

10,000 SWISS SMALL-BUSINESS WEBSITES

Hallebardier study · September 2026 · one-page summary

41,841 companies drawn at random from the Swiss commercial register, in all 26 cantons. 10,000 websites tied to their company with proof, then audited, of which 9,970 reachable. Margin of error: ± 1 point on national percentages.

THE KEY FINDINGS IN FIVE FIGURES

24%

of companies have a website that a machine can tie to them with proof. Base: 41,841 companies drawn at random from the commercial register, September 2026.

54%

of websites give no structured data at all. Not the trade, not the address, not the opening hours, in a form a search engine or an AI can read without guessing. Base: 9,970 reachable websites, September 2026.

45%

of websites have no privacy page the crawler could find. In French-speaking Switzerland, 54%. Since September 2023, Swiss data protection law requires a website to inform visitors as soon as it collects personal data. Base: 9,970 reachable websites, September 2026.

17%

of websites have an llms.txt file, almost always without asking for one: 96% of Wix websites have one, 87% of Shopify websites, 8% of WordPress websites. The platform puts it there, not the business. Base: 9,970 reachable websites, September 2026.

1 in 10

still shows a year of 2024 or earlier in its footer. For a visitor, it is the first sign of an abandoned website. Base: 9,970 reachable websites, September 2026.

BY REGION

	GERMAN-SPEAKING	FRENCH-SPEAKING	TICINO	SWITZERLAND
Proven website (share of companies)	26%	20%	20%	24%
Structured data	45%	50%	45%	46%
Privacy page	59%	46%	43%	55%
llms.txt file	17%	19%	14%	17%
Year of 2024 or earlier in the footer	10%	11%	16%	11%

Share of reachable websites, except the first row. Margin of error: about 1.1 points in German-speaking Switzerland, 2.1 in French-speaking Switzerland, 4.7 in Ticino.

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Method and limits: hallebardier.com/en/swiss-sme-website-study/ · Every figure, canton by canton: hallebardier.com/etude-pme-2026.json

Press contact: Maxime Perriard, +41 26 420 00 86, maxime.perriard@hallebardier.com