers to accessibility, easy-to-navigate, easy access to information, load speed, appearance and attractiveness, and security and privacy policies (Hallal, 2013).
- Website information quality means the organisation's information, is easy to comprehend, comprehensiveness, reliability, relevance, clarity, and currency (Hallal, 2013).
- Website service quality refers to the overall effectiveness of support capabilities, help responsiveness, reliability, assurance, and empathy (Hallal, 2013).

- Website efficiency refers to the usefulness of the website in facilitating different business activities (Hallal, 2013).

If a website has implemented a well-structured combination of these hypotheses, it is likely to enjoy positive user satisfaction and to encourage users to revisit the website more often, states Hallal (2013). This will increase the popularity of the website.

Hallal used the multiple regression method (MLR) to analyse the potential interconnections among the constructs of the proposed model. The technique enables researchers to examine the impact of multiple explanatory variables on a single outcome variable. As a versatile and robust extension of the general linear model, MLR allows for the analysis of relationships between one dependent variable and one or more independent variables using various statistical techniques. In this study, MLR was used to investigate the relationship between explanatory variables such as website system quality, information quality, and service quality. (Hallal, 2013).

To calculate the website's predicted score, Hallal (2013) developed a multiple regression prediction equation formula (see equation 1 below):

$$Y = a + b1X1 + b2X2 + b3X3 + u$$

Where:
Y = the dependent variable that is predicted
X1 = the score on the first predictor variable of system quality
X2 = the score on the second variable of information quality
X3 = the score on the third variable of service quality
a = the intercept
b = the slope
u = the regression residual

Equation 1. Multiple regression prediction formula (adopted from: The influence of small enterprises websites on users' satisfaction (2013,10))

Hallal (2013) found that the MLR analysis results for the website application demonstrated a relationship between system quality, information quality, and

service quality. By inspecting these factors, they significantly influence the satisfaction of website visitors (Hallal, 2013).

A well-designed MLR model was developed to measure accurately each website's score to give an overall view on how the website scores on customer satisfaction. However, the study did not include any actual factors of how these scores could be improved.

The researcher combined the formula with three variable factors affecting user satisfaction which gave the research more credibility and precision (Hallal, 2013). Hallal produced a well-working, but slightly complicated, formula for measuring users' satisfaction on selected websites. It could be time-consuming, and complicated to gain full usage of it.

3.3.2 The integration of interactive and collaborative tools 2.0 in websites of micro and small enterprises

Second, I will analyse Domenico Consoli's research about interactive and collaborative tools in micro and small enterprises' websites published by the Journal of Economic Behaviour in 2014. The research was conducted in Italy by targeting B2B (business-to-business), B2C (business-to-consumer), and B2B2C (business-to-business-to-consumer) selling-focused enterprises.

Consoli (2014) states that in 2014, micro and small companies leveraged interactive websites featuring Web 2.0 tools such as chatbots, blogs, forums, and links to social media such as Facebook and X to engage with the online environment. These tools enable companies to interact with individuals across the supply chain to enhance the offered products or services. This interaction fosters a bidirectional communication channel between companies and customers, encouraging a co-creation process for products and services. (Consoli 2014.) Consoli (2014) also claims that by utilising these technological channels, small enterprises can boost their competitiveness and market presence.

At the beginning, Consoli (2014) selected a sample of 48 enterprises to take part of the website analysis stage. In the website analysis stage, Consoli focused on five key features of a website (Consoli, 2014):

- Language
- Multimedia
- Contact form
- Presence of Web 2.0 tools
- Extra communication

If the website has a language selection feature it might indicate that the enterprise operates in international markets and is aiming to reach potential customers from all over the world (Consoli, 2014).

The Multimedia feature focuses on which kind of content the website has. This ranges from simple text to images and videos. (Consoli, 2014.)

Contact form feature refers to a way of interacting with customers with various kinds of applications. These applications can be contact forms, chatbots or product reviews. (Consoli, 2014.)

The presence of Web 2.0 tools feature gave insights of the interactive usage of Web 2.0 tools, and if the website was ready to try them (Consoli, 2014).

Extra communication feature aimed to take into consideration other cultures, emerging issues and opportunities of a specific area where the website operates (Consoli, 2014).

After analysing the sample websites, Consoli chose a quantitative approach to the topic and formed a questionnaire for the selected entrepreneurs and managers to answer specific questions about their companies' websites (Consoli, 2014.). Forming a questionnaire is one of the top primary data collection tools because of its cost-effective factor (Parajuli, 2004). These questions were related to topics, such as managing the website, Web 2.0 tools, strategic planning, and trends of the future (Consoli, 2014). The giant leap in technology in the field of websites has increased the pressure, even on small

businesses, to update their websites to today's standards, and the necessary expertise that is required to build and maintain them.

The selected sample size included companies of various sizes, ranging from sole proprietorships without employees to businesses with up to 50 employees. Specifically, the distribution of companies by size within the sample was the following: 35% have no more than 2 employees, 23% have between 3 and 10 employees, 25% have between 11 and 30 employees, and 17% have between 31 and 50 employees. Consoli explains that he has given greater weight to companies with less than 3 employees, as the topic had not been studied widely in 2014, to understand the capabilities and dynamics of Web 2.0. Many enterprises in the sample maintain the management and updates of their websites internally, even though the websites were initially developed by external professionals. (Consoli, 2014.) This conflict between the technical producer and the administrator can create challenges when updating or modifying the website.

Based on the questionnaire, 80% of the sample size enterprises used some type of Web 2.0 tools, 11% of them will likely use them in the future, and 9% were not convinced with the idea. The results revealed by the questionnaire differed slightly from the 86% Consoli obtained through the direct visual analysis of the websites before conducting the questionnaire. This discrepancy may be attributed to respondents' lack of awareness that their website includes links to certain interactive channels. (Consoli, 2014.)

In most cases, Web 2.0 elements are managed internally by individuals such as the owner, an external consultant, a marketing manager, the entrepreneur’s son or daughter, a sales manager, or employees from other departments (Consoli, 2014). A study by Morales et al. (2020) suggests that individuals maintaining websites need more guidelines to optimise websites. This internal management of interactive and collaborative tools differs from the approach where external consultants maintain websites (Consoli, 2014). Most of the technical implementation of the websites was not carried out by a separately defined person with knowledge of the subject. This can lead to technical and functional

difficulties if an incompetent employee is put in charge of maintaining the website. This statistic suggests that social media platforms are more user-friendly and accessible for in-house management (Consoli, 2014).

Among the analysed enterprises, 54% invest in search SEO, which enhances online visibility through targeted keywords (Bhandari, & Bansal, 2018). In today's online environment, investing in SEO is crucial for companies aiming to drive traffic to their websites. Google employs increasingly sophisticated semantic algorithms to rank businesses higher on search results pages (Consoli, 2014). Consoli states that achieving broad search engine visibility requires the expertise of a skilled SEO consultant (Consoli, 2014).

The questionnaire revealed that in nearly all the enterprises analysed, their websites were created by external professionals. Websites utilising content management system technology are organised into distinct sections that can be easily accessed with credentials, usually with usernames and passwords. Credentials allow for modifications and updates to the content of the website. Despite being externally developed, many companies maintain the management and updates of their websites internally. (Consoli, 2014.)

Consoli (2014) found that in 2014 more small enterprises had a website, compared to earlier studies in the field. Almost all these enterprises had some elements of interactive tools to interchange information between the website’s users. However, it was noted that the use of interactive tools might not necessarily make the website attractive. Some of the interactive tools were added to the websites because they felt trendy. (Consoli, 2014.)

Regarding the content of the website, Consoli found that customers value websites that are easy to navigate and are rich in content aligning with products or services (Consoli, 2014). The current trend among website users seems to be fast-paced, accurate information, meaning that users want to get the exact information they are looking for as quickly as possible. The more time it takes to find that piece of information, the less likely they are to visit that website (Consoli, 2014). In addition, listing the enterprise’s references was considered

an important factor for users (Consoli, 2014). Usually, websites that list their references gain more trust from website users which could affect the purchasing decision.

Consoli concluded that smaller companies, free from organisational and bureaucratic constraints, often create and manage social networks in-house, while larger companies tend to rely on consultants and place greater emphasis on content quality and virtual community management. In small companies, integrating mobile devices such as tablets and smartphones is more straightforward due to the absence of strict policies governing their information systems. Conversely, bigger companies face greater challenges in integration because of stricter access restrictions and policies. (Consoli, 2014.)

The research on Web 2.0 tools on smaller enterprises' websites was limited in 2014, and comprehensive interpretative models that fully examine the subject had not been developed in 2014 (Consoli, 2014). Therefore, there is room for research to be done in the future.

The study indicates that smaller companies have problems maintaining and developing their websites in order to stay competitive and reach a competitive advantage. The limited resources of small businesses play a role in this. This aspect can relate to financial and knowledge resources. Consoli's research was well structured, and transparent, and covered many different aspects related to the quality of micro and small businesses’ websites.

3.3.3 The impact of Web 2.0 on the website use of small Italian hotels

Next, the characteristics of Fabrizio Gritta’s research, The Impact of Web 2.0 on the Websites Use of Small Italian Hotels will be explained. The research focuses on the tourist sector in Italy, and was published by the International Journal of Management, Knowledge and Learning in 2023. Gritta (2023) analyses how small Italian hotels can utilise the possibilities given by Web 2.0 in their websites for marketing and customer relationship management purposes. Although the research is related to the Italian small accommodation provider

sector, it can also be applied to other countries and sizes of providers. To accomplish this, he conducted an analysis consisting of 60 hotel websites based in Italy.

In the early days, the internet was mostly used for searching timetables, information, and price comparison, but nowadays users can plan and create their leisure activities by seeking shared recommendations and experiences of other users. With Web 1.0, the tourism sector expressed interest in using the internet as a promotion and marketing tool. (Gritta, 2023.) However, Web 1.0 was not ready for this evolution because of its developmental and static functions which only enabled a one-way interaction (Haile, 2024; Ibrahim, 2021).

In 2023, tourism activities represented more than 5% of Italy's gross domestic product and over 6% of Italy's employment. Out of the total 226 855 accommodation establishments, small enterprises represented over 60% of the options available for tourists in 2023. (Gritta, 2023.) The topic needs further investigation, as it affects a large individual part of the Italian economy. In addition, many European tourists travel to Italy, especially during the summer holiday season, so Italian accommodation providers must understand the potential of this large market.

Small enterprises in the Italian hotel sector have increasingly adopted the internet as a primary tool, relying on it more extensively than other marketing and communication strategies to engage with market demand. Notably, they make significantly less use of their websites for marketing purposes compared to online intermediation platforms and social media. (Gritta, 2023.)

Evaluating the influence of internet advancements on the marketing-oriented design of enterprise websites is challenging, as small enterprises approach the market differently compared to larger enterprises (Gritta, 2023). Due to this, Gritta (2023) presents 3 factors in his research that small enterprises should focus on when advertising, sharing information, and acquiring customers with their websites:

- Defining the nature of the website. Whether it’s being used as an e-commerce (E-comm), promotional website, or electronic communication website. (Gritta, 2023.)
- Investing in the implementation of E-comm (Gritta, 2023).
- Influencing tourists' purchasing behaviour (Gritta, 2023).

Gritta (2023) mentions that tourists nowadays want to take several short and personalised holidays which can be affected by other users’ experiences and recommendations online. Tailoring the customer experience is a powerful approach for small businesses to boost their bookings on websites. In a shift in thinking, tourists not only want to take the cheapest holidays, but they also want to invest in the quality of their leisure time and strive for the ‘perfect vacation’. To manage these elements, the researchers have stated that Web 2.0 allows small enterprises to improve their reputation, develop innovative product ideas, leverage the collective intelligence of the network, and foster consumer communities. (Gritta, 2023.) However, with Web 2.0 there is more competition with other similar accommodation facilities, and gaining a competitive advantage becomes more difficult to achieve. The consumer always makes the final purchasing decision, so it’s more important for the accommodation providers to differentiate from the others to reach for a competitive advantage.

The tourism industry has thrived overall, driven not only by the rise of numerous new digital-focused businesses but also by the way competitive pressures have pushed many traditional companies to innovate to stand out from others. These established enterprises have responded by either, investing directly in new initiatives or forming partnerships with various platforms to stay ahead. In this context, the growing diversity in consumer preferences, such as the demand for genuine local experiences, presents a significant opportunity for small accommodation businesses’ websites. These enterprises can offer tailored, high-value products that align with emerging trends. (Gritta, 2023.)

Various studies have proven that tourists nowadays are in search of new experiences. Mainly, these new experiences are sought from unique travel destinations which are not typically crowded with tourists. (Gritta, 2023.)

In his research, Gritta (2023) presents a study from 2020 which investigated the purpose of the website with a sample of 4093 small accommodation enterprises in Italy. The collected data showed that 42.8% (1752 enterprises) had a showcase website which was used just as an informative tool. 29% (1187 enterprises) of the sample had an e-commerce site where customers can reserve and manage bookings along with other tourist activities directly from the website. 6.1% (250 enterprises) had an interactive site which allowed customers to interact with each other, and 22.1% (905 enterprises) did not have a website at all (Gritta, 2023). The lack of websites in 22.1% of enterprises in particular raises questions. The website is thought to be the most important customer contact channel, along with social media.

Accommodation providers that had a website needed to be visible on the most popular search engines, such as Google and Bing, so that customers could find the websites and therefore use them (Gritta, 2023). Gritta (2023) presents elements that affect customer experience on websites:

- Homepage design with easy access for customers on how to contact the enterprise (Gritta, 2023).
- Well-structured front page menu, which gives easy access for customers to find the needed information (Gritta, 2023).
- The quality of information is presented easily and clearly (Gritta, 2023).
- Clear information about where the accommodation facility is located and how to get there (Gritta, 2023).
- High-quality photos which represent the current state of the accommodation facility. The resolution of the photos should be not too small or too large. Providers should enhance the strengths of the facility in photos. (Gritta, 2023.)
- Exact and accurate information about the services and prices if they don’t cause misunderstandings among the customers (Gritta, 2023).
- Updating information on websites is important. The website should not contain outdated or inaccurate information. (Gritta, 2023.)

- Backend tools that the accommodation enterprise can track traffic on the website (Gritta, 2023).
- Avoiding the presence of intrusive advertising banners (Gritta, 2023).
- Language selection for at least 2 languages. This way international tourists can visit the website. (Gritta, 2023.)

Accommodation enterprises need to form a clear step-by-step marketing plan according to these factors (Gritta, 2023). These factors reflect the Italian accommodation market as well as traditional tourist activities such as restaurant bookings and sightseeing tours. Ultimately, systematic improvement of these factors leads to better customer satisfaction and retention. However, maintaining the factors can be challenging for small enterprises due to the lack of financial, management, and knowledge results (Gritta, 2023)

Although the COVID-19 pandemic significantly reduced international travel, the importance of social media on websites has increased. Studies have shown that the number of likes, shares, and comments on a website has a significant impact on customer engagement and retention. (Gritta, 2023.)

In his study, Gritta (2023) searched accommodation facilities online with a combination of keywords: hotel in Rome, hotel in Florence, hotel in Venice, cheap, unique experience, and city art trip. The study focused on small hotel enterprises, encompassing a range of accommodation facilities, including both hotel and non-hotel establishments. The results were filtered so that small accommodations and only two-star hotels were included in the study. Gritta sorted the results depending on the type of website to showcase websites, OTA (online travel agency) booking websites, and e-commerce websites. (Gritta, 2023.) OTA websites refer to third-party dealers which offer various services such as flights, tourist activities, and accommodation facilities. These are, for example, Booking.com, Skyscanner and Airbnb. (Kumar et al., 2024.) He also categorised the results based on the type of website contact, including email and phone, links to social networks, and integrated chat. (Gritta, 2023.)

A sample size of 60 websites was gathered which 20 were accommodation facilities in Rome, 20 were in Florence, and 20 in Venice. After collecting the sample size, he listed the accommodations based on the composition of the facilities into 2-star hotels, B&Bs (bed and breakfast) and guesthouses. 23 of them were 2-star hotels, 21 were B&B facilities, and 16 were guesthouses. (Gritta, 2023.)

In his study, 10% of the analysed websites were just showcase websites, 83% of them were linked to OTAs, and 7% had an e-commerce functionality. Small accommodation websites tend to rely on OTAs such as Booking.com rather than having their booking system. (Gritta, 2023.)

In the final stage of the study, Gritta (2023) analysed the contact method of the sample websites. He found that 20% of them had an email address or telephone number listed on the website, 60% had links to the enterprises' social networks like Facebook, and 20% had an interactive chat application on the website (Gritta, 2023).

Based on his study results, Gritta (2023) concluded that small accommodation enterprises do not reach the full potential of their websites fostering the tourist customer experience. Small enterprises often fail to fully leverage the potential of digitalised website tools due to their limited resources of financial, management, and knowledge capital. In most cases, the website is just to enhance visibility in the online environment. Customers favour the ability to create a personalised unique holiday, and websites need to respond to this need. (Gritta, 2023.)

The research will help Italian accommodation providers to understand the common schemas of the accommodation industry and develop methods to increase their attractiveness on websites, leading to their greater popularity. In the future, small enterprises' websites will remain an increasingly smaller part of the business, and the importance of social media will grow with aspects of marketing, visibility, and booking opportunities (Gritta, 2023).

3.3.4 An exploration of small business Website optimization: Enablers, influencers and an assessment approach

The last publication included in this systematic literature review relates to small businesses' website optimisation, in the food industry in the USA and Northern Ireland region. An exploration of small business website optimization: enablers, influencers, and an assessment approach study was written by Geoff Simmons, Gillian A. Armstrong, and Mark G. Durkin. The study was published by International Small Business Journal in 2011.

Website optimisation refers to the process of small business acquisition to achieve the most effective results based on the business's needs. This includes designing and implementing website content, functionality, and marketing in a way that attracts customers, builds trust, and drives sales. (Simmons et al., 2011.) In today’s changing world, especially the online world, enterprises need to optimise their website daily to stay competitive and always be prepared for new trends in the market. Recent studies show that the industry needs more industry-focused studies rather than universal strategies which makes the study relevant (Simmons et al., 2011).

To provide a clear focus for the study and its methods, a sector-based approach was adopted, state the authors. Within the framework, the authors observed that emerging trends in the food market are creating substantial opportunities for online food providers. However, the unique characteristics of food products also introduce specific challenges in the online environment. Despite the obstacles, small food businesses are considered particularly well-suited to harness the internet as a channel for business growth and customer engagement. (Simmons et al., 2011.)

In the study, Simmons et al. (2011) designed a website optimisation model in which each of its five variables offers a targeted foundation for analysis within a broad and complex framework. The model consists of the following key variables (Simmons et al., 2011):

- Owner-manager
- eVision
- Customer influence
- Online value proposition
- Small business size

Owner-manager variable states that the roles of owners and managers have a significant impact on the nature and quality of a company's overall business. The authors claim that market-oriented business owners and managers have a greater chance to acquire the necessary “how-to” and “principles” knowledge. (Simmons et al., 2011.)

The next variable, eVision is linked to the view how adopters understand the innovation and its further capabilities. Enterprises disseminate and adopt IT (information technology) -innovations to the extent how they are believed to provide benefits to their users. (Simmons et al., 2011.)

Customer influence variable refers to how organisations can relate efficiently to their customers through their websites (Simmons et al., 2011). Simmons et al. (2011) referred to studies such as Martin and Matlay (2003), Fillis and Wagner (2005), and Bengtsson et al. (2007) which have shown that IT can be strategically leveraged to build stronger connections between organisations and customers.

Online value proposition, tightly linked in the previous variable, is centred on the idea that organisations can utilise online value propositions to their customers, reaching for closer organisation-customer relationships. The most important aspect of online value proposition for small businesses is website interactivity which can lead to competitive advantages over larger businesses. Typically, small businesses utilise online forums, blogs, or hyperlinks to achieve an advantage. (Simmons et al., 2011.)

Small business size has been recognised as an influencer in the internet adoption outcome. Previous studies have given evidence that the outcomes of small business internet adoption will improve gradually over time. Before 2011,

researchers have developed alternative methods for measuring internet adoption which assume that different businesses view the topic in distinct means (Simmons et al., 2011.)

In their research, Simmons et al. (2011) formed a semi-structured in-depth interview questionnaire to gather information based on their websites' optimisation functions. The sample size of analysed websites included a total of 20 small food industry enterprises from the United States of America and the Northern Ireland region (Simmons et al., 2011). The questions were based on the website optimisation model consisting of five key variables mentioned earlier: "Owner-manager, eVision, customer influence, online value proposition, and small business size" (Simmons et al., 2011, p. 535).

Simmons et al. (2011) designed a website optimisation rating scale that determined the optimisation score of analysed websites based on in-depth interviews with the website owners. The designed scale varies from scores 1 to 5 based on how the websites have been optimised. For instance, score 3 was determined to represent a non-optimised website while 4 and 5 scores stood for well-optimised websites. Scores 1 to 2 were determined to represent sub-optimised websites. (Simmons et al., 2011.)

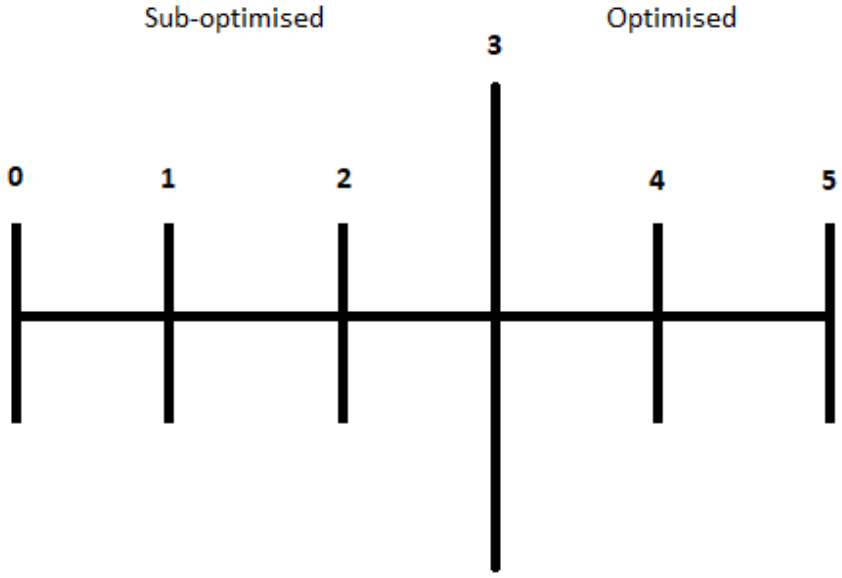

Figure 1. Website optimisation rating scale (adopted from: An exploration of small business Website optimization: Enablers, influencers and an assessment approach (2011, 540))

Of the analysed websites, 25% of them were given the score of 1 and 15% of them scored 2. In total, 40% of the websites were deemed sub-optimised. 25% of the sample size were placed in the middle by scoring the score of 3. 30% of the analysed websites were given the score of 4 which represents an optimised website. The best score, 5 was given to only 1 website which represents 5% of the sample size. (Simmons et al., 2011.)

The key findings of the research were gathered and analysed at the end of the in-depth questions by the three researchers. In general, the website owners knew what their customers needed online and based on this knowledge the websites were optimised to provide that information. The website owners knew about the thriving food industry trends, and they try to follow them according to the websites' content. (Simmons et al., 2011.)

The research revealed that most owner-managers with an entrepreneurial mindset drove the adoption of optimised websites. Website tools, such as web analytics, online surveys, and community forms were used to bridge the gap between the sensory nature of food products and the remote nature of the

internet. Hyperlinks directing to other websites have been experienced as useful functions to verify food products from third parties. A small size of owner-managers, who showed minimal signs of entrepreneurial orientation but were strongly market-focused, played a key role in driving optimised website adoption. However, enterprises' limited resources were often deemed to be a factor restricting further website optimisation. (Simmons et al., 2011.)

Creativity, especially, was often seen as an asset of small food companies compared to larger organisations in the industry. Most of the website owners showed creativity in recognising market opportunities and creating new ideas to be implemented into innovative website optimisation functions. A small size of the website owners who were not market-oriented were in charge of non-optimised website adoption. They lacked entrepreneurship and market orientation mindset and were not actively seeking new market opportunities to expand their businesses. (Simmons et al., 2011.)

The research proved that the high-scoring websites (scores of 4 and 5) had understood what their target customer groups were and how to nurture them. This enabled them to optimise their websites for specific customer groups which were most likely to buy the products and services offered on the website. Also, according to high-scoring website owners, tracking and monitoring website traffic was considered essential. On the other hand, low-scoring website owners (scores 1 and 2) expressed an unclear understanding of their target customer groups and were unable to optimise their websites for them. These website owners explained that their websites act as informational tools which don't require optimisation. The basic idea was just to provide information about the company and its products. (Simmons et al., 2011.)

4 Results

4.1 RQ 1: Research on small-size enterprises’ websites

The publications which advanced to the final stage of the analysis focused on different topics such as user satisfaction on websites, small company accommodation industry websites in Italy, Web 2.0 tools on websites, and food industry website optimisation adoption. The information revealed and research conducted in them is not limited to specific industries but can be implemented in others as well. However, most of the analysed literature was published over 10 years ago, so there might be some disagreement about the research topic now. The publication year criterion was set to exclude literature published before 2010 which would have still shown literature published in recent years. There is still a lack of research focused on the quality of small enterprises' websites. Only Fabrizio Gritta’s research was conducted in the 2020s and the three others were conducted in the early 2010s.

According to the four publications by Hallal (2012), Consoli (2014), Gritta (2023), and Simmons et al. (2011), the topic of small enterprises’ websites had not been studied comprehensively earlier. All of them make the same statement. Research on websites might not be as relevant and attractive for small enterprises as they are for large international organisations. Small enterprises tend to lean more towards social media than investing in their websites. With social media, companies can obtain more visibility with lower marketing costs. Bashar et al. (2012) claim that considering social networks as a part of enterprises' marketing plans is a necessity. However, the majority of strategic goals in social media marketing rely on the foundation of a flawless company website that is functional, efficient, reliable, seamlessly integrated into the organisation, and focused on customer needs (Constantinides, 2014). Also, social media tends to be more user-friendly, and therefore maintaining a company’s social presence does require less knowledge and capital resources than running a website.

Lack of studies and research related to small enterprises' websites stirs up reasons such as small enterprises' lack of financial and expertise resources, limited use of research conducted, limited data availability, the evolution of the internet environment, and unattractiveness towards smaller companies as targets of research.

Larger companies have more resources of capital, expertise, and partnership, to be used in the improvement and development of overall business activities which is also associated with their websites. More capital usually reflects to structured improvement of the organisation's overall functions which can lead to a larger market share. This reduces the market share of small businesses, which forces them to generate more innovative and creative solutions to develop the businesses' operations. Incorporating creativity and innovation into the website design process is essential to achieving customers' psychological satisfaction (Liu & Arnett, 2000).

The uses of research related to small companies' websites may be limited or unclear. Academic literature tends to prioritise larger organisations over smaller ones because they often have a greater economic impact. Also, larger organisations usually operate in more complex digital environments, such as websites, making them more appealing for research. Hopefully, websites of small enterprises research will be conducted more in the future as there is a lack of them. There is an opening in the research field to be filled.

Small businesses often do not gather or share significant amounts of website performance data, unlike larger companies. This lack of available data hinders researchers from conducting thorough analyses and drawing conclusions based on them.

Even in 2007, Oliveira et al. (2007) stated that the internet is evolving in a rapid state. Since then, along with the internet evolvement, websites have experienced great changes too which may indicate that the literature related to websites published in the early 2000s is generally seen as outdated. The methods presented in them do not necessarily apply in today's online world.

Regarding attractiveness, researchers may prefer larger companies over smaller ones in terms of available data and analytics to study. There has not been substantial research on small enterprises therefore small enterprises are not able to benefit from research as it has not been conducted.

All the publications included a type of research conducted. These were mainly executed with a selected sample size based on the research topic. The questions were designed based on the research questions which is essential to gather the needed data. After collecting a sample size, the researchers formed questionnaires based on website quality, website applications, integrated tools, website management, and website purpose. The publications can be considered reliable research because they rely on primary data (Parajuli, 2004). Usually, this type of data collection is mostly used among researchers as it is considered cost and time-effective (Parajuli, 2004).

The publications were diverse in content, which allowed researchers to draw strong conclusions based on the findings. Some of the studies were data-driven, which helped researchers develop formulas to measure factors affecting the topics.

4.2 RQ 2: Factors focused on the analysed literature's research

The literature selected for the final stage of the analysis focused on various entities that were directly or indirectly related to the websites of small enterprises. The diversity of the literature gave the thesis and the commissioner different perspectives on how small businesses' websites can be examined from the perspective of their quality. The systematic literature review exposed areas for development, opportunities, and limiting factors on small businesses' websites.

Firstly, the information provided by the website needs to be accurate and truthful. For example, product information and sales-related actions must be visible so that the user is not left with any confusion. Website users need to locate accurate information with as little searching as possible, or else they will

move on to other websites to find the information they need (Consoli, 2014). Websites need to raise trust among the website users which will lead to improved customer satisfaction and customer retention.

Secondly, users form an initial impression of a website when they first arrive there. Website quality factors are formed based on users' previous experiences that the websites try to satisfy (Hallal, 2013). These factors include “customer expectations, needs, and desires” (Hallal, 2013, p. 1). Typically, users pay attention to the presence of the homepage, contact information, clear and unambiguous information, website loading speed, attractive and high-quality photos, pop-up banners for advertisement purposes, and language selection function (Gritta, 2023).

Thirdly, search engine optimisation is crucial for small enterprises to obtain more customers and improve website accessibility (Gritta, 2023). The literature mentioned the importance of SEO on several occasions. Gritta (2023) concluded that the importance of customer acquisition increases when companies' expectations for goals increase. SEO is a combination of various factors affecting the website’s visibility in search engines (Saeed et al., 2024) which requires the expertise of a competent SEO consultant (Consoli, 2014). Also, who manages the website has a major influence on the website’s overall quality. Small enterprises need to designate a professional and skilled employee to manage their websites (Simmons et al., 2011).

Lastly, social media is a major part of small businesses’ marketing strategies (Gritta, 2023). The aim is to gain brand awareness and new customers. Studies have shown that small businesses prefer social media as a marketing tool even more than a website itself because of the website’s unfavourable risk-return ratio (Gritta, 2023). Social media as a marketing channel is more user-friendly, and requires fewer company resources than maintaining a website, making it cost-effective. In the future, small enterprises will rely less on their websites, as social media becomes an increasingly vital channel for marketing, enhancing visibility, and acquiring new customers (Gritta, 2023). Social media tools, such as share and like buttons, comment sections, and product reviews, are an

important part of website quality criteria from the users' perspective (Consoli, 2014).

4.3 Study reliability, validity and limitations

Like other theses, this thesis has several limitations that may influence its overall validity and reliability. Next, the aspects threatening the thesis' validity and reliability have been explained.

The analysed literature was focused on small enterprises' websites from different countries which may differ from each other's definition of a small enterprise. The key concepts chapter identified these country-based differences. Therefore, it cannot be assumed that enterprises of the same size range are analysed in each research. For example, in the United States of America, a small business is considered to have less than 500 employees, and the annual turnover must be under 7.5 million United States dollars (U.S. Small Business Administration, n.d.). In the European Union, this kind of company would be classified as a large business (Eurostat, n.d.). Furthermore, the definition of a small enterprise was never specified in any of the publications.

Some of the publications did not specify how the selected sample size was formed. In Gritta's (2023) research, 60 small accommodation enterprises were selected for further analysis based on six sets of keywords. Three of these keyword combinations included a big city in Italy (Rome, Venice, and Florence) (Gritta, 2023). The research was targeted at them, which left out other major Italian cities. Including more Italian major cities in keywords may have provided more versatile data.

The selected sample size was selected in Hallal's (2012) by using a snowball sampling technique. This technique is based on selected participants recruiting more participants to take part in a questionnaire until a specified sample size has been formed (Hallal, 2012). The technique may generate bias as some participants may have a greater social network and they might favour closer

friends or relatives. On the other hand, the researcher obtains a completely random sample size, which in turn reduces bias.

The analysed literature presented a variety of validity factors influencing small enterprises' websites from a quality point of view. By determining these factors, the studies gained polymorphous views which increased their credibility. Also, the researchers had different backgrounds, some were students and others were professors which increased the diversity of the studies with different perspectives.

The limitation of the systematic literature review includes academic literature behind paywalls. As stated earlier, this thesis did not receive any funding, so the literature behind paywalls could not be accessed. For most of the paid literature, it would have needed a payment of 30 to 50 euros to be able to read it. This also limited the use of several prominent publications as references.

Another factor limiting the research was the lack of studies conducted on small enterprises' websites. While narrowing down the literature, the range became shattered, and the size of the literature became small.

The time factor was considered a limiting factor of the thesis. The whole process was finished in just over three months which is relatively a short period for conducting a systematic literature review. While working full-time, having hobbies, studying other courses, attending social events, and maintaining a private life led to a lack of time and energy which eventually affected the writing of the thesis. The last-mentioned concerns increased stress levels, which were also reflected in writing the thesis.

5 Conclusions and future research

5.1 Conducted research on small enterprises' websites

There is a limited amount of research available on the websites of small enterprises due to resource constraints in small enterprises. These constraints include financial, management, and knowledge resources (Gritta, 2023; Simmons et al., 2011). I think this issue may always be relevant in small business website research. On the other hand, the issue forces small businesses to come up with more innovative ideas, as resources are limited. Also, small enterprises are increasingly adopting the use of social media as a marketing channel, which is further reducing research needs for small business websites. In my opinion, websites might be used as a supportive tool for marketing in the future, so their presence is not indifferent.

Only a few theoretical frameworks and models have been introduced to evaluate small enterprises' websites (Simmons et al., 2011). In the data-driven world, small businesses need to focus on collecting more diverse user data so that more accurate operating models can be developed. This will help small enterprises to understand trending market trends, user behaviour, and user purchasing preferences. Analysing user data helps develop new methods and tools that small enterprises can use to increase their market position.

I have previously worked as an e-commerce manager in a small enterprise, and new methods were constantly tested with the enterprise's website. Over time, the benefits or disadvantages of these methods were analysed, and further actions were taken based on the results achieved. The key point was that changes need to be given time so that their effectiveness can be seen.

Along with the rapid evolution of the internet, websites need to adapt to this ride to remain competitive and reach for competitive advantage. New internet trends are being introduced all the time, which also requires small businesses to be

adaptable to them. I believe that the responsiveness of small businesses is a key factor when new trends emerge.

Small enterprises generally understand the purpose of their websites, but they are not always aware of their potential. Factors that are mainly considered to be inhibiting include managers' and owners' lack of trust in websites and their potential and employees' lack of expertise (Gritta, 2023). More constructive studies could change managers and owners' perspectives and attitudes toward a more optimistic approach.

5.2 Factors influencing small enterprises' websites quality

Website users form an impression of a website at first glance, based on their previous experiences, preferences, and desires (Gritta, 2023). Users need accurate and truthful information as quickly as possible so that they do not go to other websites to find the information they need. Websites need to provide rich information, but at the same time, they need to be user-friendly. I believe everyone has experienced a situation where you have just entered to a new website, and you find that the website is difficult to use. Therefore, you start looking for the needed information or products from other websites which can feel frustrating.

SEO is a major element in enterprises' marketing strategies. Website designers and managers need to understand which marketing parameters are influencing search engine rankings (Yalçın & Köse, 2010; Bhandari & Bansal, 2018). These parameters include website loading time, heading tags, meta description texts, URL address length and keywords contained in them, customised 404-page, social media tools, SSL certificate, and sitemap xml file (Ziakis et al., 2018). Inspecting and improving the parameters, enterprises can develop more effective marketing strategies (Bhandari & Bansal, 2018).

At my previous workplace, our website's paid internet advertising and SEO were handled by a third-party company. For me, this created problems because the dialogue between them and me had to be continuous because they were not

aware of new issues and trends that were discussed in the company. Based on this aspect, it would be advisable for small businesses to have a professional SEO person who could manage search engine optimisation without a third-party company.

Social media has a strong influence on internet users and their behaviour, which is also reflected in the quality of websites. In the future, small enterprises' focus on social media, as a primary marketing channel instead of websites, will increasingly be a part of their marketing and customer acquisition strategies (Gritta, 2023; Bashar et al., 2012).

5.3 Own reflection and future considerations

While working as an e-commerce manager and key account manager in my previous job, I had a lot of previous knowledge and experience with corporate websites, which I was able to utilise in writing this thesis. Many concepts, such as SEO and website analytics, were already familiar to me as I my previous job related to them. The acquired knowledge made it easier to read and understand the literature. My previous experiences in customer interface also helped me understand the sales concepts presented in the publications.

The courses included in the master’s program at Turku University of Applied Sciences also facilitated the internalisation of knowledge. Studies at Turku UAS have been diverse, and they have included many relevant topics that can be applied in working life.

On the other hand, balancing studies, work, and personal life has brought challenges. Among other things, time and energy efficiency have been maybe the biggest hurdles.

In the future, studies focusing on the quality of small businesses’ websites could help shape small businesses' strategies, and how they plan to grow their business. One key conclusion in the thesis was that not enough extensive research has been done on them. This opens doors for new research.

The future research should be focused on customer behaviour as it seems to evolve over time. The internet platform is a rapidly developing environment where websites constantly need new data about its prevailing trends and applications.

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