

Marketing Minute ~ Is Your Website Mobile-Optimized?

It's amazing to hear that mobile search has grown over 500% in the past two years. It's even more amazing that it takes one hour for a conversion to be completed (i.e. purchase, newsletter signup, etc.) on a mobile device, versus one week on a desktop computer. All of these statistics show that mobile is quickly growing and isn't going away anytime soon.

Did you know that by 2015, many predict mobile web will be larger than desktop Internet use? With these statistics and predictions, many companies are racing to build mobile versions of their websites. However, most just build stripped-down versions of their current sites, and forget to take the time to really think about the advantages of a mobile site.

Having a mobile-optimized website can really make your company shine above the competition. Even though some smartphone devices can display 'the full web', it's important to have a web page optimized for smaller screens with features that can take advantage of touch screen, geolocation, or address book functionality.

When planning for a mobile website, there are several questions and considerations that should be taken into account prior to developing the site, such as:

- Are you creating a brand new website, redesigning a current website, or just need a mobile website for your current site?
- What are your business objectives as they relate to your mobile site?
- Which devices and browsers have visited your site?
- Keep it simple.
- Know which layouts work best.
- Make sure your mobile site is 'tappable' instead of 'clickable.'
- Test, test and test again.

Do you know how much of your traffic is coming from mobile devices? For most sites, it is more than 10%. Do you know what your site looks like on an iPhone or a Droid? You may be surprised. If you don't have a mobile site, your visitors may be frustrated by how difficult it is to read and navigate your site on a mobile device. Take a look at just a couple of 'before' and 'after' examples of websites on the next page to see how two major companies that you have heard of, adapted their sites for the mobile web. We also thought we would include a local CT company that we are adapting for the mobile screen. See how their current website design is reflected in the mobile one. Plans are for their mobile site to be completed by mid-June. One other tip is that this local company uses a lot of videos, and their new customized YouTube channel reflects the same branding as both their website and their mobile site.

Couple of things to remember are:

- Keep the same branding (colors and design) that you have on your regular website when adapting for mobile.
- If you have a real 'grabber' of a video on your website homepage, put it on your mobile site homepage!
- Keep everything consistent, the way you 'say' things on your website should be adapted and simplified for your mobile site.
- Keep in mind that this is a 'mini-screen' and your viewer is going to scan rather than read.
- Remember that you can't get a lot of copy/content on a mobile site, and that is not the objective anyway.

These are some pretty basic suggestions, but important ones. After you look at the next page, and if you are considering getting a mobile site for your business, contact us. We can assist in building your mobile-optimized website.

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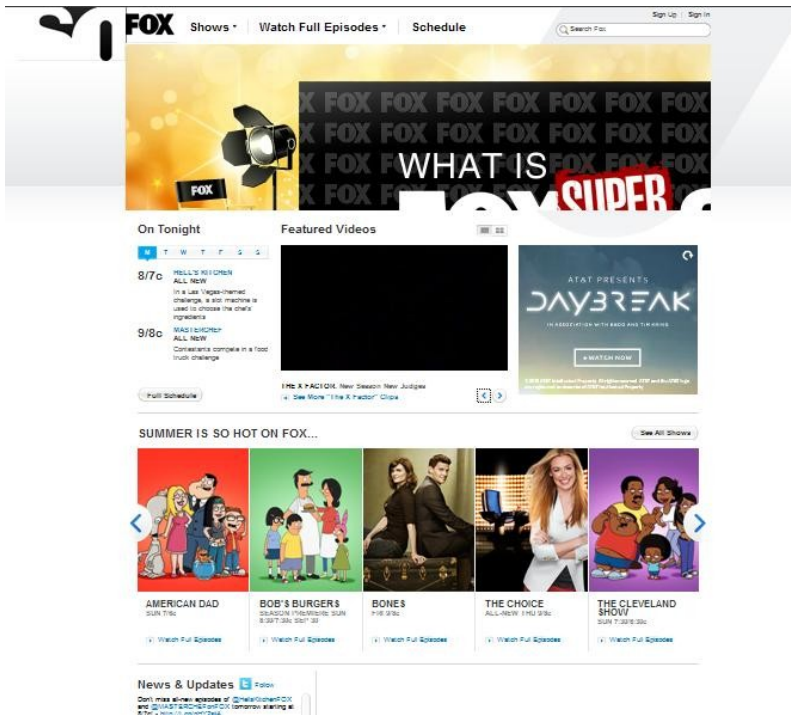
Information provided for you by ~

Marilyn K. Dayton, Business/Marketing Specialist

<http://www.marketingandbizpro.com> ~ marilyn@marketingandbizpro.com

860-389-2521

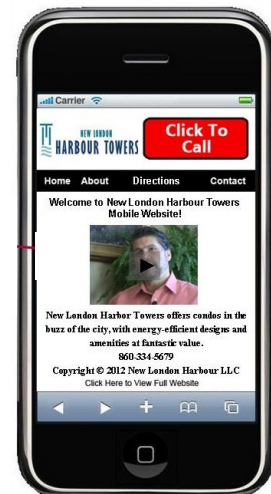




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