

WHY A **MOBILE-FRIENDLY** WEBSITE IS A **SMART** BUSINESS DECISION

**FREE
REPORT**



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WHY A MOBILE-FRIENDLY WEBSITE IS A SMART BUSINESS DECISION

Almost everyone's on a cellphone these days, and they're not just texting and Facebooking. They're looking for products and services – businesses like yours – and when they discover your website while using their mobile device, what do they see?

Do you have a *Mini-Me* version of your website on mobile?

If your website is mobile responsive – which means it's easy to read and navigate on any mobile device – then you're golden. However, if a *Mini-Me* version of your website pops up, with tiny text readable only by Lilliputians from Gulliver's Travels, then it might be time to upgrade your digital presence.

TWO MAIN PROBLEMS

There are two main things at stake when your site isn't responsive.

1



One, you might lose customers who may never come back to visit your site or contact you if it looks outdated or difficult to read and navigate on their mobile device.

2



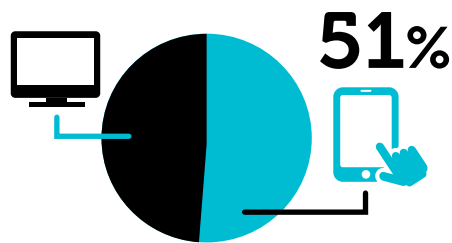
And two, your Google search rankings will suffer, which we will discuss in more depth as we continue.

Both of these issues can adversely affect your sales and your brand.

If you're wondering if you can just keep going with your desktop version and disregard the mobile revolution, take a look at the data, then decide.

MOBILE USAGE HITS A TIPPING POINT

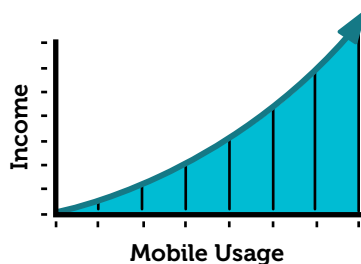
It finally happened: American adults spend more time on their mobile devices than on their desktops or laptops. Here's the skinny on that, as well as other compelling data on why you should support mobile users:



Mobile is more popular than desktops. Americans spend 2.8 hours a day (51%) on their smartphones, compared to 2.4 hours (42%) on their desktops or laptops. *(2015 Internet Trends Report from Kleiner, Perkins, Caufield & Byers)*



B2B research is often conducted on mobile phones. In fact, 42% of B2B researchers “use a mobile device during the B2B purchasing process,” according to Google. And 49% do so while they’re at work. *(The Changing Face of B2B Marketing, Google)*



People with higher incomes show higher mobile usage. 64% of American adults own a smartphone, and usage is highest among those with high levels of income and education. *(2015 Pew Research Center report)*



Mobile sales trending upward. Conversion rates for mobile orders increased from 19% in February 2014 to 25% in February 2015. *(Smart Insights, citing Custora eCommerce Pulse)*

When you look at the numbers, it's hard to ignore the advance of mobile. But you might wonder. How exactly does a mobile-responsive site keep your customers happy?

**EMBRACING
MOBILE IS,
WITHOUT
A DOUBT,
A GOOD
BUSINESS
DECISION.**

THE SECRET TO CREATING A GREAT ONLINE EXPERIENCE

Embracing mobile is, without a doubt, a good business decision. A mobile-responsive website caters to your customers' expectations, delights them with a positive experience every time they visit your site, and ensures they find you in the first place.

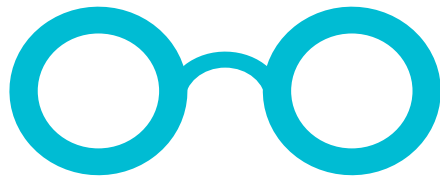


If you're worried that all of this mobile-friendly talk is a bunch of complicated web mumbo jumbo, it isn't. In a nutshell,

A mobile-friendly website should be easy for your customers to read and navigate, no matter what device they use: a smartphone, a tablet, a phablet, a laptop, or a desktop.

Each device has its own individual screen size, and your website should render perfectly on each one.

If you make your website mobile-friendly, you'll provide a consistent user experience to your customers by ensuring the following:



It's legible

A mobile-responsive website is easy to read. Customers won't have to expand a page with their fingers or scroll horizontally to read the text. Instead, the site renders with its content properly sized to your device.

A mobile-responsive gives users the optimal web experience.

Good designers will make sure the text for a small mobile device is at least 16 pixels to ensure maximum readability. And apart from the text, images will display perfectly, instead of looking like postage stamps.



Has playable video

If you have video on your website, see how it plays on your smartphone. One sure sign of an older website is broken video—encoded with Adobe Flash—when the site is viewed on a mobile device. Instead, you’ll see that annoying request to install a plug-in.

Steve Jobs predicted that Flash would go by the wayside with the advance of mobile, and he was right.

Adobe and Apple just couldn’t get along—so Apple decided to nix the whole Flash app. Flash is no longer supported on Apple or Android mobile devices. Instead, web developers use HTML5 to display video.



Provides easy navigation

Navigation is the menu of content you have to offer your customers. It reflects how your site is organized. In webspeak, it's called information architecture. For your customers, it's how they find their way around your site.

If your site isn't optimized for mobile, chances are they'll miss most of your navigation items. It's like opening a menu at a restaurant and seeing only the appetizers.

On a mobile-responsive site, you have less screen space for your navigation, so it's even more important to get it right. When customers click on those three lines, affectionately called a "hamburger menu," to navigate your site, you'll want to make sure that "Make Reservations," "View Our Products," "Shop," or other important calls to action are easy to find.

According to Statista, one reason customers abandon a purchase is poor website navigation, which means they can't figure out how to go from step 1 in the process to step 2. And that leads us to the next point...



Improves conversions

Whether you've got an ecommerce site or you're simply collecting leads, a mobile-friendly site makes it easy for customers to buy something or fill out a form, which can bring in more sales and give you those very important leads.

Studies have shown that customers are more likely to make a purchase on their smartphone if your site is mobile-responsive.

In fact, studies have shown that customers are more likely to make a purchase on their smartphone if your site is mobile-responsive than if it isn't. And Google reports that customers often use multiple devices sequentially to shop, perhaps starting with their mobile device and finally make a purchase on their desktop.

MOBILE FRIENDLY = BETTER SEARCH RESULTS = BETTER BUSINESS

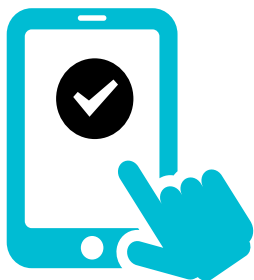
Now that you know what mobile-friendly means and how it improves the user experience, there's one more factor that you should take into consideration: Google search.

Mobile-friendly sites now have an edge over sites that are not.



In April 2015, Google announced some big news: it was “boosting the ranking of mobile-friendly pages on mobile search results.” That means that mobile-friendly sites now have an edge over sites that are not. No matter how good your search engine optimization (SEO) is – such as keywords in URLs, headlines and text – your search rankings will suffer on devices other than desktops and laptops.

Think about it in terms of your customers. According to a recent study commissioned by Google, “94% of people with smartphones search for local information on their phones, and 84% take action as a result.”



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The same study says that 77% of consumers use a mobile device to research products and services. In other words, having a mobile-friendly website makes it easier for your customers to shop for your products.

Here's a quick way to see what devices your potential customers are using to access your website. If you use Google Analytics and Webmaster Tools, log in to your account, and look for "Mobile" under "Audience" in the left-hand navigation. Select "Overview" and you'll see the breakdown of how your customers are accessing your site: desktop, mobile and tablet. You might just be surprised at how many folks with mobile devices are looking at your site. And if you don't have Google Analytics, make sure you have your web developer (that'd be us) set it up for you.

READY TO TEST YOUR OWN WEBSITE?

You can see that there's a strong case for making your website mobile-friendly. But the true test is how it might affect your business. Put yourself in your customers' shoes and take a look at the checklist below while viewing your website on a mobile device. If you can say yes to any of these statements, you might be losing customers.

YES NO

- Your entire home page shrinks to fit on your screen, so it's super tiny.
 - You can't read the text unless you expand the page with your fingers.
 - It requires horizontal (left to right) scrolling to see the page.
 - The images look like postage stamps – or smaller.
 - Video won't play because it requires an Adobe Flash plug-in.
 - The navigation isn't visible unless you scroll horizontally or vertically.
 - Your “fat fingers” have trouble selecting the correct links.
 - Pop-ups obscure the site and you can't close them.
 - It takes a long time for your site to load.
 - A Google search for your site on a smartphone doesn't include the words “mobile-friendly” next to the search results.
-

You can see additional information about this checklist on our blog post, [Test Your Website: Should It Be Mobile-Friendly?](#)



A SMART BUSINESS DECISION

The data is in. People now spend more time on their mobile devices than on their desktops. Almost two-thirds of American adults own a smartphone. And many B2B companies use mobile to research purchases.

So, if you want your customers to have a positive experience while visiting your website on their mobile devices – and you want your company to show up in mobile search results – then it's clear that a mobile-friendly website is one of the best business decisions you can make.

Ready to go mobile? We'd love to help you get started. Contact [Studio 2055](#) today.

760-729-8205

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Time-Tested Branding and Design

OUR PURPOSE is to connect you to your customers.

OUR SUCCESS is built upon a foundation of brand strategy, marketing and creative design that helps B2B companies reach their business goals. Located near the Pacific Ocean, we stand as a beacon of intelligent design, where creativity is right at home.

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