

HOW  
TO BUILD

# a Mobile Website

by JAMIE TURNER



Press Delivers *digital shorts*

FINANCIAL TIMES

# **HOW TO BUILD A MOBILE WEBSITE**

Jamie Turner

## HOW TO BUILD A MOBILE WEBSITE

If you're in business, you probably have several key issues that get most of your attention. You might spend a great deal of time concentrating on customer service, or logistics, or even human resources. You might also spend a great deal of time worrying about keeping costs low, retaining employees, or preventing competitors from taking your customers.

But if I were to ask you what your number-one job was as a business person, what would you say?

If you're a tax accountant, you might say your number-one job is to deliver accurate tax returns. If you're a real estate agent, you might say your number-one job is to sell homes to your clients. And if you're a bookstore owner, you might say your number-one job is to provide top quality books at a reasonable price.

Interestingly, none of those answers is correct.

Why do I say that? Because many people don't understand that their number-one job is to *get new customers*. That's not to say that you don't have other important tasks; but before anything else, you have to focus on *customer acquisition*. After all, if you don't concentrate on getting new customers today, then you won't be in business tomorrow.

If acquiring new customers is one of your most important goals, the next question you might ask is this: How do I go about acquiring new customers? What tools can I use to connect my business with

## HOW TO BUILD A MOBILE WEBSITE

prospects who might be interested in buying my products or services?

Glad you asked. But before we discuss the answer, let's talk about a few interesting statistics.

Did you know that by 2013, the number-one way people will access the Internet will be via mobile device?<sup>1</sup> Or that mobile coupons are redeemed 10 times more frequently than traditional coupons?<sup>2</sup> Or that half of all smartphone owners have scanned a QR code and that 18% of them have made a purchase after scanning?<sup>3</sup>

Those statistics, and others like them, should give you a clear indication that more and more consumers are using their mobile devices to connect with the brands they love. Given that, it's important for those brands to have a website that's designed for a mobile screen. After all, Google reports that 40% of smartphone owners have turned to a competitor's website after a bad mobile experience.<sup>4</sup>

### **WHAT IS A SMARTPHONE?**

A smartphone is simply a mobile device that can access the Internet using a graphical user interface. If you've ever used a phone with the Apple, Android, or Windows operating system, then you've used a smartphone. More than 50% of the U.S. population now owns a smartphone.

## **Building a Mobile Website: Understanding the Options**

---

Okay, now that you've spent some time getting inside the mind of your customer and analyzing the key elements they'd like to see on your mobile website, it's time to roll-up your shirtsleeves and get started with the nuts-and-bolts side of the equation.

There are three primary ways you can build a mobile website. The first is by going to your web hosting company and using one of their automated systems that simply repackages your desktop site for a mobile screen. This is not your best choice because, as we've discussed, someone visiting your mobile site probably isn't interested in the detailed information available on your desktop site—they are interested in key pieces of information they can access quickly. When a hosting company simply reformats your desktop site for a mobile screen, the experience for the users is, quite frankly, a pain in the you-know-what. As such, you should avoid this approach.

The second primary option for building a mobile website is a plug-and-play system.

### **THREE MOBILE WEBSITE CATEGORIES**

There are three primary approaches you can use to build a mobile website:

1. Web Hosting Company
2. Plug-and-Play
  - a. WordPress, Drupal, etc.
  - b. Mobify, MoFuse, etc.
  - c. HubSpot, Eloqua, etc.
3. Ad agency or web design firm

## HOW TO BUILD A MOBILE WEBSITE

There are several subcategories within this second option. The first subcategory is for bloggers who use WordPress, Drupal, or one of the other primary blogging platforms. These platforms have plug-ins that do a very effective job of reformatting your blog for a mobile screen. Blogs are simply streamlined websites, so it's easier for a plug-in to do an effective job streamlining the blog for a mobile screen. (As mentioned earlier, when it's an entire website that's being reformatted, the results are less-than-optimal. But when it's a simple blog that's being reformatted, the results can be better because blogs are much more streamlined than full-blown websites.)

The second subcategory includes online software programs that can create stand-alone mobile websites for your company. These mobile websites would be entirely separate from your regular desktop site. Some of the better-known tools in this subcategory include Mobify, MoFuse, and Onbile. If you're trying to keep things very simple and don't want to spend much time developing your mobile website, these tools can be a quick and easy way to get a mobile website up-and-running quickly.

The third subcategory is for people using marketing software programs like HubSpot or Eloqua. These tools are all-encompassing online platforms that allow users to create social media campaigns, email marketing campaigns, and other digital marketing campaigns. As part of their service offering, their software creates a mobile website using the existing content you've provided.

The third primary option for building a mobile website is to turn to your ad agency or web design firm. The odds are pretty good that they already know how to create a mobile website, so you're probably in good hands. That said, it never hurts to understand the technical side of building a mobile website. In the next section, we discuss the nuts-and-bolts aspects of mobile website design.

### **Building a Mobile Website: Step I**

---

As you may know, a website is nothing other than a bunch of digital files that are hosted on a bank of computers at your web hosting provider. When someone types in your URL, the hosting company displays the digital files as a web page on their screen.

So when someone types `www.YourWebsite.com` into their browser, your home page displays on their screen. If they type `www.YourWebsite.com/blog` into their browser, they are directed to your blog. In similar fashion, if they type `www.YourWebsite.com/bios` into their web browser, their browser displays your corporate bios on their screen.

Understanding the anatomy of a URL will come in handy as we dive into the technical side of building a mobile website, so let's do a quick review of some of the terms you should be familiar with.

# HOW TO BUILD A MOBILE WEBSITE

© 2012 by Pearson Education  
Published by Pearson Education, Inc.  
Publishing as FTPress  
Upper Saddle River, New Jersey 07458

Company and product names mentioned herein are the trademarks or registered trademarks of their respective owners.  
All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

ISBN-10: 0-13-312103-8  
ISBN-13: 978-0-13-312103-2

For more information, please contact us at [info@ftpress.com](mailto:info@ftpress.com)



---

# Practical Social Marketing Tips to Make More Money

---



## How to Make Money with Mobile Media

Why mobile media is right for your business—and quick, easy, low-cost ways to get started right now!

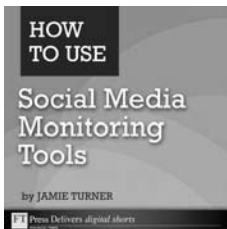
Jamie Turner  
ISBN: 978-0-13-257540-9  
\$4.99



## How to Make Money with Mobile Marketing 2D Codes

25 great ways to use 2D codes to grow your business and differentiate yourself from competitors—plus a practical plan for getting started.

Jamie Turner  
ISBN: 978-0-13-273199-7  
\$4.99



## How to Use Social Media Monitoring Tools

Your company needs to gain clear and substantial value from its social media investments. Getting results begins with monitoring.

Jamie Turner  
ISBN: 978-0-13-303765-4  
\$4.99