



On average, successful self-employed earn € 30,000 a year from their websites

SME survey | 1 October 2020

More self-employed professionals are active online in the Netherlands than anywhere else. And many see themselves as successful. The best-performing 10 per cent earn an average of € 30,000 a year directly or indirectly from their websites.

This survey of 1,282 self-employed people and small business proprietors was carried out for SIDN by GfK.

Who are the successful self-employed people?

- They went into business five to ten years ago.
- They concentrate on winning big orders.
- They see their sites as their calling cards and invest in professional design.
- They update their sites weekly.
- Their promotion is geared to securing high search engine rankings (SEO).

“Do things properly from the start. Use professionals to help build your website: copywriters, designers and technicians. Do it with someone else – it relieves a lot of the pressure.”

Successful self-employed business service provider with six years' experience

How much do self-employed earn from their websites?

	Average	Top 10%
Orders	4	6
Average order value	€ 1,435	€ 5,063
Annual earnings (per year)	€ 5,740	€ 30,375
Average annual website cost (per year)	€ 216	€ 399
Average annual promotion spend (per year)	€ 400	€ 847
Result	€ 5,124	€ 29,129
Hours invested in site (per year)	55	66
Earnings per invested hour	€ 93	€ 441



In which sectors do self-employed earn most from their websites?

Website earnings per sector

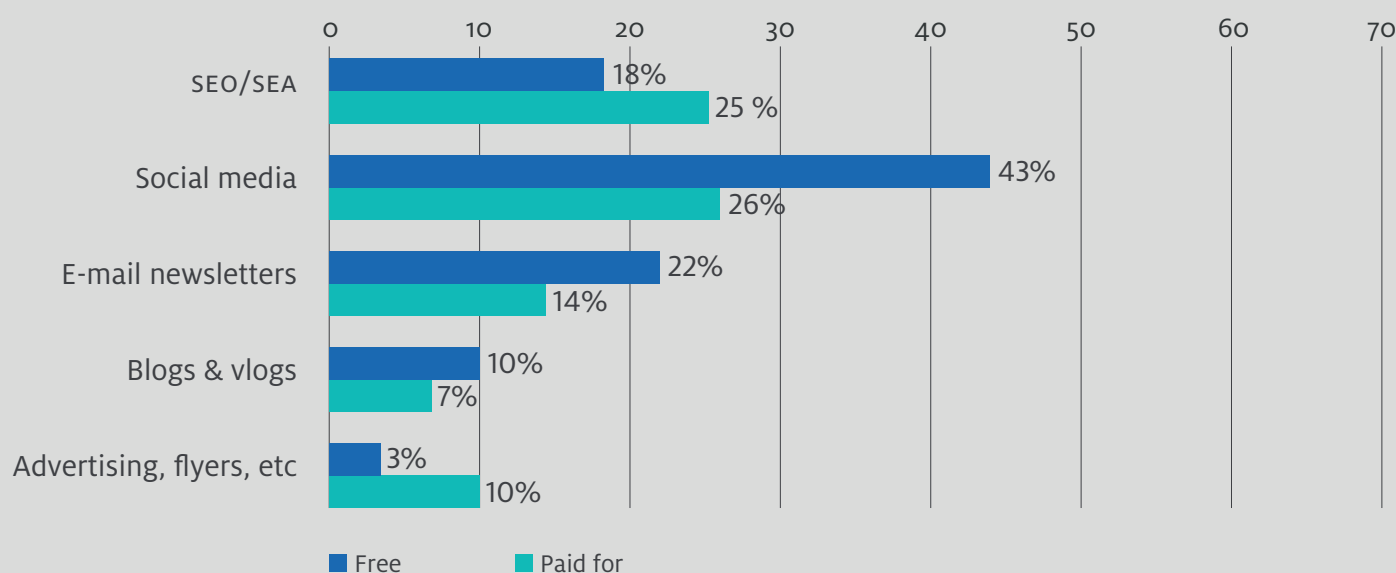
Financial services	€ 10,193
Other	€ 8,104
ICT	€ 7,563
Agriculture, nature and environment	€ 6,222
Non-profit, government and education	€ 5,600
Technology, manufacturing and building	€ 5,567
HRM, organisation and strategy	€ 4,958
Retail, commerce and sales	€ 4,613
Business services	€ 3,642
Marketing and communication	€ 3,402
Care and welfare	€ 3,303
Culture, sport and recreation	€ 3,284

Professions that do well online

- Financial advisor
- Blogger/Influencer
- Freelance product owner
- Care farmer
- Driving instructor
- Plasterer
- HR consultant
- Importer
- Occupational health and safety consultant
- Communications advisor
- Maternity care provider
- Theatre producer



How do successful self-employed promote their businesses?



Only a small selection of our data is presented in this infographic.

Want to know more? Visit sidn.nl or contact our Marketing Manager, Michiel Henneke, by calling +31 26 352 55 00 or mailing marketing@sidn.nl.