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What if you could tap into the millions of people who are searching the internet from their mobile devices every single day?

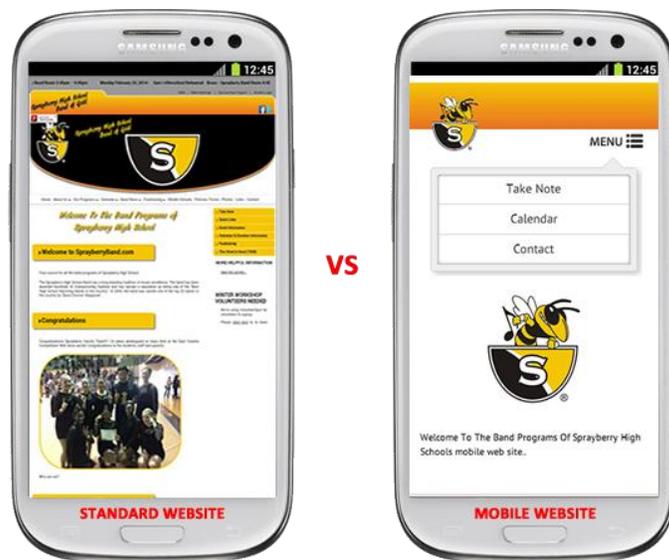
With the massive amount of people using mobile internet, you could be losing customers if your website is not mobile-friendly.

This is because many of your local consumers are using their mobile devices to find local products, services, and businesses – especially when they are out and about away from their computers. In fact, computers are starting to take a back seat to internet searching as the mobile internet boom is becoming more and more popular by the minute.

If you've ever tried to surf the web from a mobile device, you probably know that the difference between a traditional website and a mobile website is huge.

How do you know if your website is mobile-friendly? Simply whip out your smartphone and try to pull up your company's website if you haven't already. Is it loading extremely slowly? Does it load at all? If it does load, are you able to find important information that mobile users would be looking for, such as your phone number, address, directions, or hours of operation?

A mobile website is an alternative version of your original website, but they are usually redesigned or optimized to be used by mobile devices.

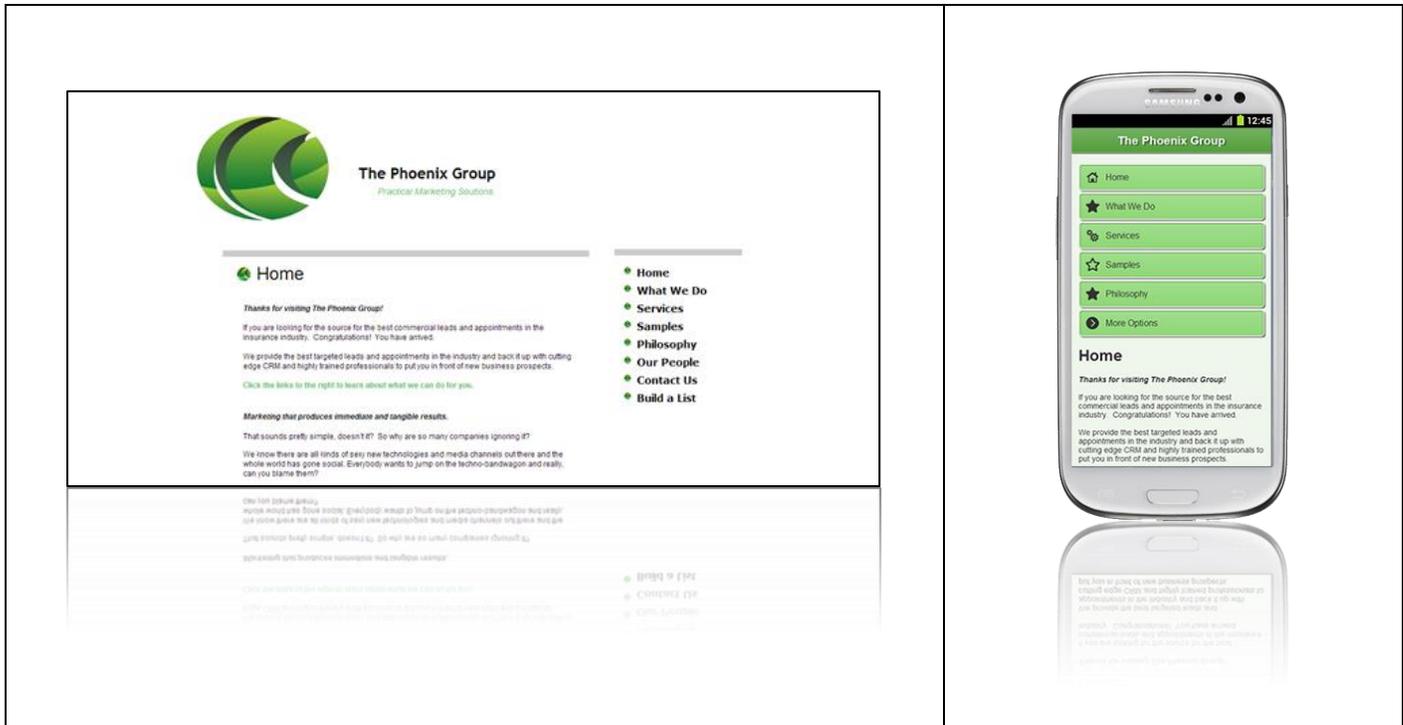


Which one would you prefer to read?

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There are now new ways to create your website using **“Responsive Website Design”** (RWD) techniques. Responsive websites look just like a standard PC website; however, they adjust automatically in layout depending on what device they are being viewed. These handheld devices include smartphones and tablets that are selling at astonishing rates today.



Responsive website seen on a desktop (left) same site on a Mobile (right)

With today’s culture always being on the go, coupled with the popularity of mobile internet usage it’s important to keep up with this trend. More handheld devices are now being sold each year than regular PCs and laptops; this means that the technological marketplace is changing and evolving.

Many businesses feel that this doesn’t affect them. However, ignoring it can eventually hurt your ability to bring in new customers, leads and sales.

By introducing a mobile website/Responsive website to your business, you can potentially reach more customers and – as a direct result - make more money.

In case you haven’t noticed, most larger corporations now have a mobile version of their websites as they understand that this helps them to connect with their customers and more importantly, potential customers, at all times.



Small businesses are starting to take notice and some of them have even mobilized their websites. However, there are still millions of companies out there without a mobile-friendly website.

If you're thinking about getting a mobile website/Responsive website, you probably have some questions that are stopping you from moving forward. Here are some of the most common questions business owners have about mobile websites; this could shed some light on why you need one:

1. What Is The Difference Between Traditional Websites And Mobile Websites?

Many businesses are not aware of the differences between a traditional website and a mobile website, so mobilizing their website may seem pointless to them.

In reality, however, there are many differences.

Many of them believe that just because their regular website shows up on a mobile device that it is "mobile-friendly;" but this is not the case.

When you think about the size difference between the screen on your computer and the screen on a handheld device you can clearly see how this can effect what people see.

Mobile websites/Responsive websites are designed around this important feature and are built using parameters that allow easy viewing from mobile devices.

Have you ever tried to view a website on your mobile device, but the text was so small that it was almost impossible to read?

The amount of text shown on mobile websites is often reduced to fix that problem, and the way the text is laid out is also changed to accommodate mobile viewing. This means rather than having to zoom all over the place to find what they need, viewers can read the information more quickly in a size that is readable.

Images are also reduced in size and frequency, as they tend to require more processing power; and mobile devices do not have nearly the amount of processing power of a desktop computer.



2. Will I have to get a different website address (domain) for my mobile website?

In most cases, no, your mobile site can easily be set-up to work with your existing domain name. The advanced scripts used by many mobile web developers can automatically sense that your user is accessing the site. When that happens, they will be offered the mobile version of your site first. It is recommended that you always provide a direct link to your regular website on your mobile site – just in case viewers want to get more information.

3. What are some of the Advantages of Having a Mobile Website?

Having a mobile-friendly website allows you to reach countless more people due to the massive amount of mobile internet usage. This ability to browse the Internet, no matter where they are, means that people are online at times they otherwise wouldn't be.

Another benefit of having a mobile website/Responsive website is the fact that it can help keep your customers happy. Knowing that they can use the site easily will encourage them to come back again.

Everyone knows that a happy customer means more money, so providing a site that's easy to use is important.

Consumers today are very impatient and do not like accessing sites that load slowly and make it hard to find the information they're looking for.

In fact, they expect businesses today to have mobile-friendly websites.

Some studies have shown that a majority of mobile users who have a negative viewing experience with a company's website leave and never return out of frustration.

The end result is that you lose repeat customers, new customers and potential profits.

Another advantage of having a mobile website is that most search engines separate regular websites and mobile sites - depending on the device used to perform the search.

Therefore, by having a mobile-friendly site, yours will automatically be placed ahead of those company websites that do not have a mobile version. This is a great way to expand your audience and to get more traffic.

Going mobile also helps you to stay ahead of your competition. The fact is that most businesses today still do not have a mobile website. Actually, many businesses still do not have a website at all.



So by getting a mobile website/Responsive website, you are already getting ahead of most of your closest competitors; many have yet to explore this brave new territory.

What does that mean for you? It means that local mobile users will more likely browse your website, as opposed to your non-mobile competitors.

4. How Is A Mobile Website Better Than A Mobile App?

Many companies offer a downloadable app (application) for mobile users to access instead of the original website. This can be a great way to connect with your customers; however, it means they have to spend the time (and sometimes money) to download the application.

Furthermore, since different mobile devices have different operating systems, companies have to make sure their apps work on multiple platforms. Mobile websites/Responsive websites, on the other hand, are compatible with all devices and are instantly available to all mobile users who have a simple internet connection.

Whenever an update is made to a mobile app, users have to make a point to update the app on their mobile devices if they want to continue to use it; whereas any updates made to your Responsive website are available to users immediately - without any extra effort on their part.

When it comes to budgeting, mobile websites/Responsive website are more cost-effective than mobile apps – and they take less time to develop.

5. Who Uses Hand Held Devices And Mobile Web?

According to several studies, the most common users of mobile Internet are younger generations; however, this is beginning to change.

While young people in their 20's have handheld devices as accessories to their on-the-go lifestyles, they are not alone.

Many elderly people, as well as very young children, are now using handheld devices. In addition, the middle-age group is also full of avid mobile users and many of them rely on them to run their day-to-day lives.

Mobile devices are even being used for business these days; they're the perfect way to keep track of emails, meetings, and other work-related tasks.

Due to this high level of popularity and its many different uses, it's pretty safe to say that most of the world today is mobile.



People from all generations and all walks of life regularly use mobile internet. So no matter what type of business you run, you cannot afford to miss out on potential customers just because you do not have a mobile website or Responsive website.

6. What Does “Thumb Friendly” Mean?

When people refer to mobile websites, they often use the term “thumb friendly.” This means that the site is easy to use and navigate with your thumbs or fingers.

Most smartphones and other mobile devices these days have touch-screens. Due to the sizing of traditional websites on mobile devices, viewers have a real problem trying to navigate by touching the screen; trying to click one button out of a group of buttons can be impossible.

When your finger is much bigger than what you’re trying to select, it can become a game of chance whether or not you’ll get to your intended destination.

Mobile websites are built using buttons that are large enough to accommodate this feature so users can quickly navigate your site without any problems.

7. I Have A Small Local Business So Will It Really Make A Difference.

You may be surprised to learn that many people use mobile Internet to find local businesses. It may be local residents who are looking for somewhere new to eat, a place to shop, a new hair salon, or a car repair garage.

Some studies show that when mobile users search the web from their mobile devices, they’re looking to make a purchase soon.

In fact, approximately 95% of smartphone users perform “local” searches – and most of them tend to take some type of action. They’re either looking for your contact information, hours of operation, directions, or taking a look at the products and/or services you offer.

So if your business does not have a mobile-friendly website, you could definitely see an increase in lead and sales by getting one.



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8. If I Update My Regular Website, Will My Mobile Site Automatically be updated Too?

In most cases, yes, your mobile web developer can implement measures that will automatically make your mobile website sync with your regular website. This includes text, images, and other content. However, this is optional, so you should talk to your mobile web developer about your specific situation and what will work best for your business.

9. How Big Is My Potential Audience?

Every year, the ratio of people using mobile websites/Responsive websites, as opposed to traditional websites, increases. With millions of mobile web users, coupled with the fact that by 2015, there is expected to be one mobile device for every person on earth, your potential audience is huge.

Most mobile developers ensure that your website will work on both Android and iPhones so you can cater to as many mobile consumers as possible.

10. I Already Use Mobile Ads – Shouldn't That Be Enough?

While investing in mobile ads is a great marketing decision, they're definitely not a substitute for mobile websites. Let's say someone clicks on your mobile ad and are directed to your regular website. They will probably leave within seconds because your website wouldn't load on their mobile device. So, essentially, your mobile ad spend could be wasted.

Hopefully, you can now see that going mobile can allow more traffic to your website and increase sales. You're probably asking, "How can I get started and how much does it cost?" If so, congratulations because you are on your way to a powerful marketing strategy that can help you boost sales!

The cost of your mobile website depends on how big your website is, how much information it contains, and what features you want on your mobile site. Because of all these different factors, it's impossible to say exactly how much it would cost, but this small investment can easily pay off in a big way.

After looking at all the different ways a mobile website/Responsive website can help you increase your recognition and sales, it's clear that this can be a great way to help expand your business.

It can help you reach a larger audience while fitting in to the growing demands of our increasingly technological world.



If you have additional questions about how you can get started with your own mobile website/Responsive website, contact me today for a free consultation at 678.720.4632 or email me at MBurg@MBTechsupport.com .

