

Magic Device Shrinks Websites by 85%

Why Mobile Internet Matters to Your Business Today!

~ By Jim Short

The stats don't lie. The first Blackberry was released in 2002. Apple followed in 2007 with the iPhone, and the Google-backed Android came out in 2008. In just a short time, these phones have become the top-choice for Americans looking for a multi-functional device that provides data and phone access 24/7. Estimates put the number of smartphone owners in the year 2010 around 45 million.

By now, you're probably wondering what this has to do with you and your business. Well here's the 4-1-1 on mobile websites.

Typically, companies want multi-page, fully interactive web pages that display as much information about their business as possible. While this is an excellent web strategy, it does not necessarily transfer well into a smartphone. Such a website would be difficult to load and even more difficult to navigate, hence the importance of a mobile-ready website.

So, you need a version of your site that loads fast and has big, easy to read text. But you're probably asking, "how much will a mobile-ready website cost?" The good news is that unlike standard websites, mobile sites are much easier to build and often can be done in just a few days. So, don't expect to pay a design company more than a few hundred dollars for one.

Ask your current website provider if they can build you a smartphone-ready website – inexpensively. If they cannot, find a vendor who can. The sooner you get on this forefront, the stronger your competitive advantage.



"I can't read it!
Where's the phone #?"



"Ah, big text
& I can Click-to-Call!"



BlackBerry™ iPhone™ Android™

Mobile-Friendly Website Features You Need:

- Custom design and content built with a small screen in mind specifically tailored to mobile users' needs.
- Extremely content-efficient so that the site loads very quickly.
- Clear call-to-action that enables potential clients to place a call, send an email or text, or find directions. The Click-to-Call button allows the user to simply click the phone number and place the call.
- Built-in auto-detection of mobile devices. This means that if the user is on a mobile device, they get the mobile site and if they are on a desktop or laptop, they get your standard site.
- A site compliant with Mobile Web "Best Practices."

Jim Short is Sr. Director for ServiceMagic WebSolutions. To learn more about how Mobile Websites can help your business grow visit: www.servicemagicwebsites.com or call 888-846-0970.