

MOBILE WEBSITE MARKETING STRATEGIES

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The increasing popularity of mobile phones has added another dimension to how companies market their products and services. Hence, many of the companies are developing mobile websites for their businesses. It facilitates users to browse, surf, and access the respective websites anytime & anywhere on their mobile devices.

What is Mobile Website?

The term mobile website is increasingly gaining acceptance as the number of mobile users is growing exponentially. Technologies such as HTML5 allow developers to create **mobile responsive websites**. It offers a clutter-free navigation features. The pages that get downloaded faster on mobile devices are intuitively designed.



For your business, you can design intuitive websites that offer users a one-on-one experience, while making it easy for them to find the information they need in a few clicks. These mobile websites can be separate from your primary website and be hosted under a different domain name. You can even design micro-mobile websites separately for each product or service you offer.

How does Mobile Website Work?

While creating a mobile website, your primary focus must be on allowing users to complete a task or find information in the quickest and easiest possible manner.

Unlike a traditional website, where you may have multiple products, features, and a ton of information, a mobile website focuses on facilitating users to complete a task easily, which can be placing an order to purchase, finding directions, checking out the weather and alike.

Before creating a mobile website, here are some points that one needs to keep in mind –

Developing Your Domain Strategy

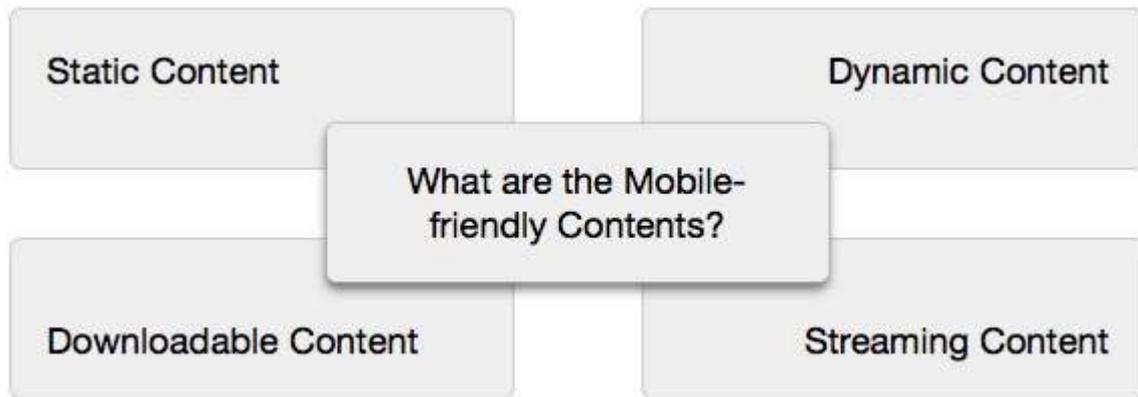
The domain name becomes important, if you are not developing a mobile responsive website using HTML5 and instead you want to create separate mobile websites. While creating separate websites, you can choose to use a relevant sub-domain name. For instance, if your primary website's domain is *mywebsite.com* then you can name the mobile website as *mobile.mywebsite.com* or *m.mywebsite.com*. Remember, your website's name should not be too long for users to type.

Designing Your Mobile Website

When designing mobile websites, the main concern should be on helping users to find relevant pages, easily. To begin with, the header of your website should have clear branding and a succinct page title. The important content and call to action should be high up on the page so that it is seen in the first fold. Other important design elements are a clearly visible search function, easy-to-click slide-down menus, and navigation links.

Creating Mobile-friendly Content

Mobile friendly content is the whole gamut of content types such as webpage text, images, videos, blogposts, call to action, H1, H2, etc. However, there are basically four types of content that you can create –



- **Static Content** such as the information on your Contact us page, it never changes, but make sure that the text is readable on different devices.
- **Dynamic Content** which can be automatically pulled from content authoring tools such as contextual-help tips. It also needs to be responsive.
- **Downloadable Content** such as PDF, audio, and video files that users can download on their mobile devices.
- **Streaming Content** such as audio and video files that users can listen and view on their mobile devices.

So, you need to ensure that all these four types of contents are viewable on all mobile devices.

Benefits of Mobile Website

Mobile websites are no longer exceptions, but rather the trend today. By making your website mobile responsive, you can push its ranking higher in Google searches. The benefits of micro-mobile websites also shine when your business offers multiple products and services. You can use separate mobile websites to market a particular product or service and get a ton of genuine leads and new subscribers in order to drive your business to new heights.