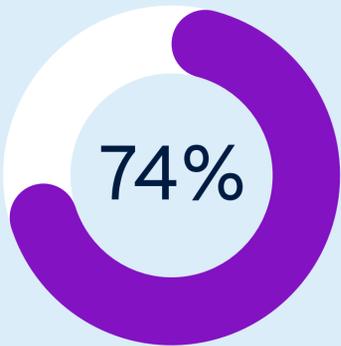# 6 website trends that shaped 2026

Designing a new site? Here are the key aspects you need to know this year.

Explore our Website Builder →

Build smarter with AI

74%

AI is your co-designer, helping you create a tailored website from the start. 74% use IONOS AI Onboarding.

Speed is everything

A 1-second delay = **16%** drop in satisfaction.

AI is already shaping search

Large Language Models influence 13% of all search queries today.

AI **13%**

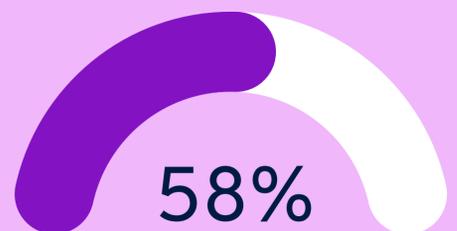## eCommerce everywhere

eCommerce blends in +6.1% YoY*

$300B in sales

*year over year

Mobile-first & beyond

58%+ of all traffic is mobile.

58%

Design with people in mind

1 in 6 users have accessibility needs.
Inclusive = trustworthy

IONOS