

# Stop Ignoring The Mobile Market

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How A Mobile Optimized Website Gives You An Unfair Advantage

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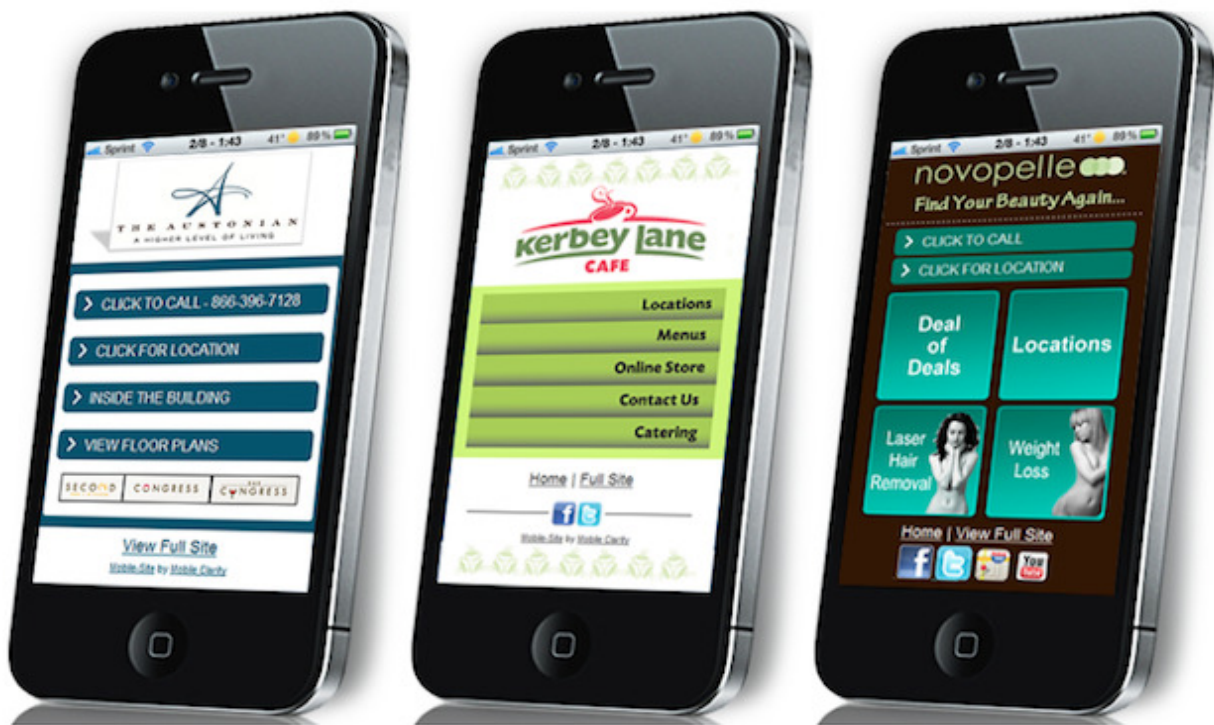
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# What Is a Mobile Website?

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I've got bad news for folks who like sitting in front of a PC – the desktop computer is going the way of the dodo. Every day about a gazillion new mobile devices are sold. That's not an exact figure, but it's bound to be close. No matter what kind of business you run, you need to have a mobile website.

A mobile website is one that's designed specifically for mobile devices like smartphones and tablet computers. Regular sites that are designed for PCs don't look quite right on mobile devices. They can also be hard to navigate.



## Why the World Loves Mobile

Mobiles are taking off because the technology on our phones has finally improved to the point where you can basically do everything. You can surf the internet, check your Facebook account, email people, chat online, shop, play games – and you can even call people. Yes, people still occasionally do that on their phones.

The preferred mobile of years past was the laptop, but they're too bulky. A

smartphone is a pint-sized computer that you carry in your pocket. Mobiles also offer a ton of features desktop computers don't, like geographical capabilities and the ability to scan QR codes.

In fact, the mobile boom has led to local SEO, which means optimizing for geographically specific web searches. The reason is that one of the things people are doing most on their mobiles is looking for local businesses. If your business has an easy-to-use mobile website, they'll find it.

## Designing for Mobile

Mobile sites are different than PC sites. Mobile devices have smaller screen sizes, so websites have to be simpler with less going on. A regular PC site looks cluttered on a handheld web surfing device. You also have to put more of your important content above the fold so users don't have to scroll.

Mobile users have shorter attention spans and this means you need to grab their attention quickly. Mobile sites have high bounce rates. Your navigation has to be simpler and more clear in order to keep that squirrel-sized attention span.

One more key difference is that it's hard as heck to enter text on a mobile device. If you've got lots of data entry fields, replace them with drop down menus, check boxes, and pre-populated fields as much as possible.

## READY TO GO MO?

Did you know 75% of customers prefer a mobile-friendly site?\* Does your business have one? If not—or if you're not sure—you've come to the right place to get started.

\*Source: Google, July 2012

- 1 LEARN WHY MOBILE SITES MATTER FOR YOUR BUSINESS.
- 2 SEE HOW YOUR CURRENT SITE LOOKS IN MOBILE.
- 3 FIND RESOURCES TO HELP BUILD YOUR SITE.



## Going Mobile

The best practice is to create a mobile version of your site and have your PC site auto-redirect them to the mobile site if they land there. It can detect the device they're using. Sadly, lots of search engines still don't deliver mobile results. You should also have clear links from your PC site to your mobile site and back again.

Once you've set up your mobile site, you can check its usability with a tool offered by Google called GoMo. It has tips on mobilizing your site but the coolest thing is a tool called the GoMoMeter that measures your site's mobile usability. It shows what your site would look like on a smartphone and gives you a report on improvements you can make. All you have to do is enter your site's URL and using the tool is free.



The world is going mobile and if your business doesn't have a mobile site, you're going to be left behind. The good news is that it's cheap and easy to create a mobile version. Get started ASAP before the next gazillion devices are sold.

# Having a Mobile Optimized Site Gives You an Unfair Advantage

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A huge number of searches are now being done with mobile devices and this is only going to increase in the very near future. People bought more smartphones and other mobile devices this year than socks, and they're increasingly looking for your business by swishing their fingers on that little screen.

What this means for you is that your website has to be mobile-optimized. If you optimize it for mobile devices, you'll have an unfair advantage over the competition – and that's a good thing!



## Maximized User Experience

A mobile-optimized website gives the user a much better experience. If the user experience is bad, they'll give your website about 3 nanoseconds of their attention before they click away to your competitor's.

Nobody wants to look at a desktop-optimized website on their smartphone. Search engines, which are placing more emphasis on mobile search, will also love it.

## Features and Apps

When your site is optimized for mobile devices, you can take advantage of all sorts of features and applications, especially for smartphones. These include things like touch-screen options and integration with text and email.

A person can, for example, find your business on Google Maps, read a Yelp review, blab about it on Facebook and then email a friend and say, 'Let's meet here,' all quickly and easily.

## Burn Your Brand into Their Brain

What does somebody think when they stumble on a site that's well optimized for mobile? They think, 'Wow, cool!' By optimizing your site,

you've just done wonders for your brand.

You immediately stand out from the competition, which still has their boring desktop site showing up on mobile browsers. You've already told them that you're 'with it' without saying anything.

## Load It Up

If your site is optimized for mobile, everything will load faster, and this means that your users have more time for browsing and enjoying your content. In fact, mobile users have notoriously little patience. Hamsters have longer attention spans. The time it takes for a Flash video or fancy graphic to load can lose you potential business quickly.

## Stay Ahead of the Competition

Experts estimate that around 98% of all websites are currently *not* mobile optimized. This is especially true of offline businesses, which are often the last to adopt new technologies online. This means that getting ready for mobiles puts you far ahead of the competition.

And the longer your site shows up in searches and draws traffic, the more authority it's given by the search engines. You get a head start.

Finally, the greatest thing about optimizing your site for mobile devices is that you can do it without affecting your site adversely at all. It only adds to your search engine optimization and takes nothing away. The world is going mobile, so get with it!



# Keeping up with the Mobile Web

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Studies say that mobile search has been steadily increasing over the last few years. According to Google, it grew five-fold from 2009 to 2011. That's much faster than anybody had expected it to grow. It's estimated that now over 50% of local business searches are done on mobile devices and not PCs.

If your business is considering mobile, now's the time to stop thinking and get moving. This trend is not expected to slow down anytime soon.

## Your Mobile Site

A good first step is to create a mobile version of your site. Mobile sites are different from PC sites in a number of ways. A regular website is frustrating for mobile users. They're text-heavy and hard to navigate. Your mobile site is a stripped down version with minimal text, smaller images and more content above the fold ('above the fold' is design-speak that means you can see it without scrolling).

A really good mobile site takes advantage of mobile touchscreen capability, giving them lots of buttons to tap instead of links to click. Because typing is hard on a mobile, it's kept to a minimum. And navigation is simple, with every page just one link or so away from the main page.

## Get Found on Mobile Search



Since people are searching more than ever for local businesses on mobiles, you need to take advantage of mobile search. Create listings on sites like Google Places, Foursquare and Yelp. These sites are integrated with maps and driving directions, and they're great places for new customers to learn about your business.

Fill out your profile completely and keyword-optimize it so that it comes up in web searches. Include lots of pictures and information about your



business, and ask your customers to write good reviews. If you've got more than one offline location, consider making a profile for each.

## **Advertising on Mobile**

You might consider mobile ads. Google now offers its own mobile ads that are similar to Google AdWords. One major difference is that you can target customers geographically. In other words, by including your address in your ad profile, the ads will appear to customers who are in your local area through the magic of GPS.



## **Mobile Surfers Are a Different Breed**

It's important to understand that people use their mobiles differently than PCs. For one thing, they're more likely to be searching in their leisure time. They may be in line at the bank, in a car or on a train, or hanging out on the couch on the weekend. But they're anything but lazy when it comes to their surfing habits. They tend to look for specific real-time information and not just surf the web casually. Your content needs to deliver that key information they're looking for.

Track and monitor all of your mobile efforts to discover what's working and what's not. This is the real key to making it work, especially if you're new at it. Split-test your ads, websites, messages, and everything else you can to find the best practices for reaching your market on their mobiles.

Mobile is not a passing fad: It's here to stay. If you want to see dramatic improvement in your bottom line, go mobile!

# The Magic of Mobiles – Using Location Based Services

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Imagine this situation – Your customer is on their lunch break wandering around town looking for a slice of pizza. When they happen a few blocks from your pizza shop, a coupon automatically shoots to their smartphone. It offers a lunch deal for today only and if they click on it, it gives them a map from wherever they are to your shop.

It sounds like a science fiction film, but it's real. Businesses can now do this through the magic of mobile. It's called 'location based marketing.'



## We Know Where You Are

The Global Positioning System (GPS) was developed for military operations. It actually shoots a signal to outer space that bounces off satellites and triangulates to tell exactly where someone is. Now we can use this state-of-the-art science fiction technology to offer a slice of pizza at just the right time. Pretty cool, right?

Location based services use GPS, which is a standard feature of smartphones. They connect your customer to your service (or another service) based on where you physically are.

## Location Based Apps

The best way to reach your customers through their mobiles is to create apps. An app is an interactive software program that helps them, entertains them, or somehow makes life easier for them. Companies make apps for branding. If you get an awesome app that you use every day and it's got that company's logo in it, this builds serious brand awareness. Let's look at a few ways apps can be used.

## Mobile Coupons

You can create a mobile coupon and configure it so that it's sent when they're in the vicinity. You do this by designating a certain zone. When they enter the zone, the system automatically sends the message. Interestingly, this original zone system was used to keep track of prisoners and employees. Companies created a zone and when an employee wandered out of it, they knew they were up to something.



## Maps and Directions

Most people use their smartphones' GPS capabilities to find places. With the click of a button, they can get maps and directions telling them exactly where to go. You can create a mobile app that helps them find the places they're looking for by integrating with sites like Google Maps and Yelp. For example, when they're looking for a gas station, they click one button and access your app, which shows them all the gas stations in the area as well as prices per gallon.

This doesn't get you business directly, unless of course you're a gas station. But it's something that helps them out. That's the idea behind apps – they're programs that make life easier. Whenever they use your app, they see your brand name.

## GPS Enhanced Shopping

Another app idea is to help them shop. Lots of people these days use their smartphones when they're shopping offline. While looking at products in stores, they'll check online to get a price comparison or more product details. You can create an app that helps them do that. It could be a search function that looks for prices or reviews online.

This is just the tip of the iceberg. There are many things you can do and you're only limited by your imagination. Location based services offer a whole new way to market to customers directly.

# *8 Ways to Totally Blow Your Mobile Marketing Campaign*

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You've hired your bulk messaging provider and you're ready to get started with mobile marketing. Congrats! You're on your way to a boom in business and more customers than you ever thought possible.

Or you're wasting your money and the whole thing will die a quick death. Mobile marketing is easy and effective, but only if you do it right. Here are the 8 things lots of businesses do that screw up their mobile marketing campaigns completely.

## **Buy Your List**

Mobile marketing only works if you have a list of subscribers. If you buy a list from somebody else, those aren't subscribers. They're random people who have no interest in your business and they'll toss your messages in the trash. Use an opt-in form or short code and get their permission first.

## **Message at Midnight**

If you send messages late at night or early in the morning, people won't open them. They'll groggily delete them and possibly block you from their phones. Send your messages during the daytime and experiment with different times to see what gets the best response.



## **Cram Your Messages**

Your mobile messages need to be 160 characters – at most! That's not a lot of characters, so don't cram your messages full of too much information. Each message should be focused on one thing. If you've got two things to tell your subscribers, break it up into two messages.

## **Abbreviate Messages**

You also might be tempted to use text lingo like LOL and OMG. This saves you space in your messages but it makes you look like a teenage girl. They look unprofessional so stick to actual words in the English language.

## **Ignore Stats**

Most bulk messaging services provide you with analytics so you can see how you're doing. If you don't pay close attention to these, you're lost. This is how you learn what works and what doesn't.

## **Be in Too Much Touch**

With SMS marketing, you don't want to be texting them daily. You should be consistent but if you send too many messages, they'll start turning you off. Strike a good balance between staying in touch and going overboard.



## **Think 'Sales' Only**

When crafting your messages, start by asking, 'How can I help my subscribers?' Don't start by thinking about sales. If you focus on helping them and offer information or promotions that give them value, the sales will come.

## **Rant, Blog or Otherwise Not Deliver**

Whatever you do, make sure you send the messages you promised them. They signed up because they wanted what you said you'd give them. Make sure you deliver.

Mobile marketing is a great tool for businesses, but you've got to make sure you're doing it right. Stick to these guidelines and your mobile marketing campaign will be everything you want it to be.

Contact us today and MobiTouch Pro will build you a mobile-optimized version of your website in less than 7 days.

[www.mobitouchpro.com](http://www.mobitouchpro.com) | [info@mobitouchpro.com](mailto:info@mobitouchpro.com)