



MOVE FORWARD WITH MOBILE



2015

AGENDA

- Why the mobile web is now a must
- What Google has to say about all this
- Best practices for mobile
- What are my options?
- How do I know which option is right for me?
- What about an app?
- Converting site visitors into customers
- Getting started



YOUR CUSTOMERS ARE ALREADY MOBILE

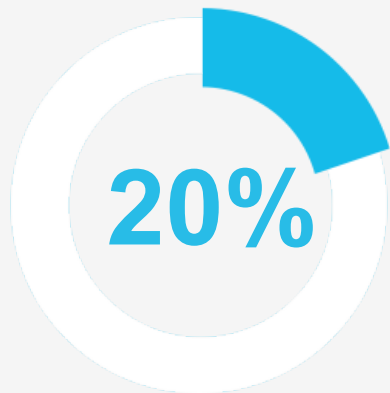
Today, nearly
two-thirds (64%)
of U.S. adults
own a smartphone,
up from 35% in 2011

64%

50%

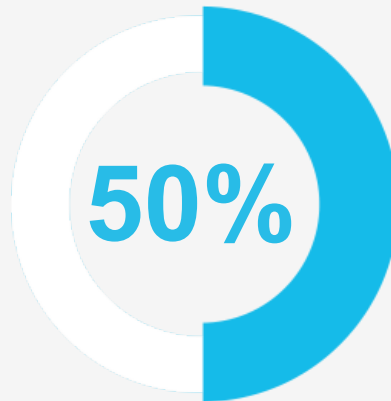
50% of mobile
internet users
use Google.

AND THEY'RE SEARCHING FOR YOU



of desktop searches
have local intent

vs
.



of mobile searches
have local intent

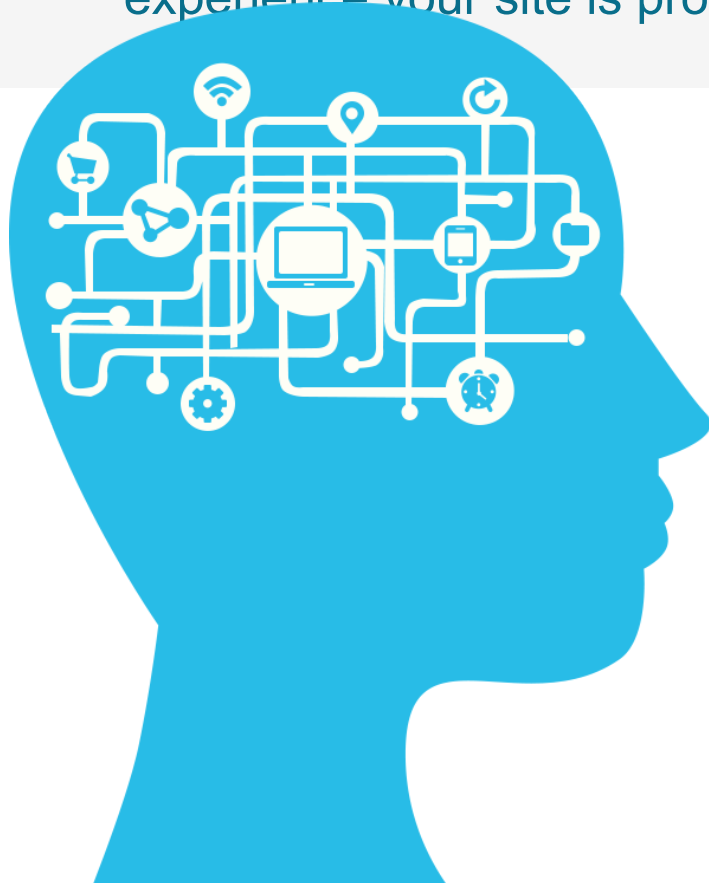
Smartphone users are looking for location-relevant information

- Retail stores
- Restaurants
- Taxi cabs
- Plumbers
- Professional services
- Entertainment

MOBILE MATTERS TO GOOGLE NOW MORE THAN EVER

For the first time, the Google is looking at more than simply relevant content.

The search-engine-in-chief is now also looking at how good of a user experience your site is providing to visitors and using this as a ranking factor.



“ This change will affect mobile searches in all languages worldwide and will have a significant impact in our search results.”

-Google Webmaster Central Blog 2015

BEST PRACTICES FOR MOBILE



BE THUMB-FRIENDLY

Make sure users can easily browse your website with just a finger, or thumb. Replace text links with large, easy to tap buttons.



SIMPLIFY NAVIGATION

Make sure links have enough space between them so users don't accidentally tap the wrong ones. Make it easy for mobile users to see and access all the pages of your website. Avoid dropdown menus.



LARGE TEXT

Mobile users should be able to read your website without having to pinch or zoom.

Font size should be a minimum of 16 pixels.



MAKE IT EASY FOR CUSTOMERS TO CONVERT

Place important info like your address or phone number in an obvious location. Maps and click-to-call buttons are great ways to draw your customer's attention.

SO HOW DO I BECOME MOBILE-FRIENDLY?

Google outlines two ways to make your site mobile-friendly.

1

Create a dedicated
mobile website
(m.domain)

2

Build a completely
new responsive
website

Both approaches will adhere to Google's new guidelines,
but there are a few differences.



WEIGHING YOUR OPTIONS

Pick a direction for your business

MOBILE-ONLY WEBSITE

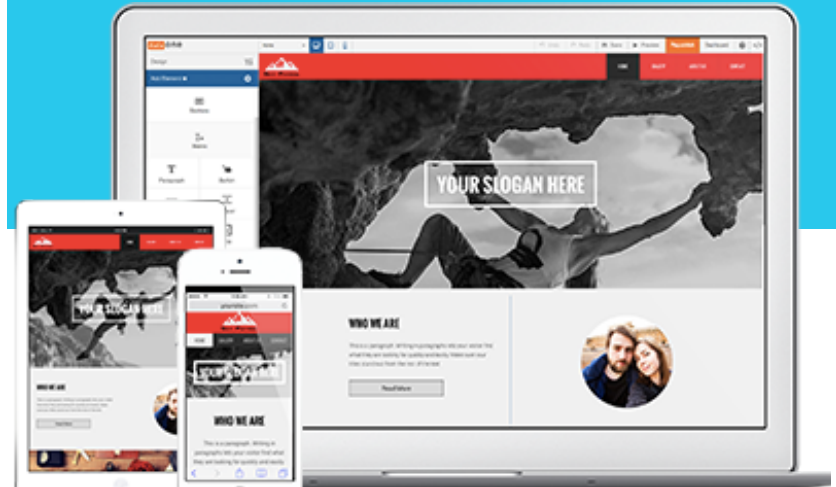
A separate mobile site doesn't require rebuilding your business' whole website.



OR

RESPONSIVE WEBSITE

A responsive website is a great option if you're ready for a complete redesign.



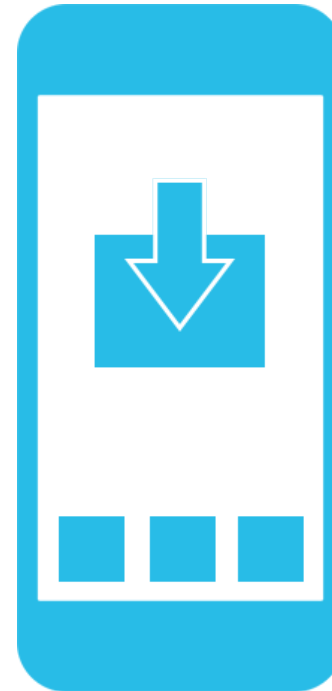
BUT WHAT ABOUT AN APP?

An App only works if your customers know where to look



Mobile Website

Appears in simple Internet searches on Google or Bing and is ready for your customers to engage with right away.



Mobile App

Has to be searched For by name in an app store and downloaded before it's ready to be used.

ANOTHER REASON MOBILE SITES WIN

Business-driving Features

The key to creating a great mobile website is the careful implementation of thumb-friendly Features. These are what provide your customers with the small screen experience they require

HERE ARE JUST A FEW EXAMPLES OF THE TYPE OF FEATURES WE CAN BUILD FOR YOU



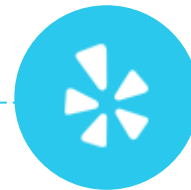
CLICK TO CALL

Enables your customers
To contact you with just
A push of a button



MOBILE MAPS

Ensures that your
Customers will always
Be able to find their
Way to your door



YELP REVIEWS

Inspire confidence
In your business
And assure customers
You're the right choice



COUPON FEATURE

Puts your most enticing
Deal right in the palm of
Your Customer's hand

THE DIFFERENCE ONE FEATURE MAKES



Click-to-Call

Your customers really want to talk

36%

The number of users that will go to a competitor if they can't call directly from search results

42%
per Year

The rate at which calls to business from mobile search is growing

65
Billion

Calls to businesses from mobile search by 2016

BIA/Kelsey (April 2014)

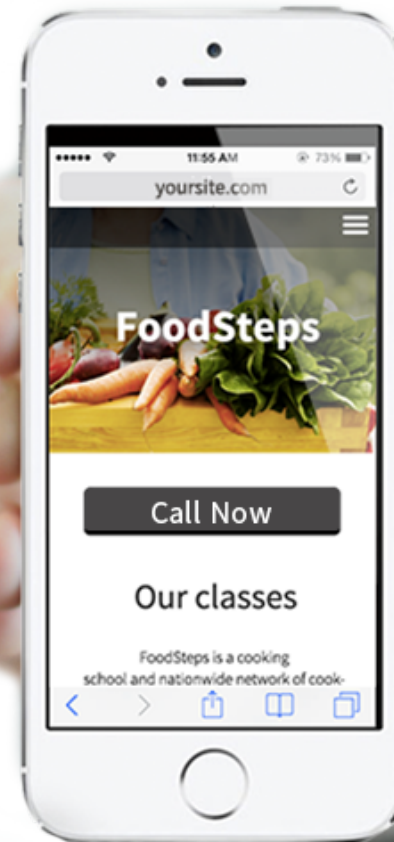
Ipsos/Google (February 2014)

LONG STORY SHORT

If they're happy with your mobile site, mobile customers mean business

73%

Of mobile searchers trigger an additional action like
MAKING A PHONE CALL
or **VISITING A BUSINESS**





READY TO GET STARTED?

CONTACT
NAME
MOBILE
EMAIL

www.TopLeveleMarketing.com