

Does Your Business Need A Mobile Site?

Brought To You By:



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Mobile Site Vs. Standard Site

So I hear all the time, “I have a website, why do I need a mobile website?” In fact, you may be thinking this exact same thing.

Let me explain.

In today's world, more and more people are accessing the internet via their smart phones. In fact, by 2014 mobile WIFI access is expected to surpass fixed internet access.

What does this mean?

This means that your customers, your leads, and your prospects are visiting your website from their smart phones. But, why is this a problem? Well, if you have a Mobile website, then there is no problem! However, if you have a standard site and you don't have a “mobile optimized” site, there is a good chance your visitors are going to move on to your competitors sites which “ARE” mobile optimized.

If you're still confused, let me show you the difference between a standard site and a mobile website.



Can you see the difference?

Which site would you rather view on your smart phone? It's a no-brainer right?

Standard sites are not made to fit on a smart phone. You need to make sure that you have a mobile optimized version of your website.

Don't worry though, in a few minutes I'll explain how you can personally go about making sure that your website is "mobile optimized" in the next day or two.

But before that, let's talk about some benefits of having a Mobile version of your Website "just in case" you still don't see the importance of a Mobile Optimized Site.

Benefits of a Mobile Optimized Website:

- 1 – **User Friendly:** Businesses can display basic services and contact information in a clearer way so viewers can load the website very quickly and "click-to-call" you.
- 2 – **The Future:** All trends are pointing to the overwhelming possibility that mobile internet access will surpass fixed internet access by 2014
- 3 – **Local:** One-half of all Internet searches for LOCAL products and services are performed from mobile devices.
- 4 – **More Visibility:** Mobile-friendly websites receive higher mobile search engine rankings.

Plus many more! But that's the gist of it!

Startling Stats

I really want to hit home that “Mobile” is the future so I want to show you some startling facts in regards to the future of Mobile.

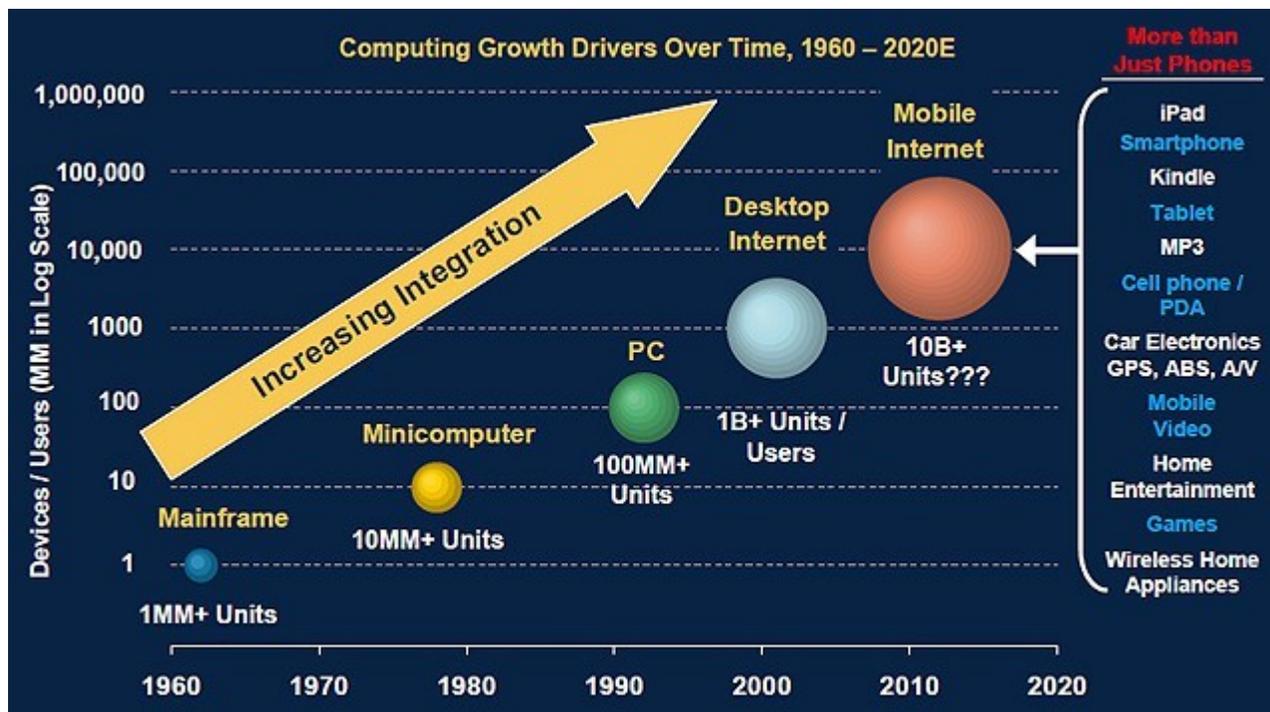
-74% of consumers will wait 5 seconds for a web page to load on their mobile device before abandoning the site. (Source:Gomez)

-46% of consumers are unlikely to return to a mobile site if it didn't work properly during their last visit. (Source:Gomez)

-71% of mobile browsers expect web pages to load almost as quickly or faster as web pages on their desktop computers. (Source:Gomez)

-One half of all local searches are performed on mobile devices. (Source:Microsoft Tag)

-24% of US tablet owners use their tablets to shop 2-3 times per month; 20% use them to shop more than once per week; and 12% use them to shop every day! (Source:eMarketer)



-91% of mobile internet access is for social activities, versus just 79% on desktops. (Source:Microsoft Tag)

Ahead Of Your Competitors

While mobile is catching on quickly. There is still a great opportunity to get in ahead of your competition. 70% of business owners that “have” a website “STILL” don't have a mobile optimized website. However, that number is very indicative to the fact that business owners ARE catching on to their importance since that number was at 83% a year ago.

However, this is a GREAT time to get in ahead of the majority of your competitors and there are positive ramifications if you do.

One major “positive” ramification being increased visibility in the search engines. Mobile websites have their own set of algorithm. Meaning, if you have a site on the top of the search engines for a specific keyword, there is no guarantee that it will show up on a mobile device...especially if you don't have a mobile optimized version of your site.

The search engines can read if it's a mobile site or if it's a standard site and they then rank the mobile site higher than any standard site.

It is not my intent to teach you SEO in this report, it is far too complex to try to explain in a few short pages but just know that you will be far ahead of your competitors by simply making sure you have a Mobile version of your website.

Visibility

After you've built your mobile site, you'll want to ensure that it can be found by your target market. As I said, you will have increased exposure just from the simple act of creating a mobile version of your site.

Some website owners let their visitors know that they have a mobile version of their site right on their main site.

Personally, I don't like this approach. It forces the visitor to see the "non-mobile-friendly" website, and only displays the mobile version if they are fortunate enough to find the aforementioned link.

Instead, you can employ a "user agent redirect script" on your regular website. This way, your website will determine which "user agent" (just a fancy way of determining which browser is being used to access the website) is being used by the visitor. If it detects that a "mobile browser" is being used, it automatically displays the mobile-friendly version of the website.

This is far better as the visitor will see a pleasing layout right away... one that is optimized for a mobile device and one that can be easily navigated.

Still, I would suggest you provide your visitors a way of seeing your regular website if they really want to. Many "user agent redirect scripts" have a specific function that allows the script to be bypassed. If yours does, you can add a link to view your regular website.

In addition to using a "user agent redirect script," I do suggest you optimize your mobile site for the search engines (SEO), and do your best to ensure that your current customers know about your new mobile site.

Some ideas include...

- Sending out an email newsletter that “unveils” your new mobile site
- Alerting your “fans” (via Facebook, Twitter, LinkedIn, etc.) about your new mobile site
- Making a blog post about your new mobile website and asking for comments/feedback.
- Including a QR Code on the back of your business card that takes the user straight to your mobile site.

Of course, there are many other ways to market your mobile site, but these ideas will certainly help you jumpstart your marketing efforts.

Conclusion

This report is coming to a close but you may be still wondering how you can go about getting a mobile version of your site.

Well there are plenty of “Free” builders you can use online and do it yourself, however they aren't very versatile.

<http://www.mobdis.com/>

<http://m.wix.com/>

<http://www.yomobi.com/>

If you would rather have professionals create a custom affordable mobile website for your business with full support and design service you can contact me at:

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In closing, here are a few more standard sites vs mobile sites.



Mobile Website

VS



Standard Website



Regular website



Mobile website



Hopefully you now can see the difference in a mobile-friendly site opposed to a standard site. Your users/customers are going to love you for making their lives easier.

Again, if you need any help putting together a mobile website contact me!

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