

# **Why Your Small Business Needs a Mobile Website**

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## Why Your Small Business Needs a Mobile Website

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## **Mobile Websites: Critical for Today's Business**

Walk down any busy street, through any park or public area, or take a ride on any bus or subway train - you will notice something very unusual...hardly anyone is talking to each other anymore (at least not directly). That's because mobile devices have become so widespread that they have essentially taken over as the primary way people communicate today.

Just a decade or so ago, businesses started shifting to the Internet. Retailers discovered they could sell their products online and reduce inventory costs; marketers discovered you can sell information online if you can reach the right audience. The fact is, if you didn't have a website, you risked sharing the fate of once-powerful "brick-and-mortar" businesses such as Circuit City, Borders bookstores, Virgin records, and countless others that weren't able to make the leap to the digital marketplace.

Today, thanks to the falling prices of smart phones, tablets and other mobile devices combined with near-universal Wifi, 3G and 4G, more people around the world than ever before have nearly constant mobile web access.

People now use their mobile devices to chat with their family and friends, keep up with their businesses, be entertained, look for products and services, share content they find interesting, offer their ratings of products and opinions about the businesses they use, and everything else

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they formerly accomplished through normal, and some might say personal, conversation.

Make no mistake about it – this seismic shift to mobile technologies **will** impact your business. Hopefully, you already have a website, or digital storefront, for your business. But, if you don't have a mobile-optimized version of it, your business is going struggle to engage customers and nurture long-term relationships.... Especially If facing more “mobile-friendly” competitors. .

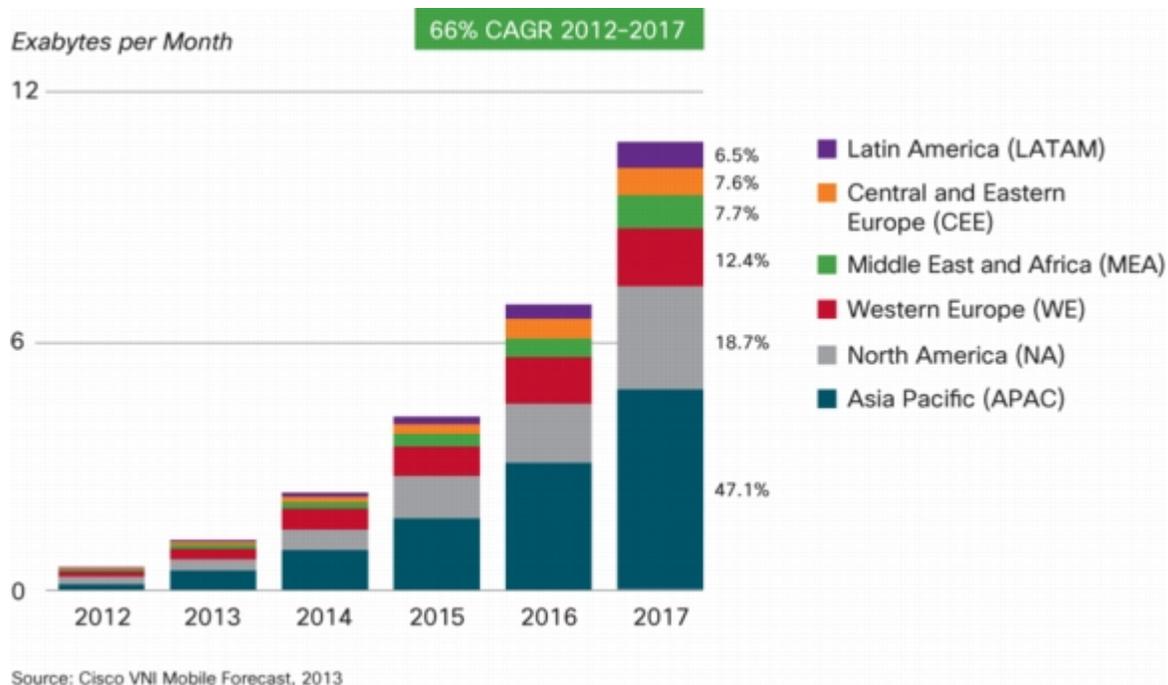
## **Mobility's Influence on Business**

Are you still skeptical about the impact of mobile devices on your business? Then consider this - according to a study conducted by [Cisco](#), by the end of this year (2013), there will be **more mobile devices on earth** than there are people.

As of right now, 66% of all Americans have their own smart phone. That means two out of every three people can access the Internet to conduct searches whenever they want and wherever they are. And that number will only increase. In fact, Google reported that the number of people who used its search engine from a mobile device quadrupled in the past 12 months.

“That’s okay,” you may be thinking. “My business already has a website.”

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But the web page you maintain for your business is different than the mobile websites people with smart phones, tablets and other mobile devices are accessing. Websites built to be viewed on computer are denser, load more slowly and are not specifically designed to interact efficiently with your growing pool of mobile customers.

### What Is a Mobile Website?

A mobile website is a version of an existing web page that has been optimized to be viewed on a mobile device, which has substantially smaller screens than desktop computers or laptops.

Many older websites were created in a language that can't be easily understood by the browsers used by mobile devices, which use the faster, more versatile JavaScript to provide content quickly to their users.

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Mobile websites also take into account the memory limitations of mobile devices, touch-screen navigation and facilitate the bandwidth of wireless networks. They also can more effectively exploit the features of mobile devices, such as the ability to take and share high-quality photos and videos, interact in real time with social media connections, and share texts, links and preferences instantly.

### **Why You Need a Mobile Website Now**

The way customers search for the products, services and offers they want is changing. According to [eMarketer](#), adult consumers now spend more media time on mobile devices than newspapers and magazines combined.

In fact, 73% percent of Americans say their mobile device is now their Number 1 most-used technology device, according to a Pew study. One in four households have ditched their landlines altogether, and mobile Internet usage is projected to overtake desktop Internet access by 2014, according to [Microsoft Tag](#).

### **Cost of Not Having a Mobile Website**

That's not a trend, that's a revolution.

Your customers are making their preference known loud and clear. And if you're not responding, your business may get run over by the stampede to mobile websites.

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Consider this:

- Among smart phone users, 74% of all US consumers use location-based services on their smart phones to make buying decisions, according to Pew.
- [ComScore](#) reported that 4 out of every 5 consumers use their smart phones to shop.
- Of all online searches performed on mobile devices, 80% are spontaneous, according to Hubspot.
- According to Google, 61% of all mobile web business searches result in a phone call and 59% result in a visit.

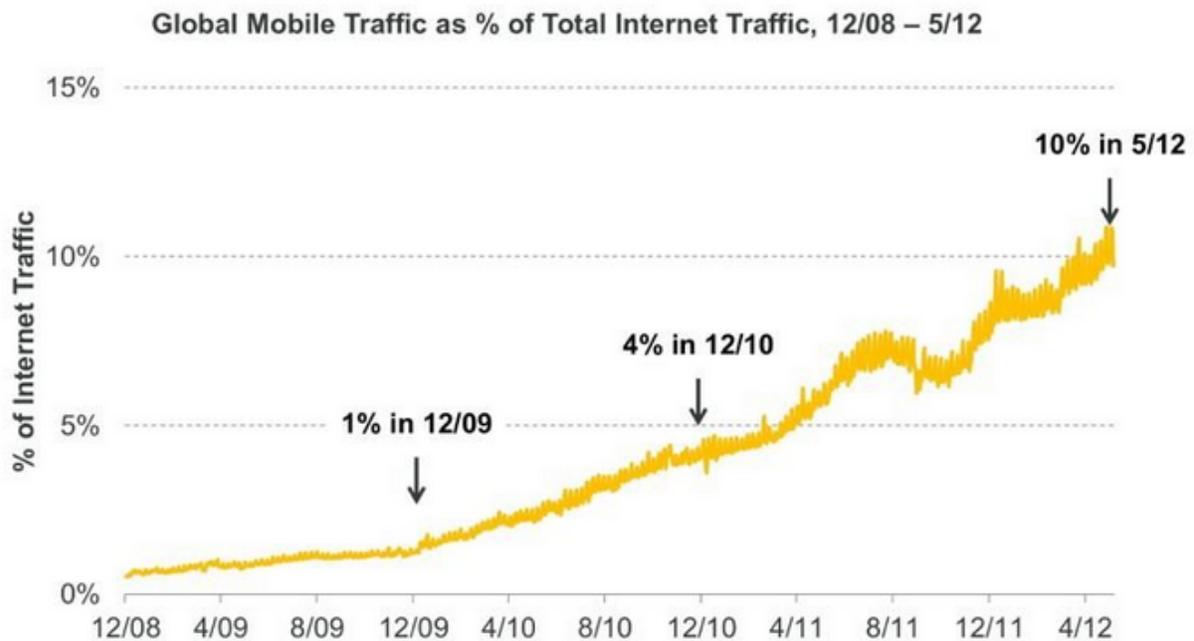
That means 8 out of 10 of your customers are using their mobile devices to look for businesses like yours and, once they find them, more than half are going to take action once they find one.

Can your business afford to leave that kind of money on the table?

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### Mobile Website Facts

Mobile traffic currently accounts for about 10% of global Internet traffic at any given moment, according to [Mashable](#). In a separate study, Gartner reported that by 2014, people will use mobile devices more than PCs.



Source: StatCounter Global Stats.

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And what are people doing while surfing the web on their mobile devices?

Buying!

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In 2012, purchases made on mobile devices totaled \$6.7 billion – that's billion with a "B" – and are expected to top \$11.6 billion this year and \$31 billion by 2015.

Sadly, businesses have been slow to respond to this staggering shift in consumer buying patterns. According to [Jesse Haines](#), group manager for Google Mobile Ads, only 21% of all major advertisers had mobile-friendly sites.

And although 66% of the top retail brands in fashion, hospitality, jewelry and other areas had mobile sites, one-third of those websites did not allow consumers to actually buy their products from their sites.

### **The Astonishing Power of Mobile Websites**

Those statistics are staggering. Especially when you consider that mobile websites are the easiest, fastest and most popular ways for your customers to interact with your business.

Mobile websites make it easy for the increasingly mobile consumer to make purchases. Nearly all shoppers polled by Google said they are more likely to buy a product or service if the website is optimized for mobile. And 75% said that they would be much more likely to return if they have a positive experience on your mobile website.

### **Impact on Restaurants and Retail**

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It shouldn't be surprising that when people are on the go, they prefer to spend their money at businesses that are nearby, rather than driving halfway across town. That's one of the reasons 65% of people said they used their mobile device to find a nearby business to make an in-store purchase, according to Google.

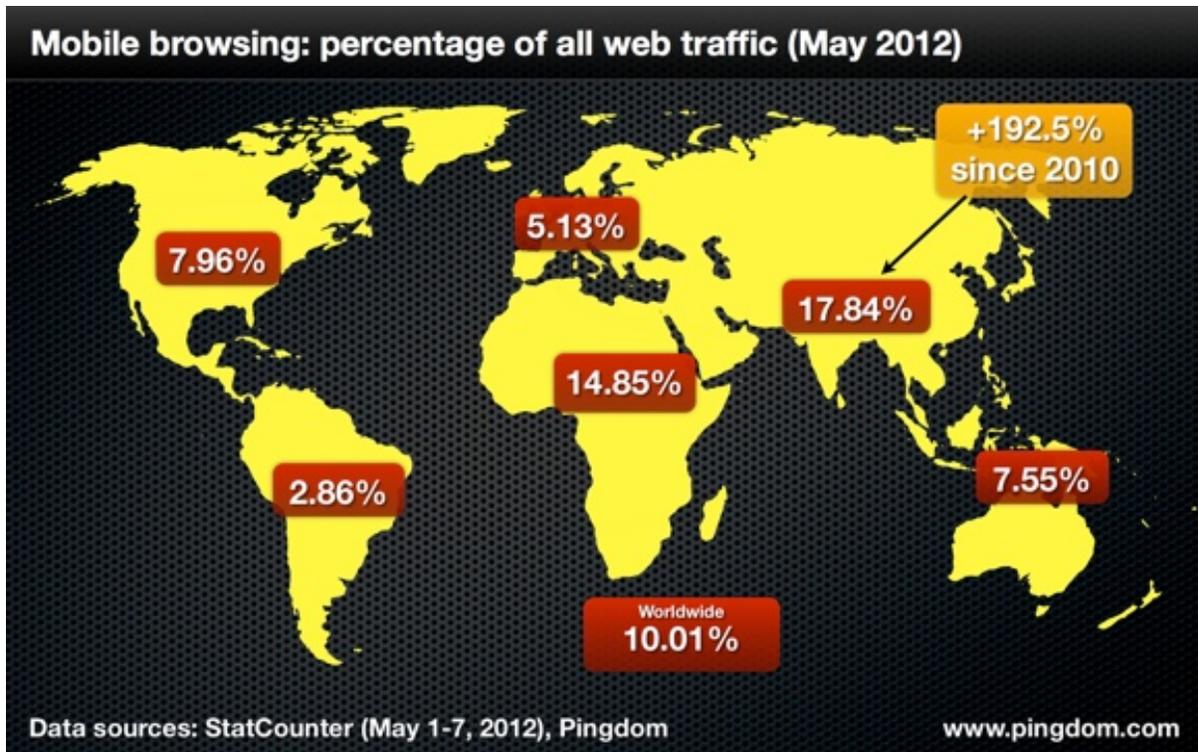
This is especially critical for businesses that depend on local traffic for their livelihood, such as restaurants and retail stores. Half of all people using mobile websites said they also use a GPS, Google Maps or another mapping site to find a nearby retail location, according to [Nielsen](#). And 44% said they have accessed the mobile website of retailers they usually shop.

Mobile searches for restaurants have a conversion rate of 90%, with 64% converting within the first hour after conducting their search for a restaurant's mobile website, according to [xAD and Telemetrics](#).

### **The Power of Mobile Searches**

The trend toward mobility is global, not local. While about 8% of all web searches done in the US are conducted from mobile devices, in Africa that figure is nearly 15% and in Asia mobile searches have increased 192.5% since 2012, according to [Pingdom](#).

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Locally, about half of all local searches are performed on mobile devices, [Microsoft Tag](#) reported. And when you mention a location in a mobile ad, search result rates increase up to 200%, according to [ThinkNear](#).

### Social Media

Optimizing your website for use by mobile devices allows your business to tap into one of the fastest-growing and highly-targetable markets in the history of business: Social Media.

Apps like Facebook, Twitter, YouTube and others allow businesses to get their messages in front of exactly the type of consumers who are most likely to buy the types of products they offer. But when these high-

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converting mobile customers are directed to a website that is not mobile-friendly, 60% will leave without doing anything (according to Google).

### **Email Applications**

While some pundits have announced the death of email, somebody needs to tell people using mobile devices. That's because about 25% of all people using mobile devices use them to read their emails, according to [Return Path](#). This is especially true for iPad users, who have shown a 73% increase in the number of emails opened on those popular mobile devices.

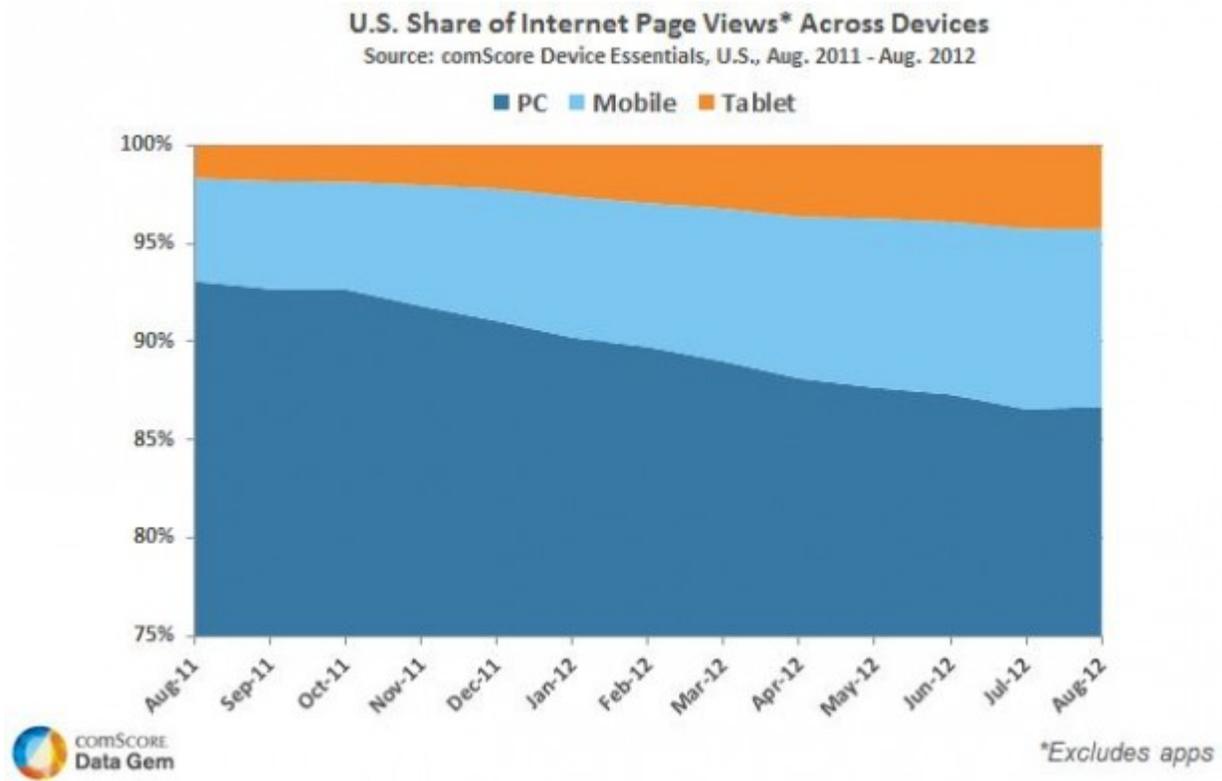
That's significant because it means your mobile website should be fully integrated with email and offer such functionality as capturing email addresses, automatically responding to email requests and offering consumers pathways to your business via their email inbox.

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## Benefits of Mobile Websites

When your business has a mobile-optimized website, you can interact with the fastest-growing segment of consumers in the marketplace today - customers using mobile devices.

Would you stand at your business's front door and tell [1 out of 8 customers](#) that they can't come inside? Or, if they do come in, they are going to have to wait longer than other customers, not be able to see everything you have to offer, and that they may not be able to pay for anything even if they want to buy it?



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If yours is among the [81% of US businesses](#) that don't have a mobile website, that could be exactly what you are doing!

### **The Expectations of Today's Consumers**

The lightning-fast speed of today's Internet is at least partially responsible for consumers today having microscopically short attention spans. In fact, 74% told [Gomez](#) they will abandon a website if it takes longer than 5 seconds to load on their mobile device.

And 38% of consumers told Google that if an online transaction on their mobile device takes longer than 30 seconds they will walk away from the deal altogether.

### **Mobility and the Customer Service Experience**

Those who do walk away aren't likely to return: 35% of consumers told Gomez they probably wouldn't give a website more than one more chance if they have a bad experience trying to access it.

And 52% said a bad mobile experience makes them "much less likely" to engage with that business again, according to Google.

### **Letting Your Competitors Win**

Who's the winner if your customers can't easily access your business using their mobile devices?

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### *Your competitors.*

Among customers who were turned away from a website unfriendly to mobile devices, 61% said they would likely visit a competing site, according to marketing analyst [Karim Temsamani](#).

Do you want more than 6 out of 10 of your customers going to your competitors simply because they offer something you don't?

### **Getting Started with a Mobile Website**

Going mobile is your best option if you want to position your business to be competitive in 21<sup>st</sup> Century marketplaces. Mobile devices are only going to get faster, cheaper and more popular, so the percentage of your current and future customers using smart phones, tablets and other search for products and services is only going to keep growing.

By launching your mobile website now, you can get the jump on your competitors, many of whom are slow to respond to the rapid growth and change the online marketplace is currently experiencing.

### **Positioning Your Business for the Future**

In a Web.com survey of 500 small business owners, only 26% of them said they invested any money at all in optimizing their website for mobile devices. And a survey of restaurant owners conducted by Restaurant Sciences revealed that 95% of independent restaurants do not even have mobile-friendly sites.

That's good news for you if you create a mobile site for your business today because it means you can capture the loyalty of those disappointed consumers who are abandoning the mobile-unfriendly web pages of your competitors.

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Your decision to take your website mobile won't take long to pay off. According to Web.com, 84% of all businesses that invested in mobile websites showed an increase in traffic to their web pages almost immediately.

### **How to Contact Us to Get Your Own Mobile Site**

The bottom line is this – as a small business owner, having a mobile-optimized website is a “must-have” for attracting, engaging, and selling to customers in today's ever-growing mobile society.

The sheer amount of consumers using their mobile devices to find your products and services are rapidly growing, and the searches they perform usually include a high intent-to-purchase – if you can greet them with a pleasant, simple, and clear mobile-optimized experience, you'll have a far better chance of progressing that mobile touch point into a phone call, store visit and ultimate, revenue.

If you're ready to optimize your website for mobile devices, then we're ready to help. We have worked with hundreds of small businesses just like yours to create exactly the kinds of fast, effective, and high-converting mobile websites that their customers are demanding.

Get in touch with us today using the link below to schedule a no-obligation, productive chat on how we can get started building your customized mobile-friendly website:

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**[INSERT SALES LINK HERE]**

We're looking forward to working with you and wish you the best of luck with your small business!

To Your Success,

Mike Cooch