

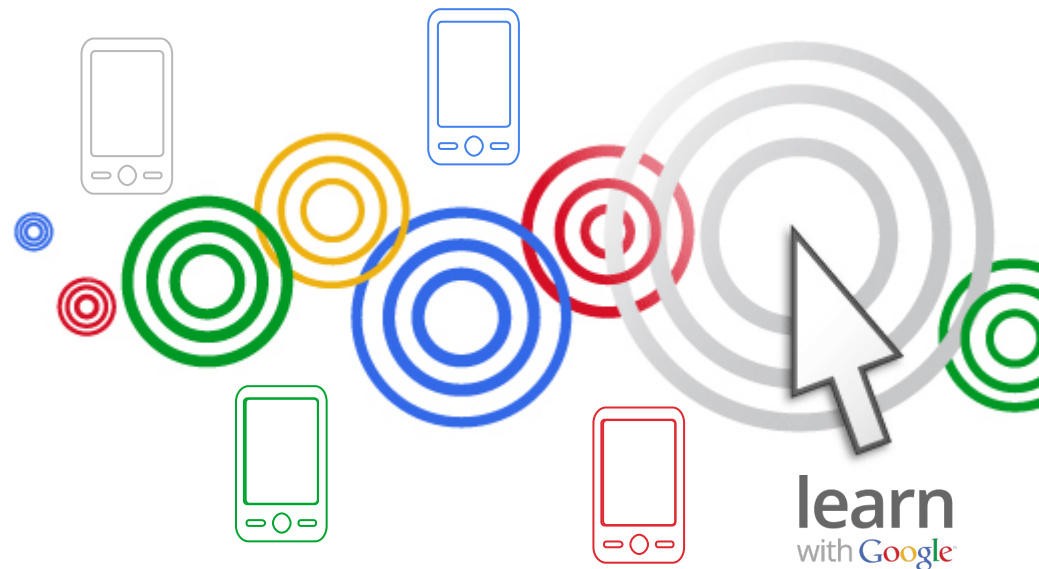


Mobilize
your site
now.

a Google initiative

GoMo: Mobilize your site and maximize your advertising

Suzanne Mumford
Product Marketing Manager
March 15, 2012



#gomobile



Presenter



Suzanne Mumford
Product Marketing Manager, Google



Learn 3 ways to make the most of mobile

GoMo: Mobilize your site

Understand what it means, learn the benefits and get started with GoMo.

1

Maximize your mobile ads

Hear why it's important and learn practical how-to's for making the most of your mobile investment.

2

Track, Measure and Iterate

Get tips and see helpful tools you can use today.

3

Mobile's acceleration

A short recap.

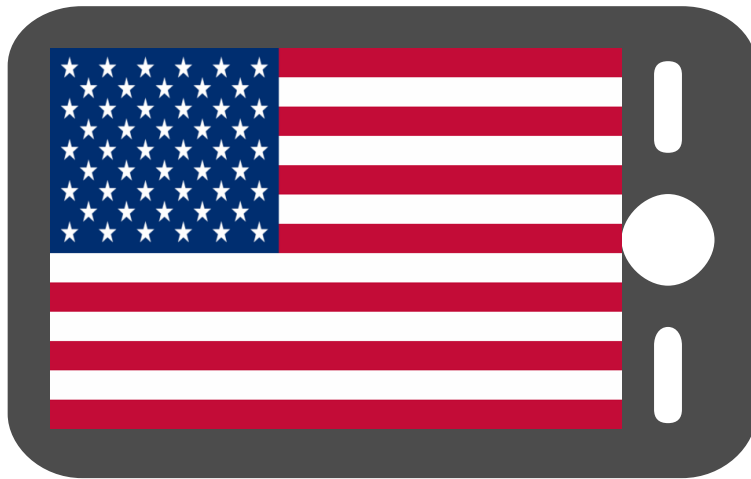




There are **7 billion** people in the world.

About **2 billion** people are connected to the Internet.

1 billion have smart phones.



53% of
Americans own
a smartphone

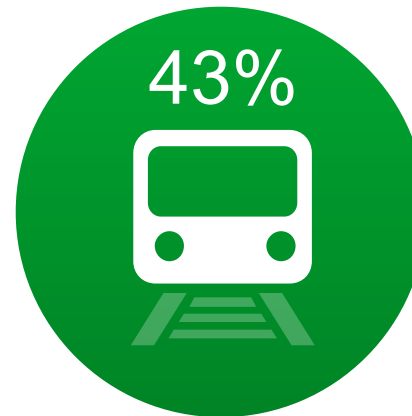
Consumers use smartphones all the time, anytime



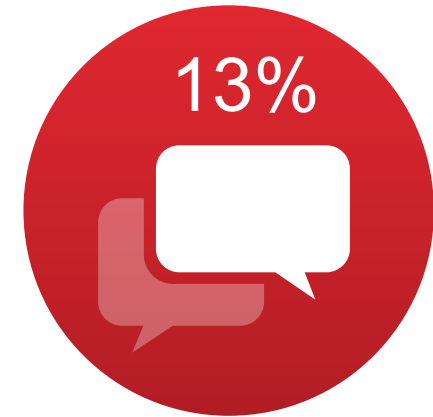
to search



when in a store



while commuting
to work & school



while engaged in
conversation

GoMo: Mobilize your site.



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Three things you'll learn



What is a mobile site?



Learn the benefits.



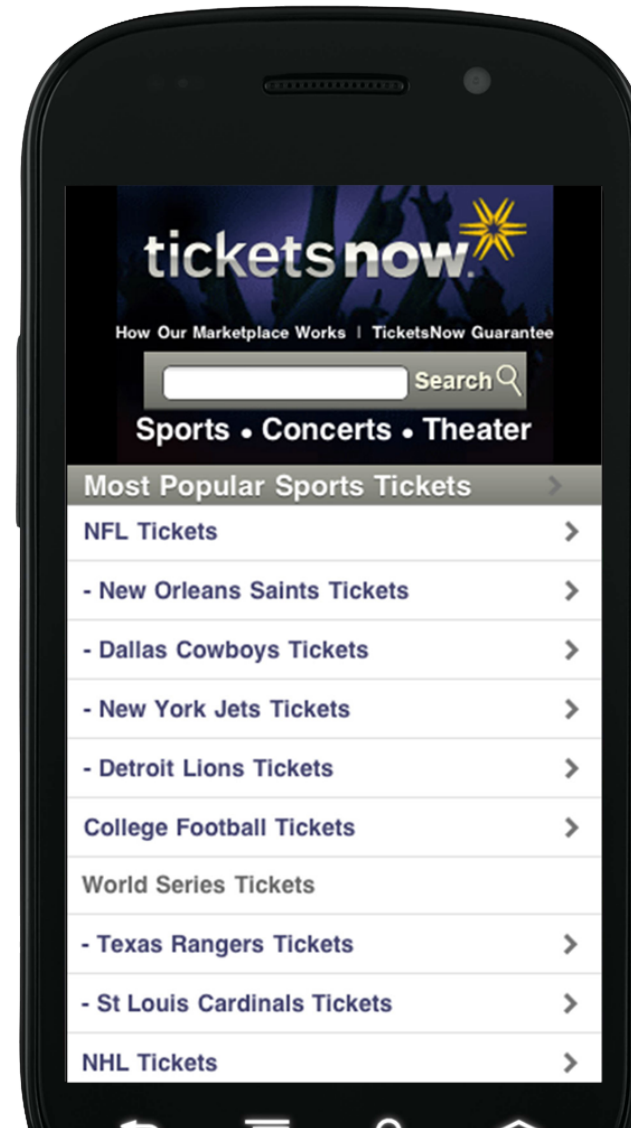
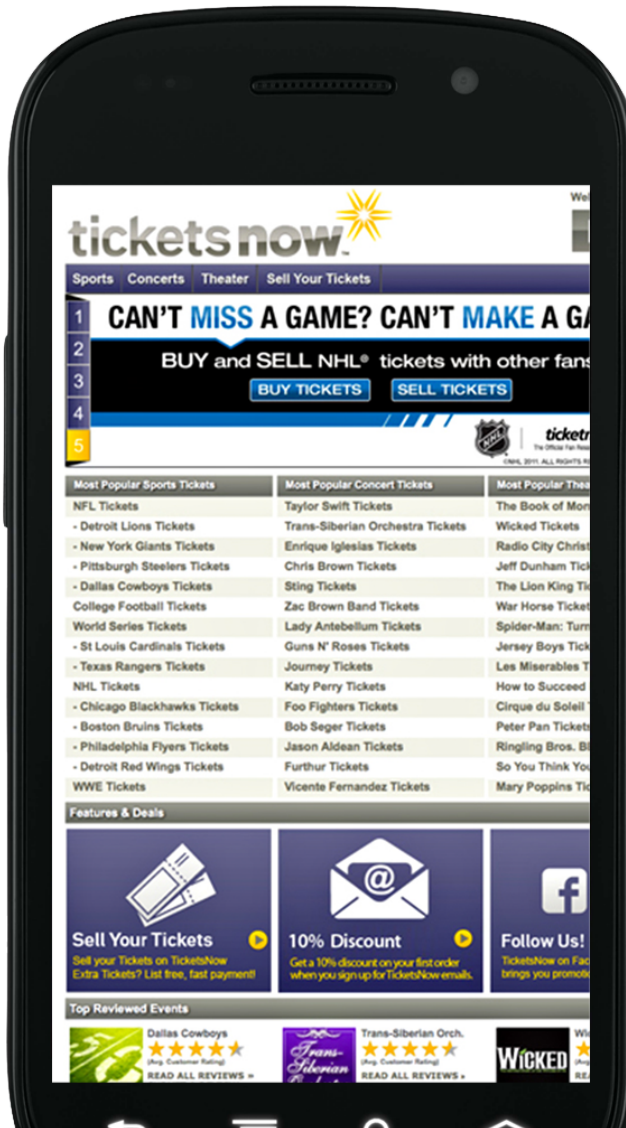
Get started with GoMo.

What is a mobile-friendly site?

A website made specifically for the mobile user.



Which would you prefer to use?



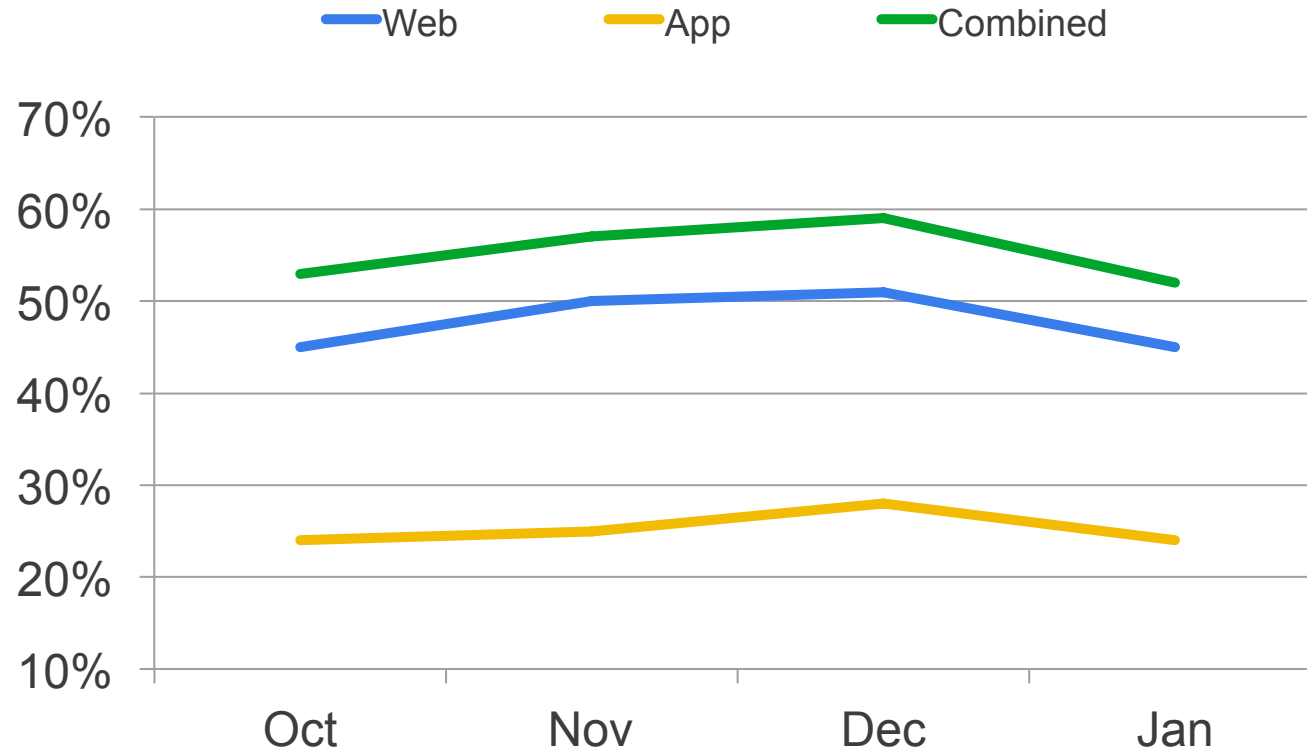
Consumers engage and purchase more from mobile sites


- **51%** of consumers are **more likely to purchase** from retailers that have mobile-specific websites
- Research has shown that web retailers could **increase consumer engagement by 85%** with a mobile-specific website
- **40%** said they'd **visit a competitor's** mobile website instead



source: compuware, "why the mobile web is disappointing end-users." March 2011

Shoppers Prefer Using Mobile Web





Yet **79%** of large online advertisers do not have a mobile-friendly site.

Determine your goals and scope

Figure out the best starting point for your mobile presence

1. Determine mobile **marketing goals**

- Mobile conversions (leads, purchases)
- Branding and awareness
- Traffic to specific products and services

2. Determine the **scope of site development**

Based on your marketing goals and what resources you have, choose to start at any one of these stages



TIP
you don't have to start with a full site on mobile. Test and iterate with a simple landing page.



**Mobilize
your site
now.**

a Google initiative

How: Get started with GoMo

www.howtogomo.com

Provides businesses and agencies with tools and resources to make websites more mobile-friendly.



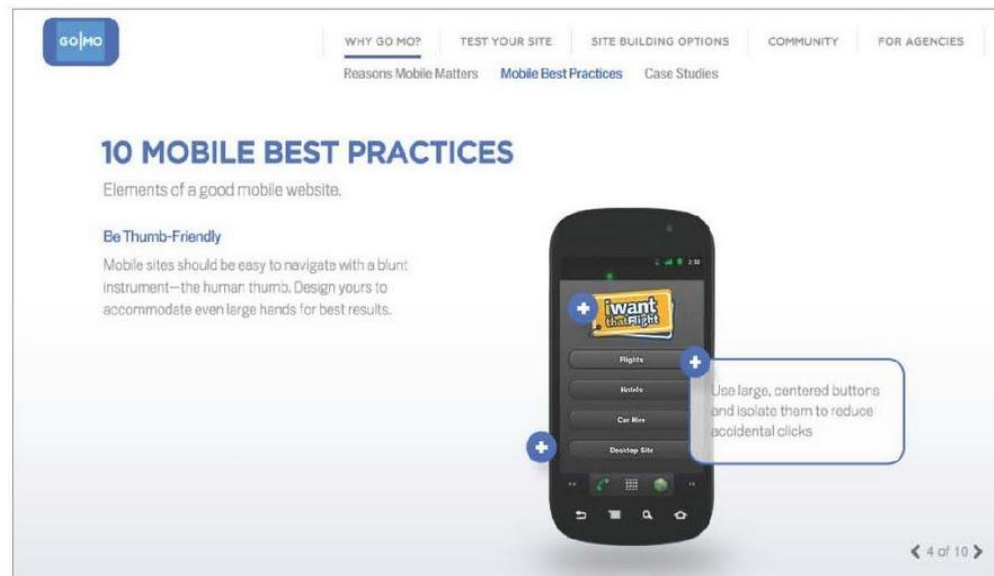


WHY GO MO?

1. Education

Read reasons why mobile matters.

Download case studies and learn best practices for building a mobile site.



Case Study: 1800flowers mobile redesign

Mobile site redesign drives [immediate results](#) for 1-800-FLOWERS.COM

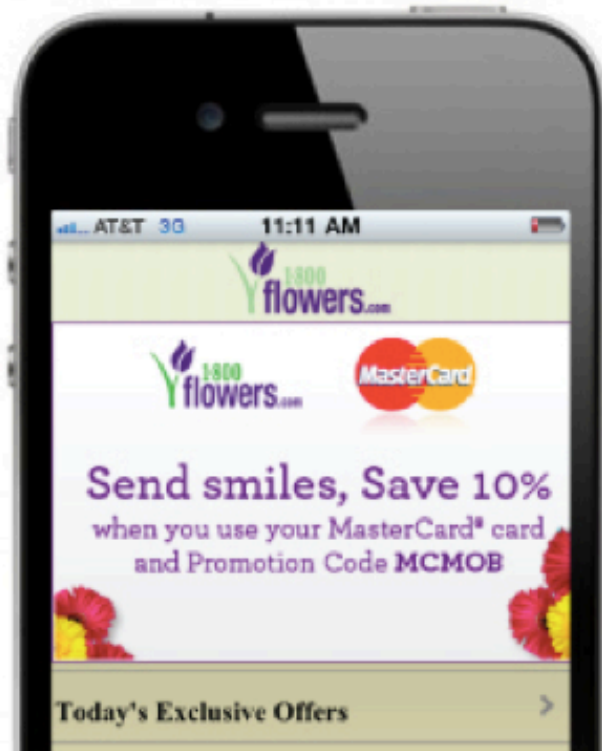
Key optimizations tactics:

1. Analyzed user behavior on their mobile site
2. Prioritized features such as shopping cart saving and pruned less used features such as order tracking.
3. Reduced the number of steps it takes purchase

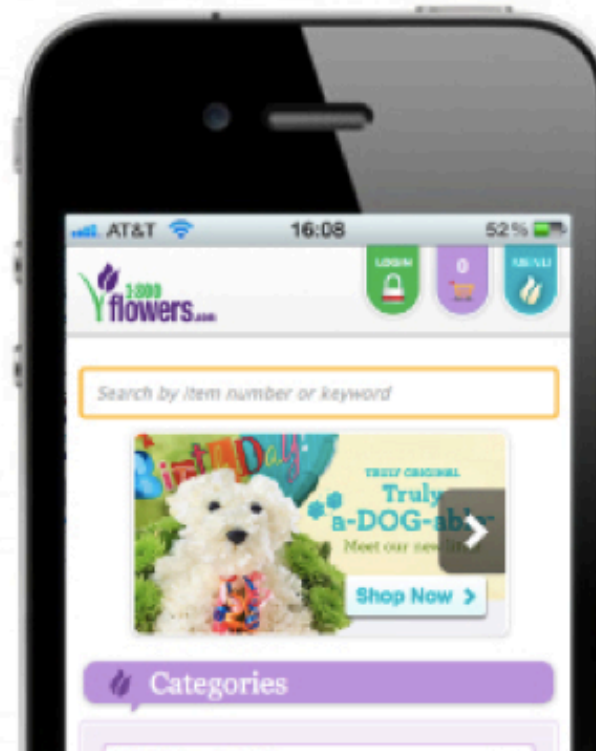
Results

- Increase in conversion rate [and 25% increase](#) in average time spent on site, despite decrease in steps to complete a purchase!
- [53% reduction in cart abandonment](#)
- Increase in the average order value on mobile

BEFORE



AFTER



10 best practices for mobile sites



keep it quick

help mobile users, design your site to load fast and make copy easy to scan.



make it easy to convert

focus on information that will aid conversion.



simplify navigation

clear navigation, hierarchy and vertical scrolling aid access to information.



make it local

include functionality that helps people find and get to you.



be thumb friendly

design your site so even large hands can easily interact with it.



make it seamless

bring as much of the functionality of your desktop site to mobile.



design for visibility

ensure your content can be read at arm's length.



use mobile site redirects

give users a choice to go back to the desktop site, but make it easy to return to the mobile site.



make it accessible

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

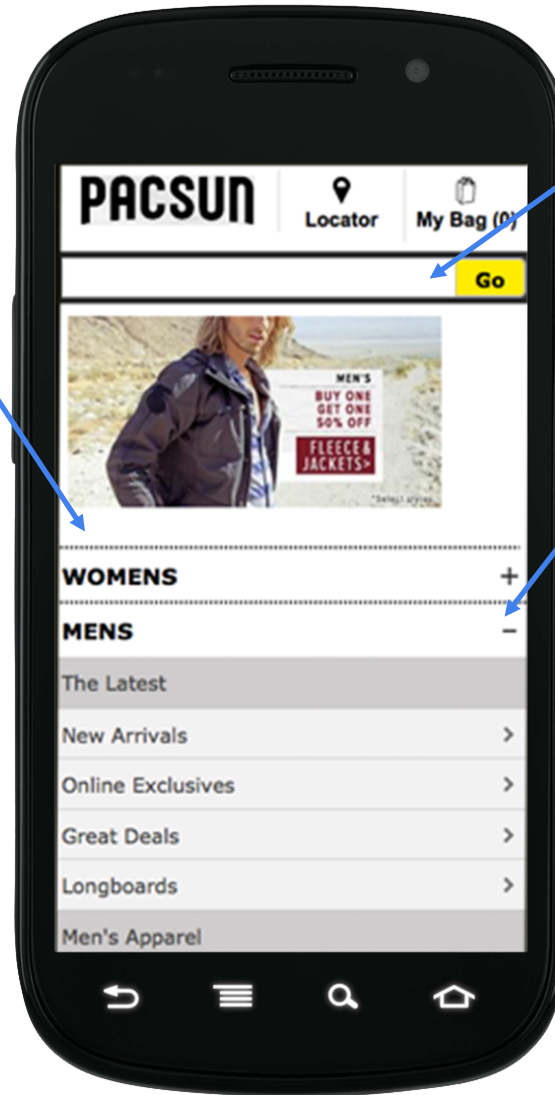


learn, listen & iterate

good mobile sites are user-centric, meaning they're built with input from your audience.



Simplify navigation



Minimize scrolling and keep it vertical only.

Help users navigate between levels with clear back and home buttons.

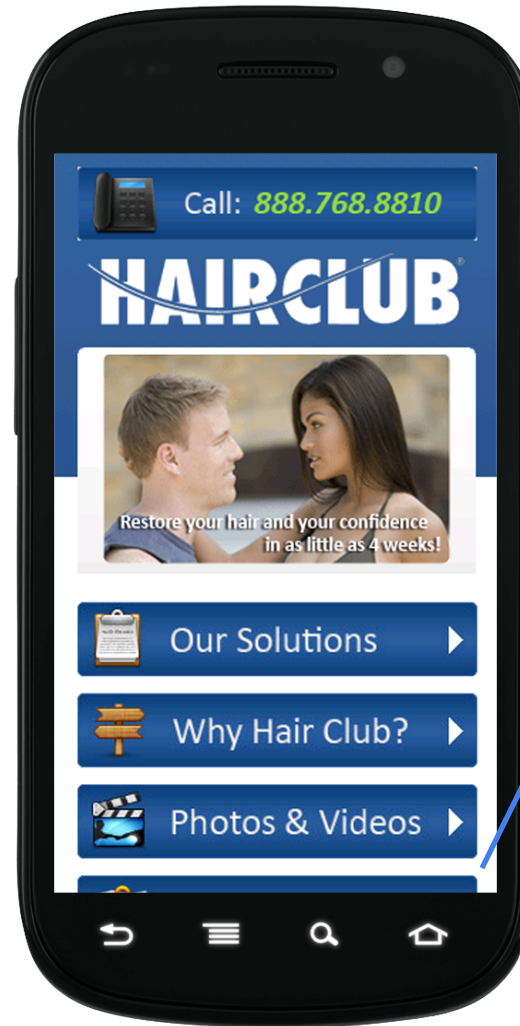
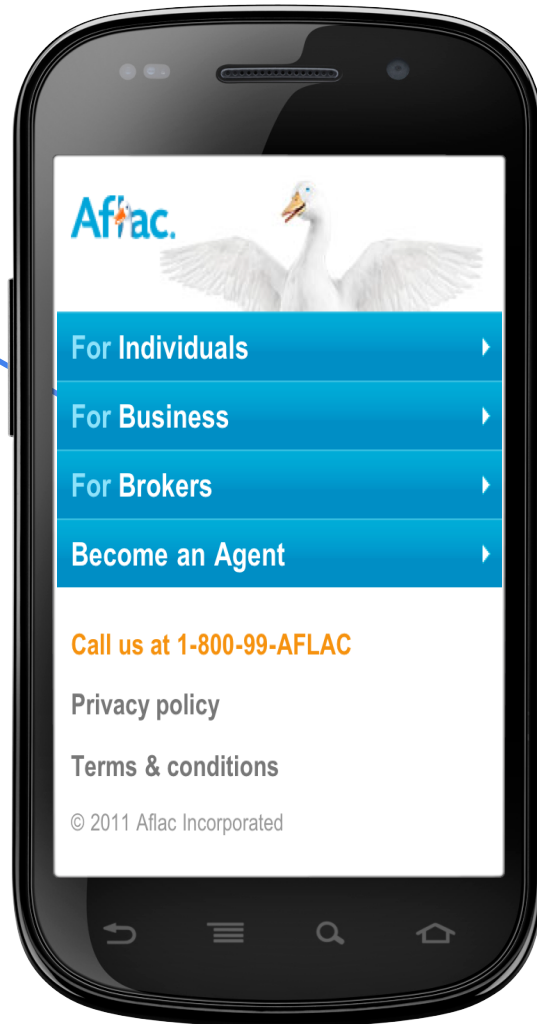
Have a search box prominently available on complex sites

Have a clear hierarchy in menus and avoid rollovers



Be thumb-friendly

Use large centered buttons and give them breathing room to reduce accidental clicks.



Pad smaller buttons to increase the clickable area.





Design for visibility

Create contrast between background and text.

esurance
accidents aren't
easy, but we're
here to help

Use plenty of negative space.

Use size and color to indicate link/button priority.

call roadside assistance

submit accident info

find a repair shop

open the toolkit

Make sure content fits onscreen and can be read without pinching or zooming.

Use 3D effects and shadowing for buttons.

© 2011 Esurance Insurance Services, Inc.
All rights reserved. 1-800-ESURANCE

Basic mobile site

Full version of esurance.com

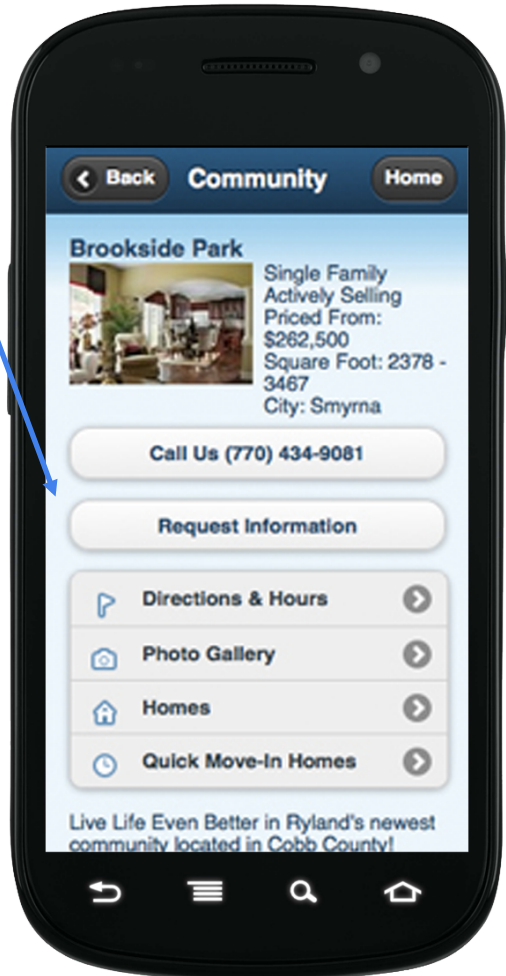




Make it easy to convert

Use click-to-call functionality for phone numbers

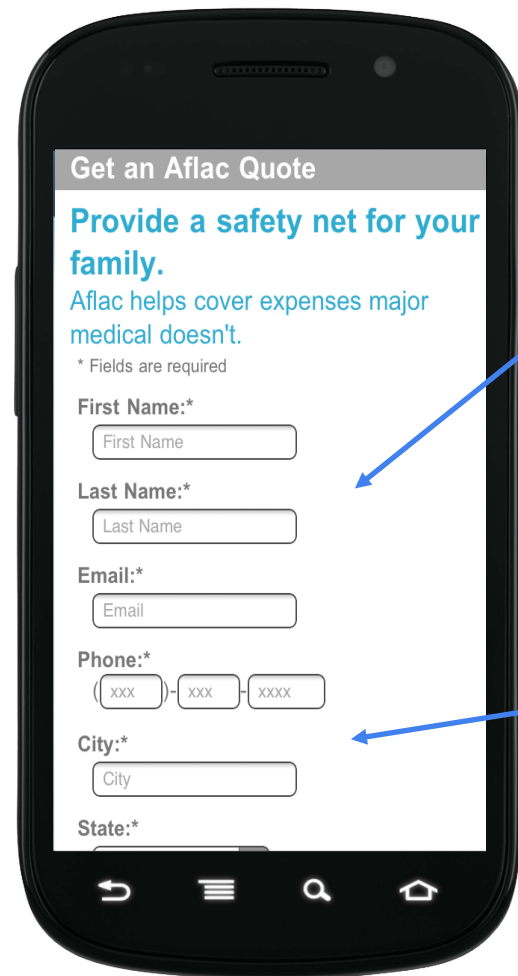
Use checkboxes, lists and scroll menus to make data entry easier



Reduce the number of steps to complete a transaction.

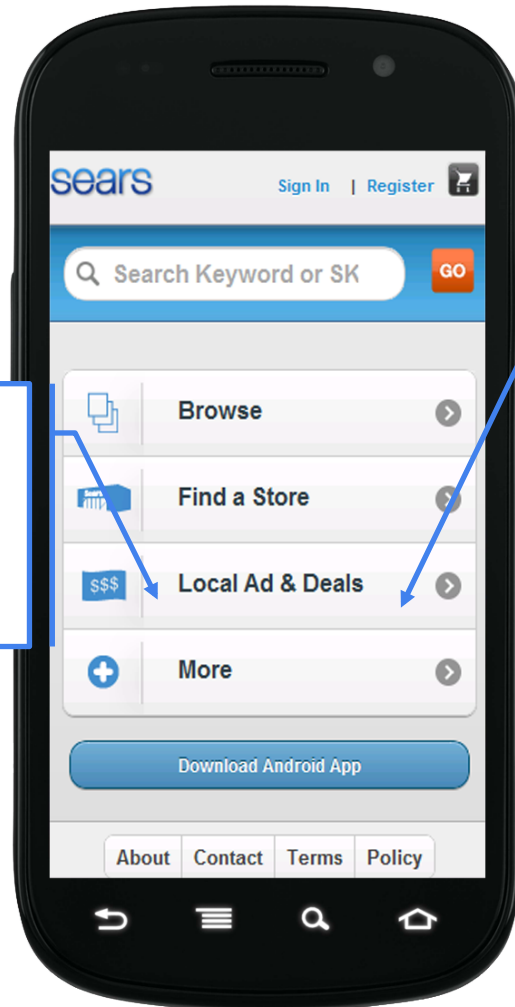
Keep forms short and use the fewest number of fields possible

Focus on information that will aid conversion





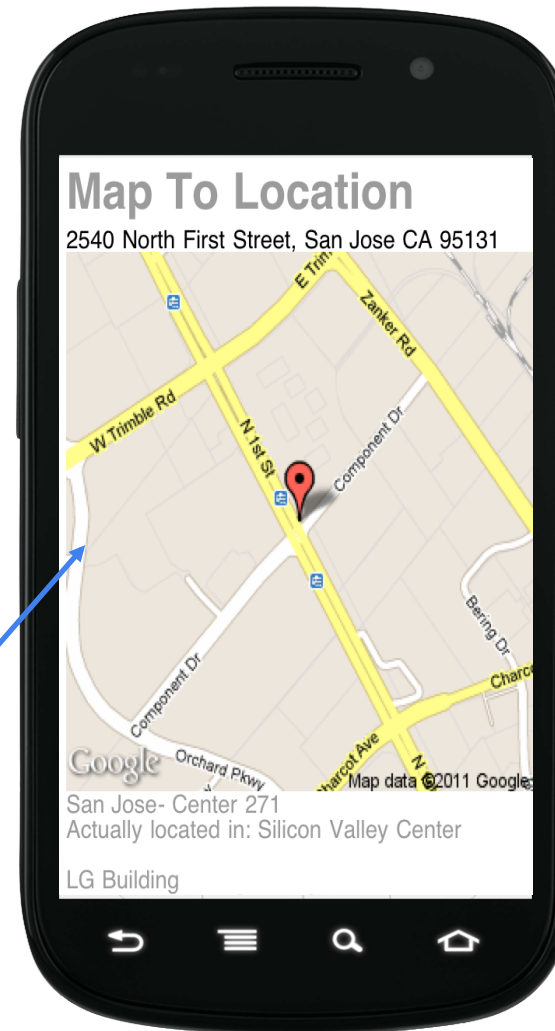
Make it local



Have your address or store locator on the homepage.

Allow users to check stock at nearby stores. Include local ads and deals.

Include maps and directions. Use GPS to personalize when possible.

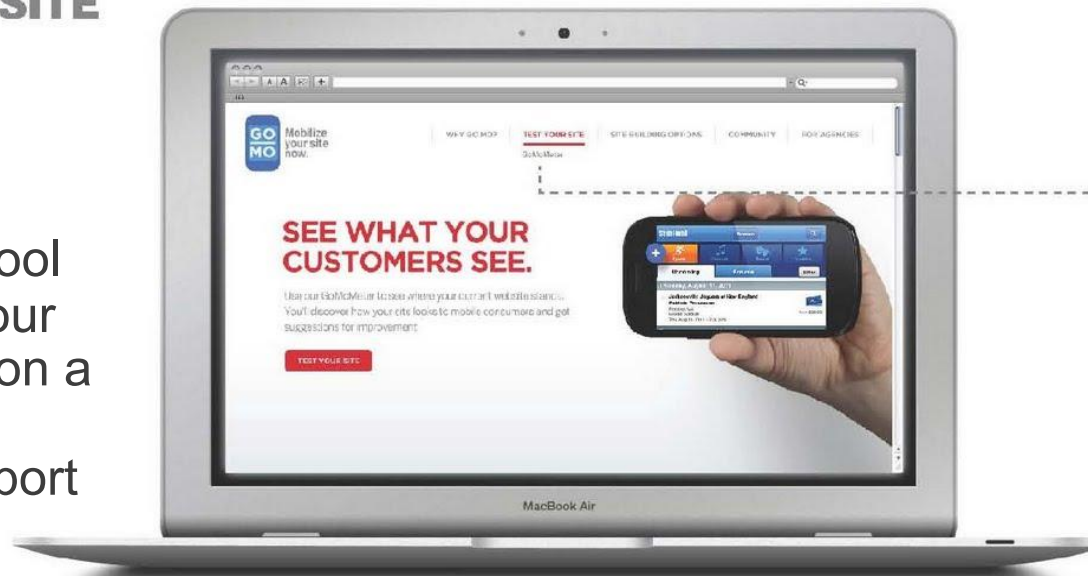




TEST YOUR SITE

2. Test

The GoMoMeter tool shows you how your current site looks on a smartphone, and provides a free report with personalized recommendations



go|mo

WHY GO MO? **TEST YOUR SITE** SITE BUILDING OPTIONS COMMUNITY FOR AGENCIES

GoMoMeter

GOMOMETER

Your website loaded in <xx> seconds. This is slower than the optimal load time of <xx> seconds. The following tips can help improve your site performance and increase it's mobile-friendliness. For more detail, download your full report.

- **Limit image size** and compress them properly for fast loading. Mobile users are impatient and often in a hurry.
- **Design for a small screen**, limit scrolling and keep it vertical only.
- **Design with thumbs in mind**: use wide buttons and isolate them so users don't click on the wrong item.
- **Include a search field** on each page so shoppers can easily hone in on products they want.
- **Keep your shopping cart** and checkout accessible from every page to make it easy for customers to purchase.

DOWNLOAD YOUR REPORT EMAIL YOUR REPORT BUILD YOUR SITE

> TEST ANOTHER SITE

Download a free report with personalized recommendations for your business



www.nvidia.com scored 3 out of 4 on the mobile-friendliness scale.

▶ YOUR SITE LOADED IN 6 SECONDS.
That's slower than what mobile users expect. In fact, close to 50% will wait just 5 seconds or less before giving up on a site*. Remember, mobile consumers are often in a hurry, and become frustrated when they can't complete a task quickly. Keep reading to see how you can reduce your load time and other ways to be mobile-friendly.

* Google, "What Users Want from Mobile", 2011

TIPS FOR MULTICHANNEL BUSINESSES
As a multi-channel business your goal is to drive sales by offering a seamless experience between your online and offline channels. Mobile customers may be in your store or location while continuing to look for more information on their phones. These items are very important for your business:

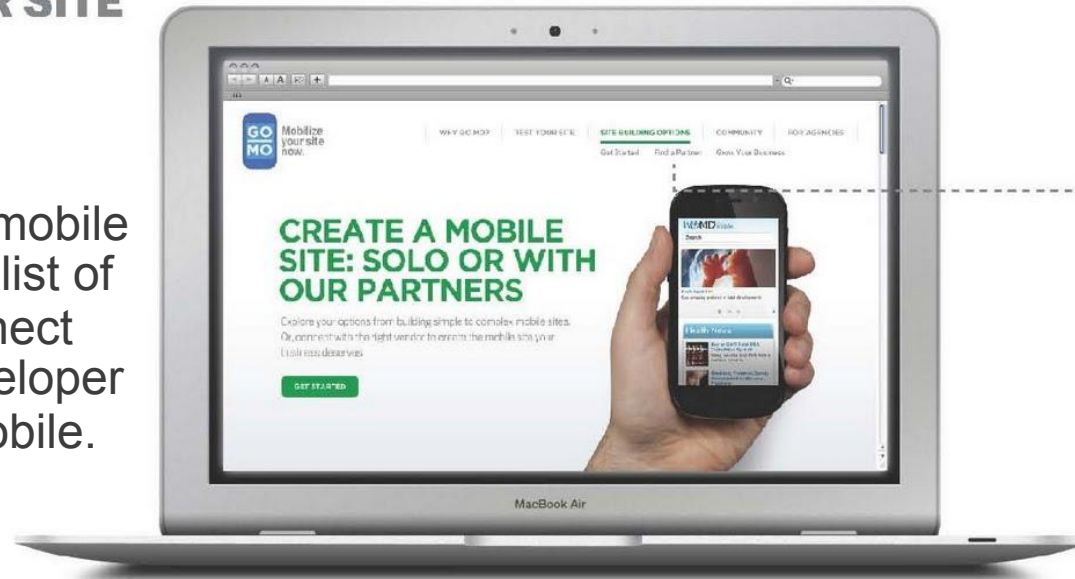
- ▶ Make it easy for customers to find info on your site by simplifying the navigation and including core product information.
- ▶ Scannable QR codes in your location can take customers directly to your mobile site
- ▶ Save Cart or Favorites functionality keeps saved items available across both desktop and mobile sites
- ▶ Click-to-call dialing and location based directions to help your customers find and connect directly to your business right from their phones.



BUILD YOUR SITE

3. Build a site

Ready to build a mobile site? Explore our list of vendors and connect with the right developer to help you go mobile.



GO MO | WHY GO MO? | TEST YOUR SITE | **SITE BUILDING OPTIONS** | COMMUNITY | FOR AGENCIES
Get Started | **Find a Partner** | Grow Your Business

PRICE RANGE:

- \$ - \$\$
- \$\$ - \$\$\$
- \$\$\$ - \$\$\$\$

AREA OF EXPERTISE:

- TBD
- TBD
- TBD

FIND A MOBILE PARTNER

We've gathered a select list of vendors who can help you develop a mobile strategy and launch your site.

DudaMobile
<http://www.dudamobile.com>
Contact: info@dudamobile.com
Phone: (866) 610-7519
Price Range: \$1-\$50,000
Areas of expertise: Quis shank, deserunt salami, pork eiusmod.

Mobify
<http://www.mobify.com>
Contact: contact@mobify.com
Phone: (866) 610-7519
Price Range: \$1-\$50,000
Areas of expertise: Quis shank, deserunt salami, pork eiusmod.

Maximize your advertising.



Four pillars to maximizing your advertising



Drive users to a mobile-friendly landing page



Separate your mobile and desktop campaigns



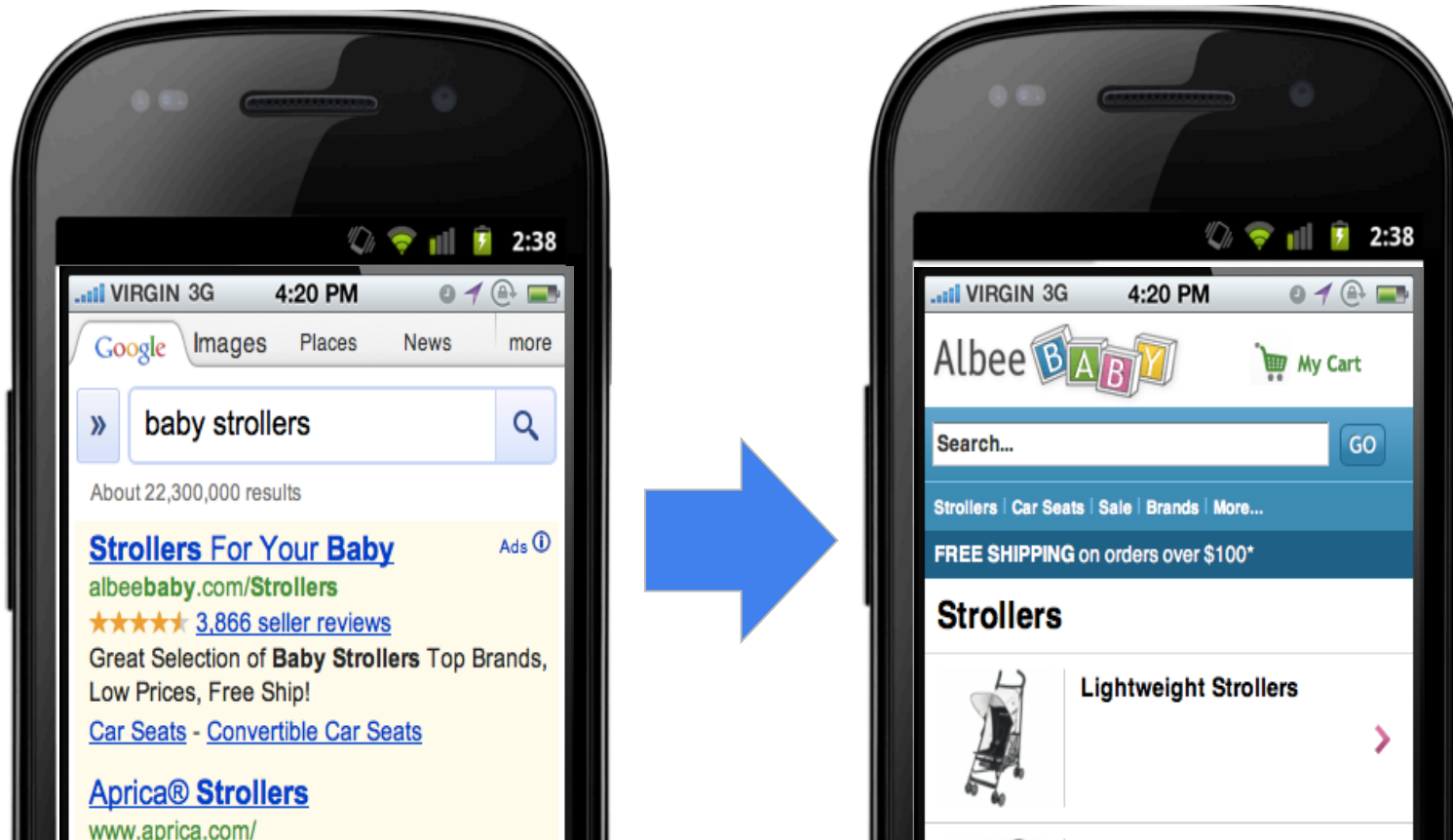
Use mobile-specific keywords



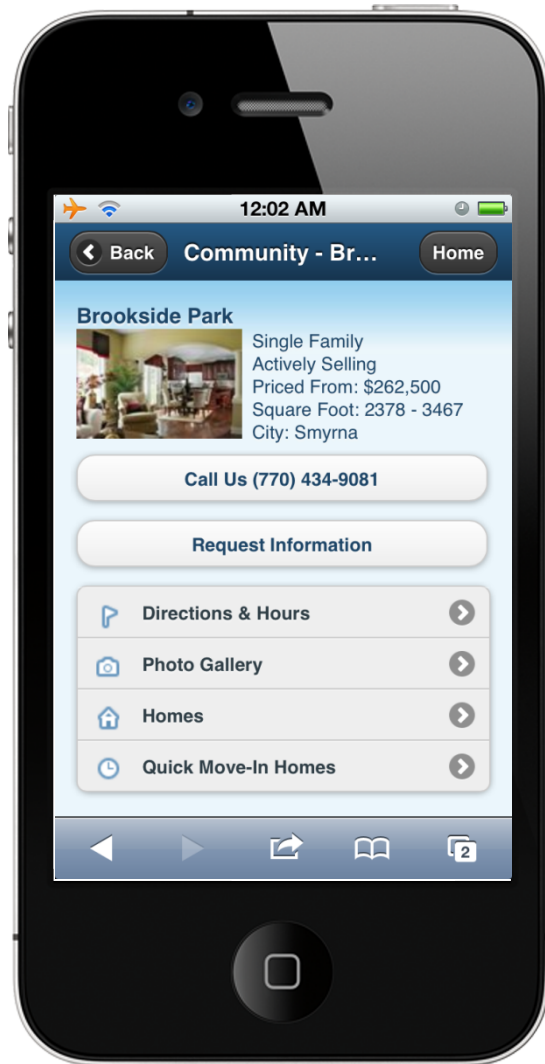
Use made-for-mobile ad formats

Mobile sites make your ads more relevant

1. Did you know: mobile optimization of a website as a new factor of ads quality for AdWords campaigns
2. Search ads that have mobile optimized landing pages will perform better in AdWords and they will generally **drive more mobile traffic at a lower cost.**



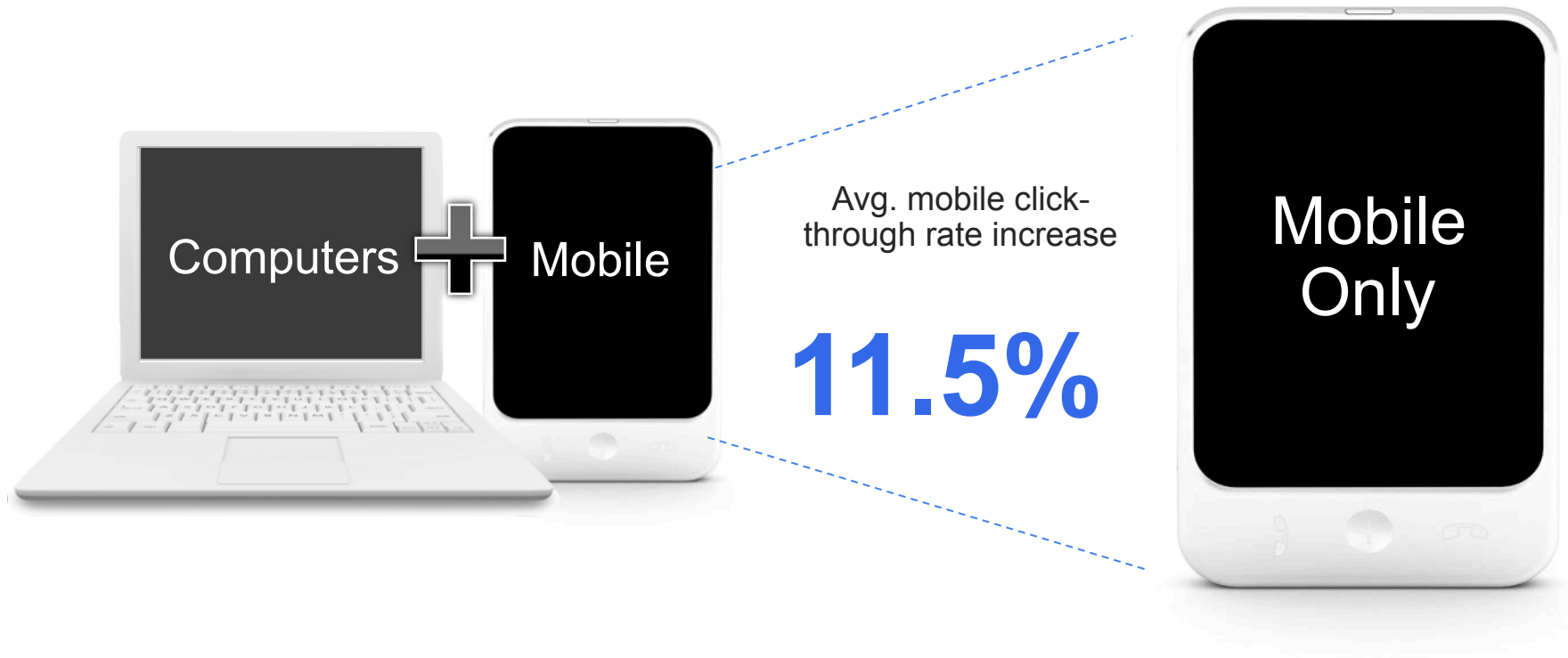
More traffic, lower cost: Ryland Homes



Results

- 300% increase in mobile-driven site traffic at a lower cost
- 30% savings in cost-per conversion on mobile vs. desktop AdWords campaigns
- Strong growth in mobile driven leads
- First home sold from a mobile-generated lead

Separate mobile campaigns from desktop



It's easy to build mobile-specific campaigns

Keyword Tool can help find mobile-specific keyword ideas

The screenshot shows the Google Keyword Tool interface. At the top, it says "Find keywords" and "Based on one or more of the following:". There are two input fields: "Word or phrase (one per line)" containing "flowers" and "Website" which is empty. Below these are checkboxes for "Only show ideas closely related to my search terms" and "Advanced Options and Filters".

The "Locations and languages" section has two dropdown menus. The "Locations" dropdown is open, showing "All Countries", "United States", "United Kingdom", "Japan", "Germany", and "Brazil". The "Languages" dropdown is also open, showing "All Languages", "English", "Japanese", "German", and "Portuguese".

The "Include specific content" section has checkboxes for "Include adult ideas" (unchecked) and "Include trademark ideas" (checked).

The "Deduplication" section has a text input field containing "Customer ids (comma delimited)".

The "Show Ideas and Statistics for" section has a dropdown menu open, showing "Desktop and laptop devices" (checked), "All mobile devices" (highlighted), "Mobile WAP devices", and "Mobile devices with full internet browsers".

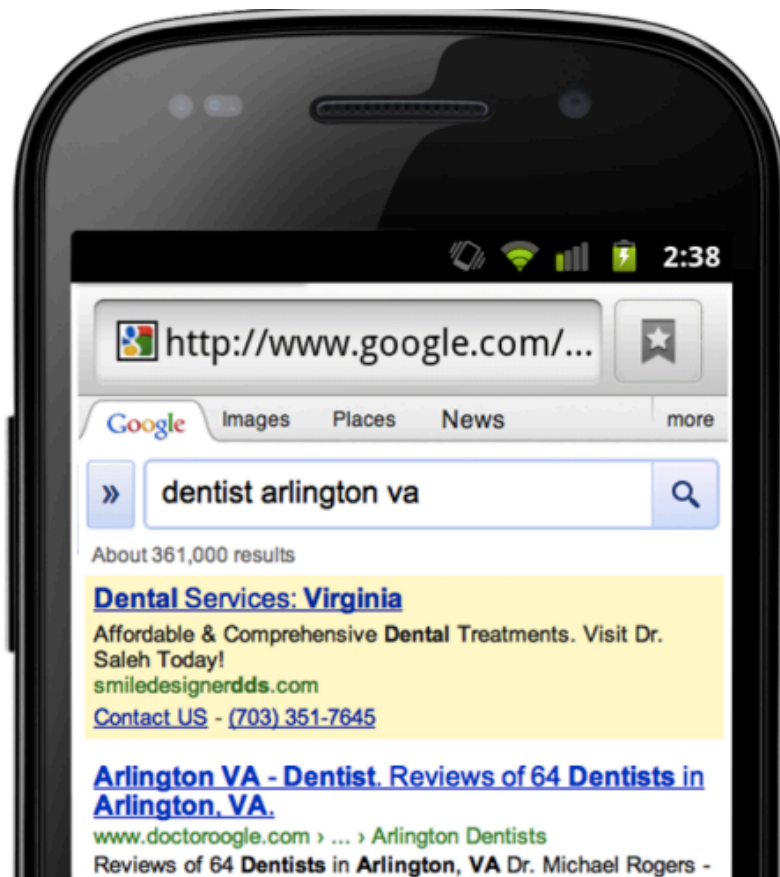
The "Filter keywords" section has a list of filters: "Mobile WAP devices" and "Mobile devices with full internet browsers". There is a "Remove" button next to the list and a "+ Add another" link.

At the bottom, there is a "Search" button and a "Graphs" link.

Smile Designer sees remarkable jump in new-patient calls with Mobile Ads: **Click to Call**

Goals

- Increase call volume and appointments
- Reach on-the-go consumers searching on mobile devices
- Establish strong new patient base



Approach

- Created mobile campaign for specific practice areas
- Wrote relevant and mobile-specific ad texts
- Added clickable phone number to ads
- Used keywords to reach people searching for specific dental services

Results

- Boosted CTR by 74%
- Lowered CPC by 34%
- Raised visibility of new practice in highly competitive metropolitan market

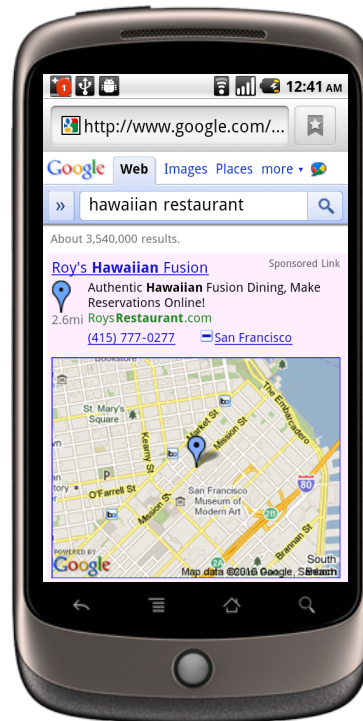
Roy's Restaurants achieves 800% ROI with hyperlocal advertising and mobile-only campaigns

“ Mobile searchers looking for dining options could effortlessly see how close they were to a nearby Roy's Restaurant and the click to call function allowed for instant reservations. Our hyperlocal mobile-only campaign drove a 40% increase in calls with a CPC 67% less than desktop ads. The numbers are impossible to ignore. We have to invest in hyperlocal mobile advertising as part of our long-term growth strategy. ”

- Jason Maloney, Vice President of Marketing for Roy's

1 After realizing that mobile traffic was outperforming desktop traffic in CTR and CPCs, Roy's created a separate mobile-only campaign to maximize number of calls and clicks

2 Used hyperlocal location extensions to better target on-the-go customers searching nearby one of their local restaurants



Results

- Achieved **800% ROI** on mobile-only campaigns
- Drove **40% more calls**
- Hyperlocal mobile ads had a **539% higher CTR** and **67% cheaper CPC** compared to previous desktop campaigns

Track, Measure and Iterate.



Use analytics to track, measure and iterate

www.google.com/analytics

The screenshot shows the Google Analytics interface with the following elements:

- Navigation:** Home, Standard Reporting, Custom Reporting.
- Advanced Segments:** Select up to four segments by which to filter your report. The 'Mobile Traffic' segment is selected and highlighted with a red box.
- Default Segments:** Search Traffic, Direct Traffic, Referral Traffic, Visits with Conversions, Visits with Transactions, Mobile Traffic (checked), Non-source Visits.
- Custom Segments:** Advanced Seg Visits 10/22 - 12/4/08, Custom Reports Usage, Motion Charts Usage, NACE/SEEMA, Mobile Traffic (OS).
- Pages Report:** This report is based on 426415 visits (0.10% of visits). Mobile Traffic 0.77% of total pageviews. The report shows a line chart of pageviews over time (Jan 1, 2011 - Nov 1, 2011) and a table of page metrics.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. /analytics/settings/index.html	2,199,799	1,771,279	00:01:19	0.63%	23.58%
2. /analytics/reporting/index.html	2,160,049	1,599,677	00:00:50	59.58%	28.28%
3. /analytics/index.html	1,389,296	1,258,413	00:00:53	19.58%	24.49%
4. /analytics/reporting/maps	660,230	277,277	00:00:47	61.11%	22.76%
5. /analytics/reporting/sources	622,420	466,330	00:00:43	60.71%	16.20%
6. /analytics/settings/home	499,293	350,959	00:02:01	0.53%	32.62%

Learn about your mobile user

www.ourmobileplanet.com

OUR MOBILE PLANET

Google Ipsos MOBILE MARKETING ASSOCIATION About the data English

Measuring Global Smartphone Impact

Our Mobile Planet provides insights into smartphone usage and mobile attitudes. Use it to create custom charts that will deepen your understanding of the mobile consumer and support data driven decisions in your mobile strategy.

[Create your chart now](#)

How often do consumers access the Internet via mobile?

Country	Multiple times per day	2-3 times per day	Once	Not at all
France	47%	19%	19%	14%
Germany	42%	18%	22%	17%
Japan	68%	17%	9%	5%
UK	49%	18%	17%	15%
US	53%	20%	15%	11%

[View this chart](#)

How it works: See what actions your consumers taking after conducting a local search

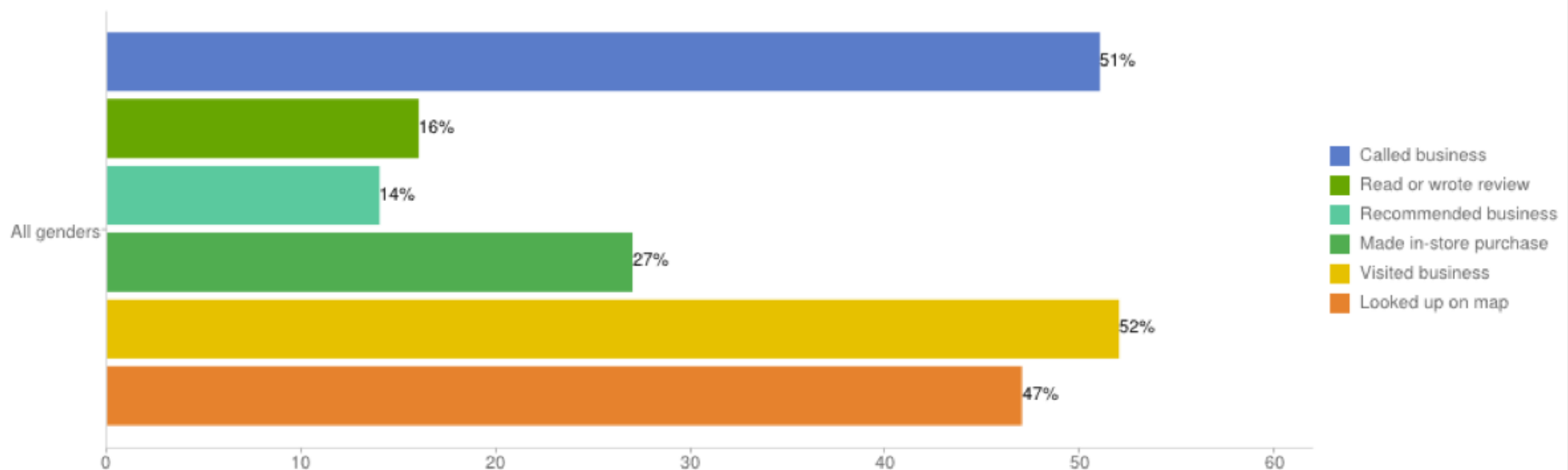
Choose the Data

Select Countries

View the Chart

Chart options and filters

US, Actions after local searches



Source: www.ourmobileplanet.com

Base: Smartphone owners who look for local information at least once a month



Three things to takeaway

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Understand what it means, learn the benefits and get started with GoMo.

Maximize your mobile ads

Hear why it's important and learn practical how-to's for making the most of your mobile investment.

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Get tips and see helpful tools you can use today.



Q&A



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Thank you!

Suzanne Mumford
Product Marketing Manager
March 15, 2012

