

We have analysed 150+ Brussels-based associations to help you stay competitive in the digital world.



It is designed to help you understand where your association stands compared to others in the Brussels bubble, helping you identify problems and opportunities in the digital ecosystem.

Complete research is available online

About the author:



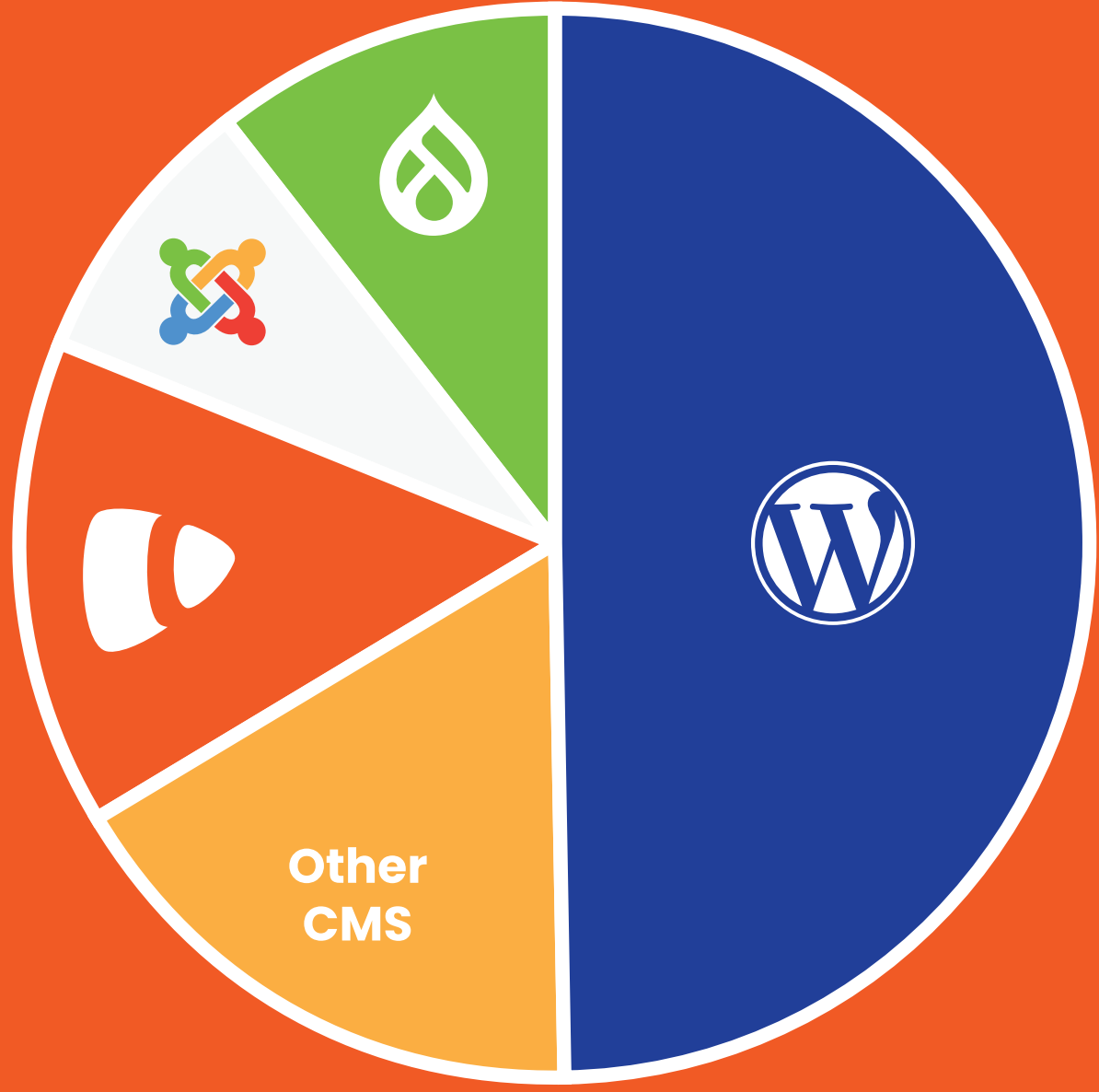
Web Bay is a web design & branding agency specialised in providing services to associations, non-profit organisations, and EU-funded projects.

www.webbaysolutions.com

Technology

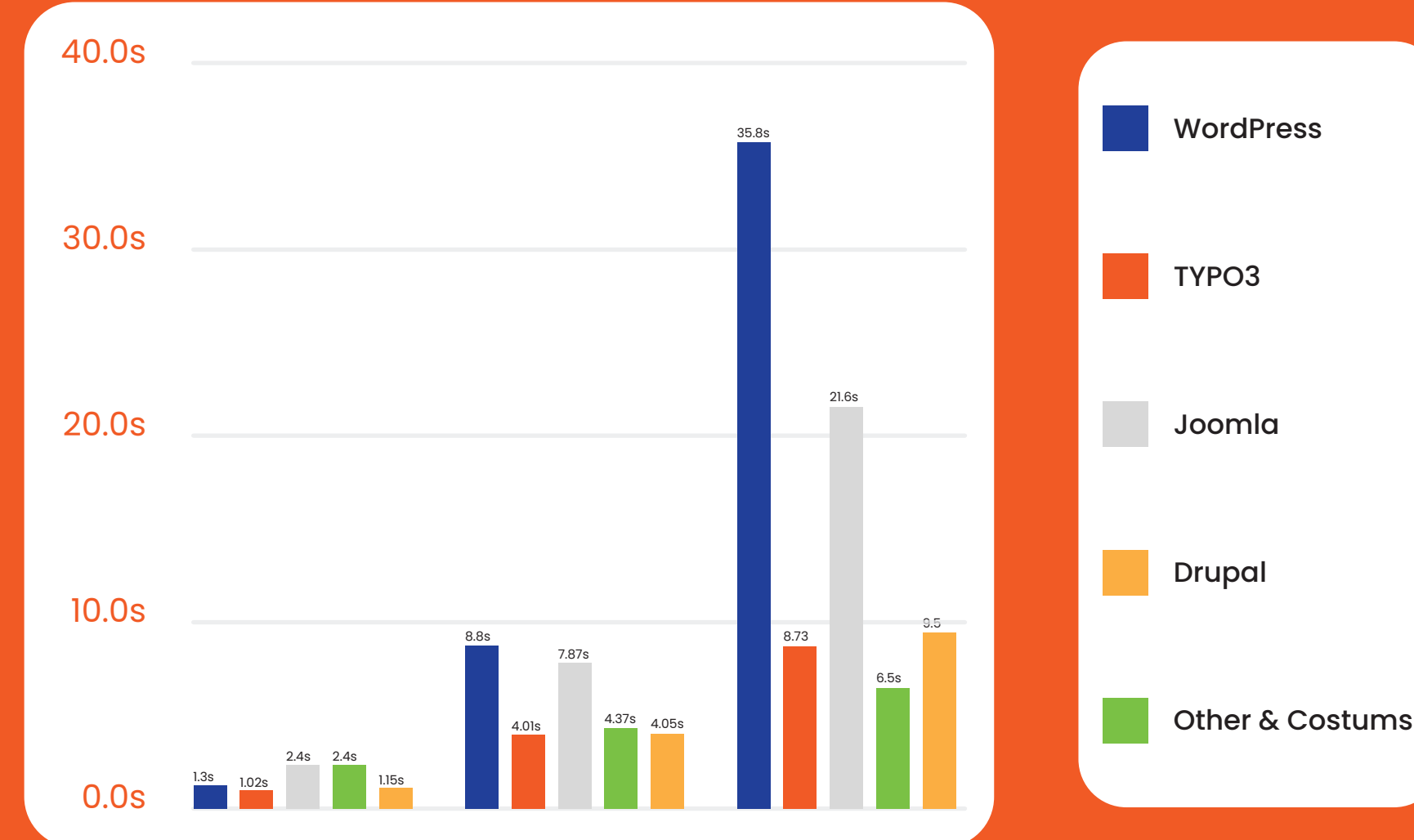
WordPress is the most popular CMS (Content Management System) with 50% market share

TYPO3 follows with 17%. Joomla 15%, Drupal 8%.



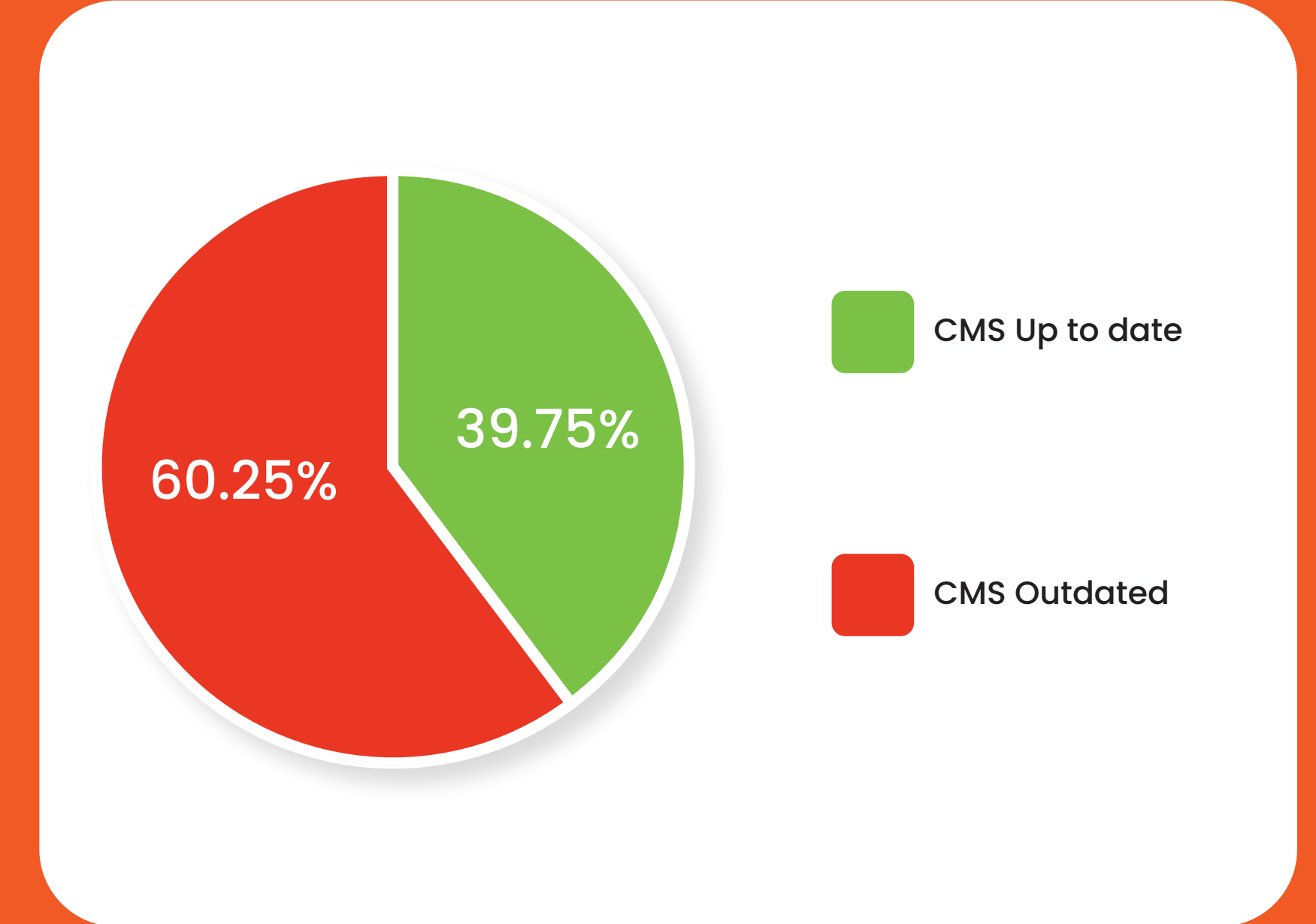
Average website load speed is over 5 seconds

Average website speed is 4 to 8 times worse than what technology allows (<1.5s). Average speed for WordPress is 8.8s. On average, TYPO3 shows the best results.



Over 60% of associations are using outdated CMS software

As a result, over 50% of associations got their website hacked in past 5 years.



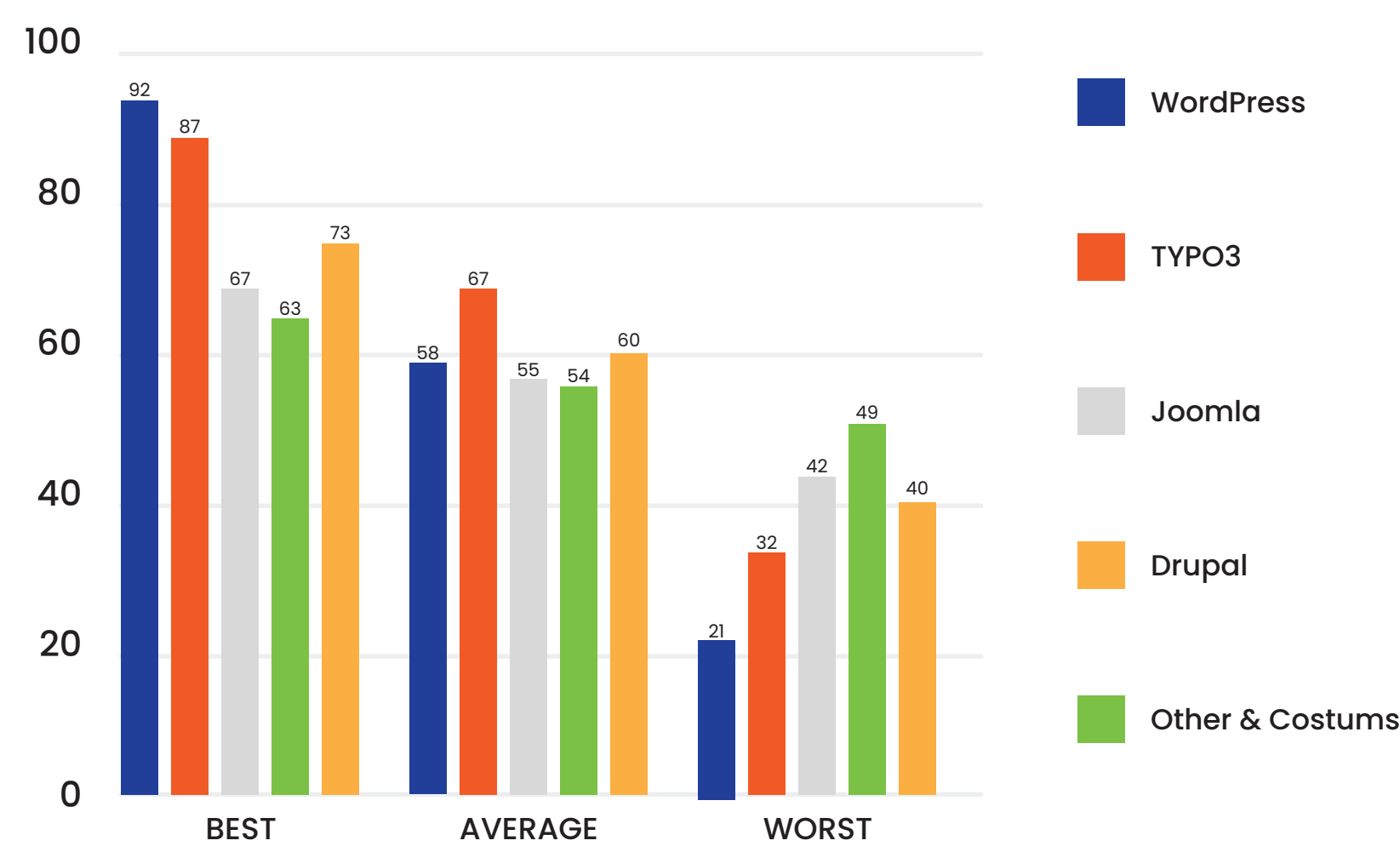
SEO – Search engine optimisation

SEO Authority score is 3 to 6x their industry average

This makes it super-easy for associations to rank very high for targeted keywords.

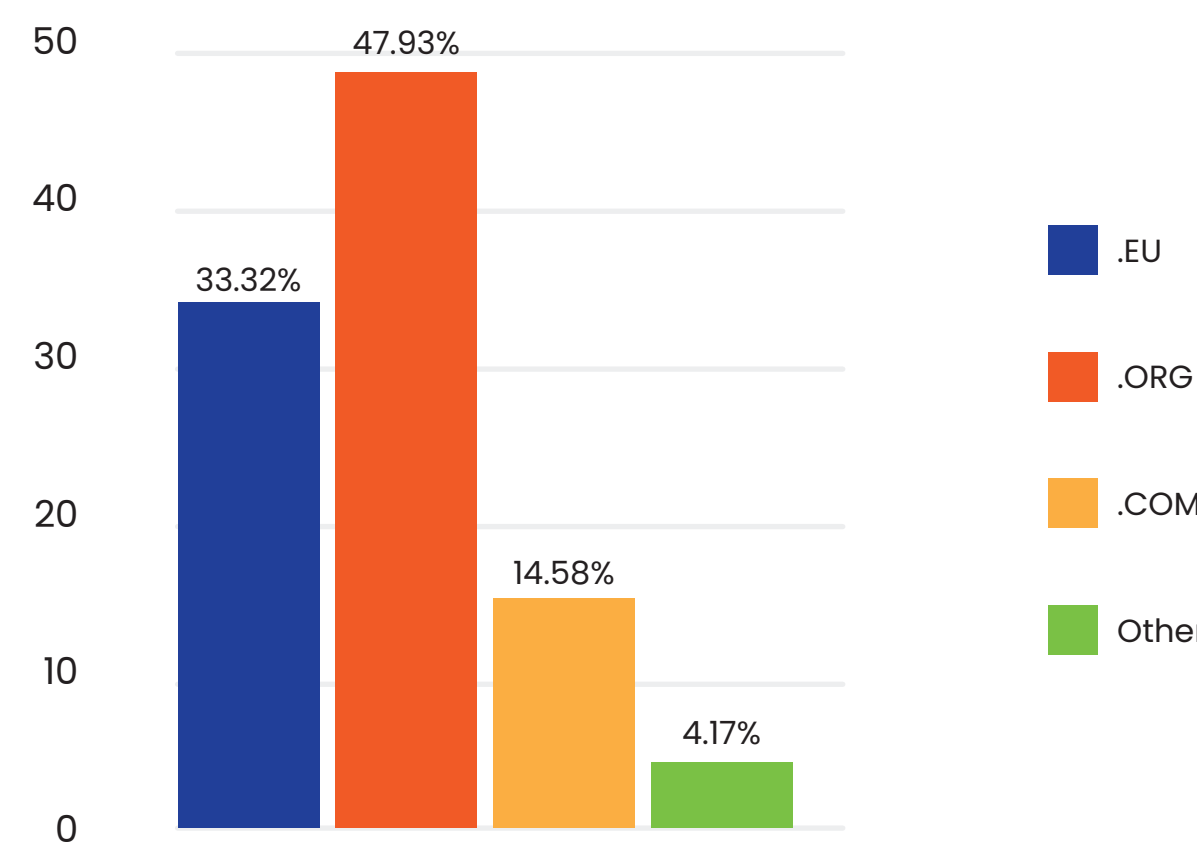
Average technical SEO score across the industry is 58%

Best performing CMS on average is TYPO3 with 67%, followed by WordPress with 58%. Associations should target at least 75% SEO score.



TLD (Top Level Domain) used by associations

.EU 33% .ORG 47% .COM 15%



83.35% of associations in Brussels are using Google Analytics to track their website statistics.

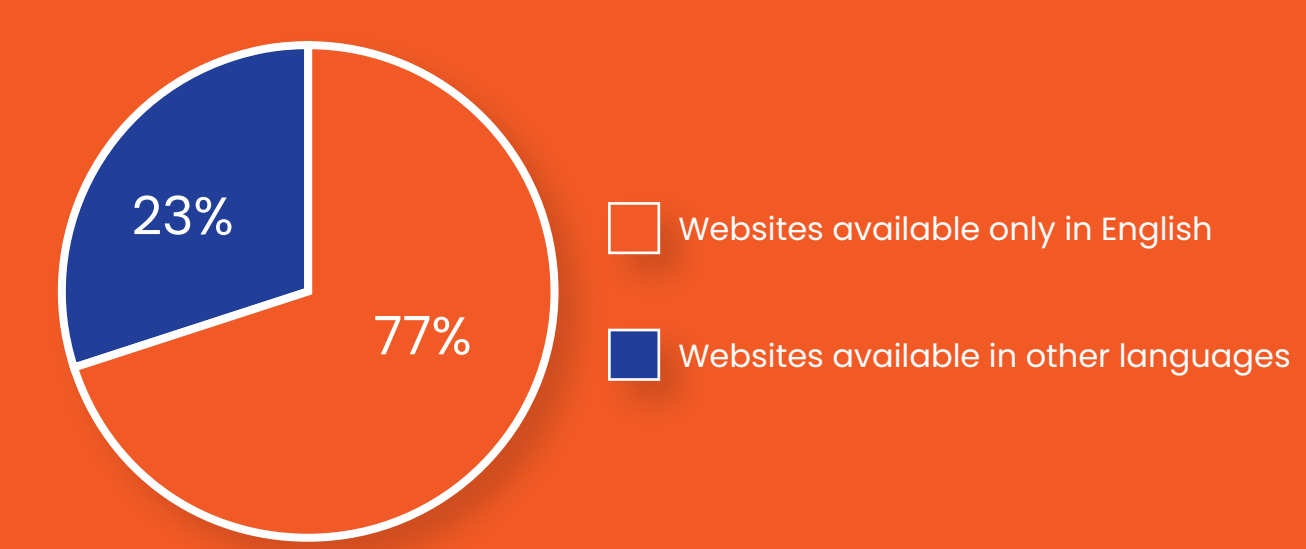
An association website has 95 broken links on average

Out of 150+ analysed websites, only one website had no broken links!

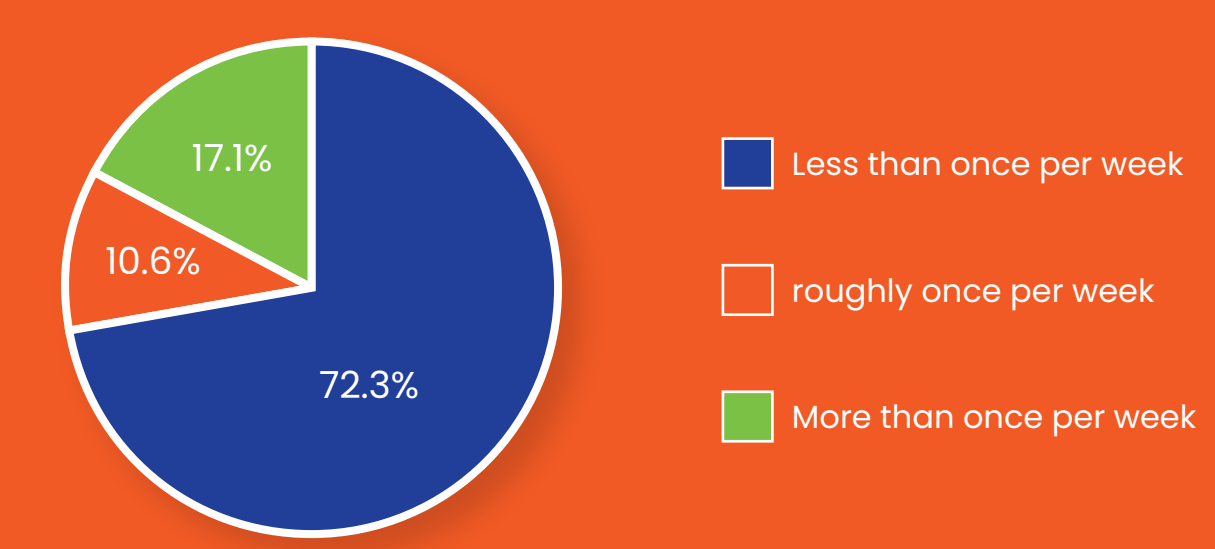
Website content

77% of websites are English-only

Usage of automatic translated content is extremely low



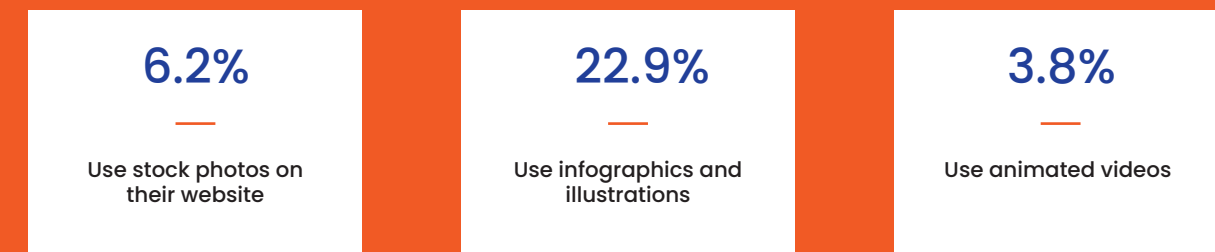
72% of associations publish news and other content less than once per week



Website content

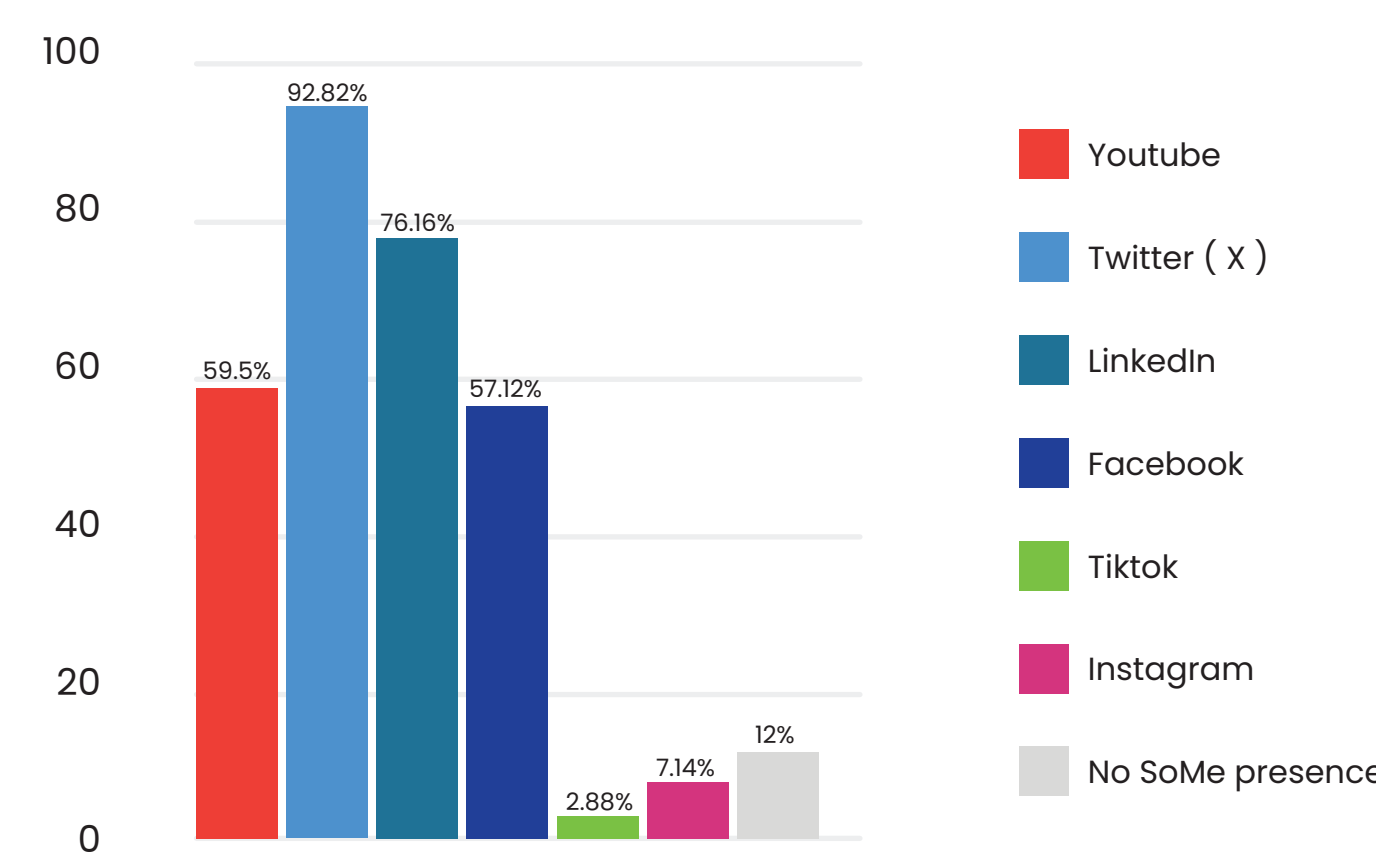
82% of associations based in Brussels performed major website redesigns every 4 to 6 years.

While 42% of websites feature a designated Jobs page, only 6.3% publish their Tenders publically



Social media and Newsletter

88% of association have a social media presence

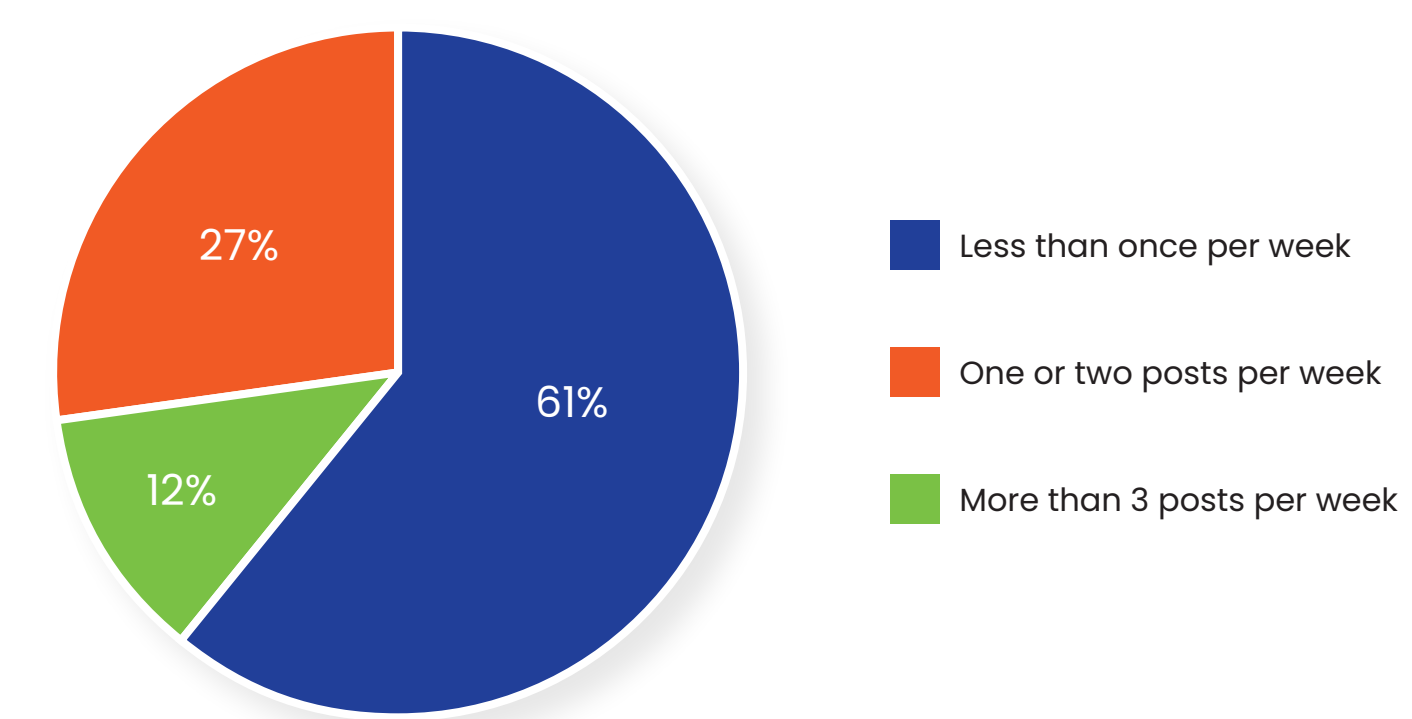


Twitter (X) leads the way as most popular social media network with 92.82% of associations using it.

LinkedIn follows with 76.16%

39% posts content at least once or more than once per week

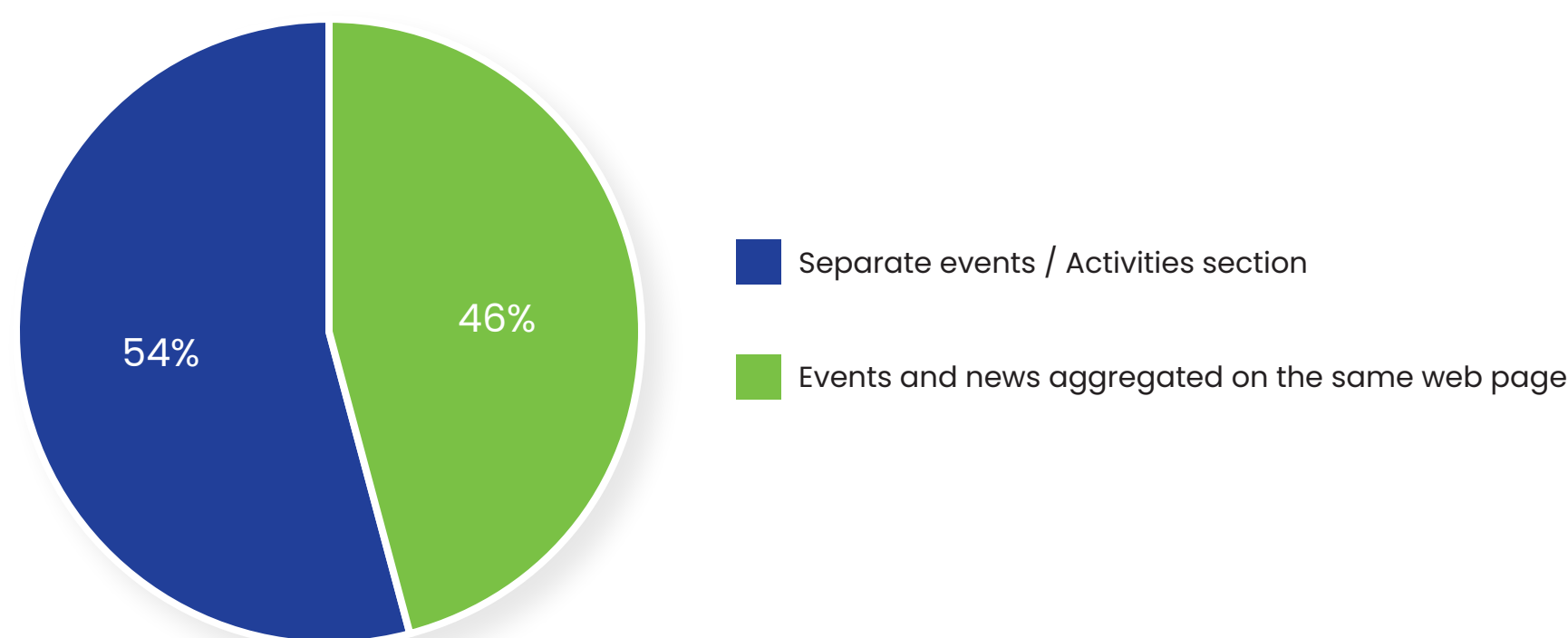
Hint: Posting at least 5 posts per week on social media is likely to grow your audience over time by 3 to 5 times



Social media and Newsletter

46% of associations offer free newsletter subscription to the public

Are news and events (activities) mixed, or kept on separate pages?



Mass emailing remains as a dominant way of communication with members

Thank you!

The complete research, with more insights is available online.



Nemanja Todić
CEO at Web Bay

