Go Mobile
Mobile sites drive growth for small businesses

Learn three ways mobile-friendly websites are moving businesses forward and 10 best practices for building a mobile site.

The mobile web is rapidly expanding. More and more, consumers visit websites via their mobile devices. And it's projected that more than half of Americans will own a smartphone by the end of 2011.[1] Given the changing consumer behavior, it's critical that businesses meet this demand and invest in a mobile website.

What is a mobile website? It's a site built specifically for the mobile experience. It takes advantage of mobile features, including click-to-call and click-to-map, so it's easy for users to find your businesses – immediately. It's a simpler version of your regular website that's designed specifically for on-the-go users visiting your site via a smartphone. In fact, mobile- friendly web experiences have produced an average 75% higher rate of engagement (revenue, page views, etc.) per visit for mobile users.[2]

Just because a website can be viewed on a smartphone does not mean it is mobile-friendly. Let's take a closer look at how a customized site can enhance your mobile customers' experience.

Three reasons why mobile-friendly sites matter

1. Mobile-friendly websites benefit your customer, and in turn your business. These sites produce an average 75% higher rate of engagement (revenue, page views, etc.) per visit for mobile users.[2]

2. Mobile web use is exploding. By 2015, more Americans will access the web via mobile than desktop.[1] Building a mobile-friendly site is essential for businesses to prepare for the mobile movement.

3. Users take action on mobile-friendly sites. 1 in 5 website visits lead to an immediate call to the business.[10]

Ready to build a mobile site? Here are 10 best practices

1. Keep it quick
2. Simplify navigation
3. Be thumb-friendly
4. Design for visibility
5. Make it accessible
6. Make it easy to convert
7. Make it local
8. Make it seamless
9. Use mobile site redirects
10. Listen, learn and iterate

Want to learn more? Visit GoMo, an initiative by Google.
Read more about why mobile matters, test how your current site looks in mobile and get a free report with personalized mobile site recommendations. Check it out **www.howtogomo.com**

Not mobile-friendly
- Side-to-side scrolling required to view entire site
- Text is too small to read
- Buttons are small and close together, often resulting in accidental clicks
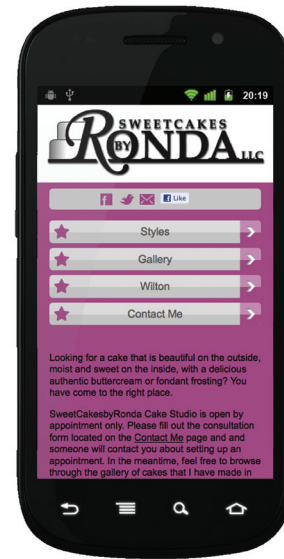
Mobile-friendly
- Formatted so entire site fits on phone screen
- Text is large and east to read
- Large buttons are thumb-friendly and make it easy for users to take action

Here are the three reasons why mobile sites are important

1. Mobile-friendly sites positively impact consumer attitudes

Mobile consumers use their devices frequently and purposefully, with high expectations of the mobile sites they visit. A positive mobile experience can drive significant revenue for a business. 51% of consumers are more likely to purchase from retailers that have a mobile-friendly website.[3]

On the other hand, a negative mobile website experience can be quite costly. 19% of mobile users will form a negative overall perception of a company if they are dissatisfied with the mobile experience.[4] Consumers don't like pinching and zooming their way through a mobile site, trying to locate business information. It's a frustrating experience that drives customers away. In fact, nearly 2 in 3 users are unlikely to return to a mobile site with which they had trouble and 40% of consumers said they'd visit a competitor's mobile site instead.[5]

By building a mobile-friendly website, businesses will not only increase revenue with current customers, but also capture customers who are dissatisfied with competitor websites.

2. Mobile usage is exploding, it's time to prepare

For the past decade, we've heard about mobile: how it is changing the way we interact with one another and with our customers. In reality, usage of the mobile web had not fully materialized – until now. Consider this: 30% of all Google search queries for restaurants come from mobile.[6]

Mobile growth isn't expected to stop. By 2015, more Americans will access the web via mobile than desktop.[7] Smartphones have become an extension of people's daily lives. They are omnipresent in pockets and purses, and consumers use them everywhere and at anytime. Google comissioned data shows, 87% of smartphone consumers use their smartphone while on-the-go, or while commuting and walking.[8]

But mobile phones are no longer just for folks on the go – 93% of consumers use their smartphones at home.[9] With a mobile-friendly site businesses can take advantage of these new consumer habits, reaching potential customers wherever they are throughout the day. Just as consumers use their devices in a number of places, they also use them while engaged in a number of activities. Why? Smartphone users are also multi-taskers.

For those who don't want to waste a minute of their day, smartphones enable them to be productive and connected at all times. While shopping, for instance, customers can read product reviews and locate nearby stores. As consumers evolve, it's important for businesses to effectively use the mobile web to engage customers – wherever they are, whatever they're doing.
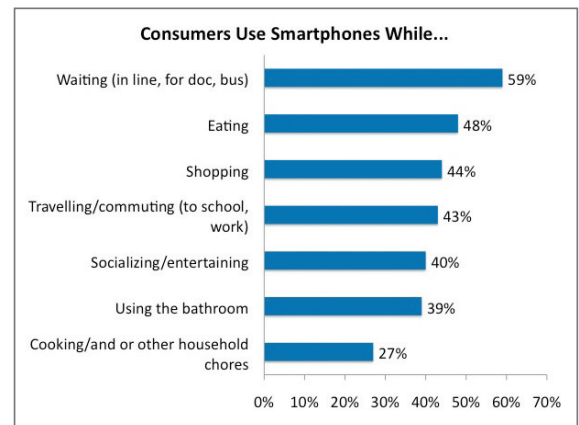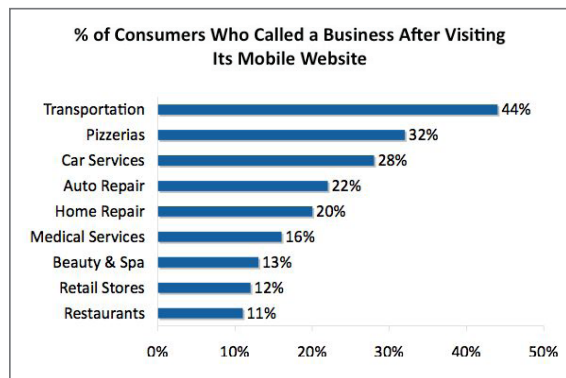

Source: The Mobile Movement Study, Google/Ipsos

3. Consumers take immediate action on mobile-friendly sites

With the click-to-call feature, a "clickable" phone number enables customers to quickly reach a business with just one touch. For mobile-friendly websites powered by DudaMobile, nearly 1 in 5 visits to a small business site leads to an immediate call to the business, with some industries seeing very high click-to-call rates – pizzerias (32%), car services (27.8%) and auto repair services (22.3%).[10]

By including DudaMobile's mobile-specific features such as click-to-call, maps and directions, businesses can drive immediate in-store sales from consumers ready to purchase.

Providing customers with a mobile-friendly website makes it very easy for consumers to contact you and get to your business – fast. Consumers are hungry for this information. In fact, DudaMobile data shows the average click rate that consumers access maps and directions on mobile optimized sites is very high.

Now ask yourself: how can I use mobile's unique features to drive customers to my business? Start thinking and begin building.

% of Consumers Who Called a Business After Visiting Its Mobile Website

Business	%
Transportation	44%
Pizzerias	32%
Car Services	28%
Auto Repair	22%
Home Repair	20%
Medical Services	16%
Beauty & Spa	13%
Retail Stores	12%
Restaurants	11%

Source: DudaMobile Internal Data 2011

Click for Map & Directions

Business Vertical	Average C2M Rate
Pizzarias	1.52%
Transportation	4.26%
Auto Repair	4.22%
Home Repair	6.72%
Professional Services	3.76%
Retail Stores	1.61%
Restaurants	2.54%
Construction	5.19%
Medical	4.48%
Beauty & Spa	0.98%
Avg Across All Sites	**3.25%**

Source: DudaMobile Internal Data 2011

Ready to build a mobile site? Here are 10 best practices

1. Keep it quick

Mobile users are often short on time, squeezing in online tasks as they go about their day. To help them, design your site to load fast and make copy easy to scan.

• Prioritize the content and features that mobile users need most. Use your desktop site analytics to see what mobile users are doing.

• Reduce large blocks of text and use bullet points for easy reading.

• Compress images to keep them small for faster site loading.

2. Simplify navigation

No one likes to be confused. Clear navigation and, on large or complex sites, search functionality will help your customers easily find what they need.

- Minimize scrolling and keep it vertical only.
- Use a clear hierarchy in menus and avoid rollovers.
- Help users navigate between levels with clear back and home buttons.
- Use seven links or fewer per page of navigation.
- Have a search box prominently available on complex sites.

3. Be Thumb-friendly

People use their fingers to operate mobile devices – especially their thumbs. Design your site so even large hands can easily interact with it.

- Use large, centered buttons and give them breathing room to reduce accidental clicks.
- Pad smaller buttons to increase the clickable area.
- Pad check boxes by making the text clickable.

4. Design for visibility

A mobile-friendly site gets its message across without causing eyestrain. Make it easy for your customers to read – remember, they may be in a place with low light.

- Create contrast between background and text.
- Make sure content fits onscreen and can be read without pinching and zooming.
- Use plenty of negative space.
- Use size and color to indicate link/button priority.
- Use 3D effects and shadowing for buttons.

5. Make it accessible

Ideally, your mobile site should work across all mobile devices and all handset orientations.

- Find alternatives to Flash – it does not work on some devices.
- Use HTML5 for interactivity and animation.
- Adapt your site for both vertical and horizontal orientations.
- Keep users in the same place when they change orientation.

6. Make it easy to convert

No matter what your site's objective is, your customers need to be able to do it with a virtual keyboard and no mouse. Make it easy to buy something or contact you!

- Focus on information that will aid conversion (i.e., product details).
- Reduce the number of steps needed to complete a transaction.
- Keep forms short and use the fewest number of fields possible.
- Use check boxes, lists and scroll menus to make data entry easier.
- Use Click-To-Call functionality for all phone numbers.

7. Make it local

Consumers look for local info on their phones all the time – from locating the nearest gas station to finding an open pizza place. Include functionality that helps people find and get to you.

- Have your address or store locator on the landing page.
- Include maps and directions. Use GPS to personalize when possible.
- Allow users to check stock at nearby stores.

8. Make it seamless

People now use multiple screens throughout the day. Convert as much of the functionality of your desktop site to mobile as you can to create a seamless experience.

- Allow users to save popular searches and shopping cart contents.
- Maintain key features of site across all channels as much as possible.
- Display the same information for products/services.

9. Use mobile site redirects

A mobile site redirect is code that can automatically tell if visitors are using a mobile device and send them to the mobile-friendly version of your site. Have your site developer implement this redirect code so your customers get the best version of your site for their needs.

- Give users a choice to go back to the desktop site, but make it easy to return to the mobile site.
- Let users choose which version they prefer to see for later visits.
- Include key information, such as your address or a store locator, on the redirect page.

10. Listen, learn and iterate

Good mobile sites are user-centric, which means they're built with input from your audience. Ask your desktop site users what they want in a mobile website and make testing and optimization an ongoing process.

- Use analytics to understand how people use your site.
- If possible, especially for complex sites, do user testing before implementation and collect user feedback after launch.
- Iterate often and continuously improve your site based on your research.

[1]Nielsen, 2010.   [2]Omniture, April 2010.   [3]Brand Anywhere and Luth Research, November 2010.   [4]Compuware, March 2011.   [5]Compuware Inc. March 2010.   [6]Google Internal Data January 2011.   [7]IDC.   [8]The Mobile Movement Study, Google/Ipsos OTX MediaCT April 2011. [9]The Mobile Movement Study, Google/Ipsos OTX MediaCT April 2011.   [10]Duda Mobile Internal Data August 2011