

1/2

of all searches

for local businesses are made from
smartphones.

Don't let half of your visitors
have a **lousy** browsing experience.

Arm yourself with a mobile-optimized website

What is a Mobile Site?

A mobile website is a website that is specifically designed for mobile devices, like smartphones and tablet computers.

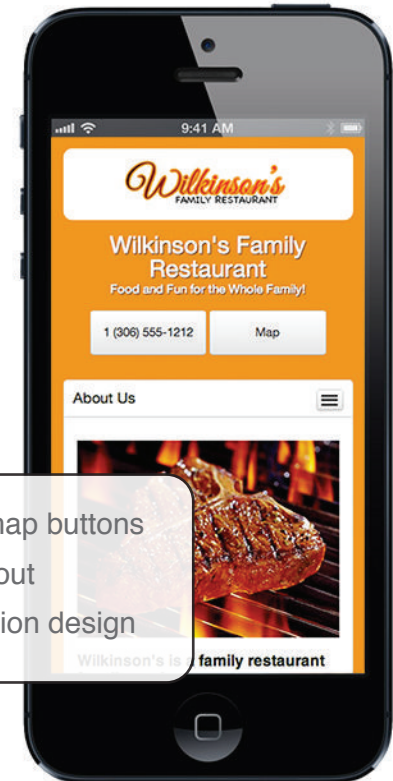
Why is a Mobile Site Important?

Most regular websites don't work well with mobile phones. They're cluttered and almost impossible to navigate, which frustrates anyone who's trying to use them.

A mobile website puts all your key information at the very top and makes it easy for customers to find and contact you.



- Text too small to read
- No clear calls to action
- Needs to be constantly resized



- + Push to call & map buttons
- + Clear, clean layout
- + Familiar navigation design

Sharp, Simple, Ready in Seconds

Sleek, Lightweight Design

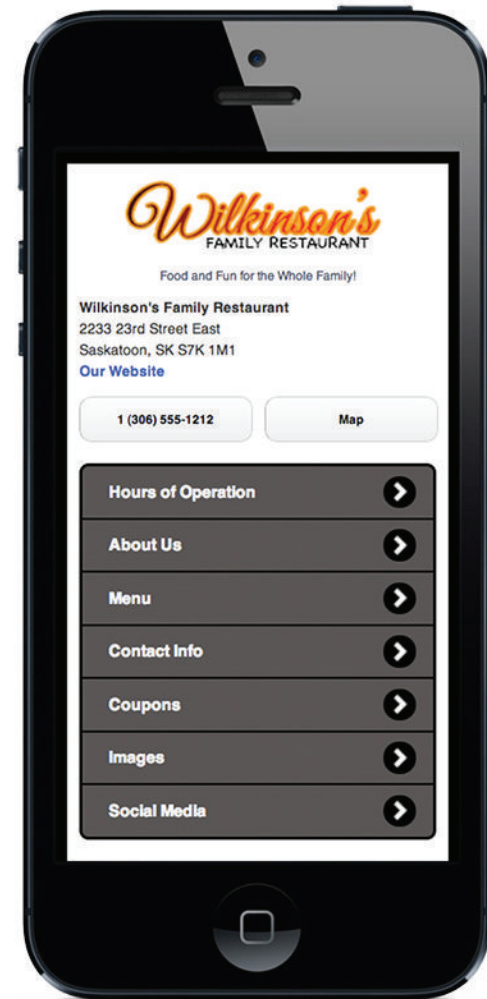
- ▶ Variety of templates to choose from
- ▶ Large, finger friendly buttons for easy navigation

Focus on Key Information

- ▶ One touch calling
- ▶ Interactive maps to help customers get directions
- ▶ Address prominent on landing page

Customize Pages

- ▶ Offer coupons to mobile users to build customer loyalty
- ▶ Incorporate images and videos
- ▶ Customize full pages (add your menu, your newspaper ads, your company history – anything you want).



5x

Mobile users are five times more likely to abandon a site if it's not mobile optimized

Take Advantage of Responsive Design

Responsively designed websites adjust the flow of elements on a web page to fit the size of the device that the viewer is using. Content becomes fluid, so text, pictures, and videos will resize for easy navigation on any device.

- ▶ Establish one site designed for both desktop and mobile devices
- ▶ Guarantee sites look great on any device
- ▶ Provide customers with easy to find information and clear calls to action
- ▶ Eliminate problems with slow redirection for mobile users
- ▶ Place highly on Google thanks to strengthened PageRank from one URL

