

Video 3

What's a Mobile Website?

A Mobile Website is the new online home for your business on Mobile Devices. It provides your business with a public identity on Mobile phones, and it's where you connect with customers, develop your brand, and engage your following with the other half of the audience you can't reach using the regular communication channels.

A Mobile Website is a complete website you create or adapt to be showed on mobile devices. It is one of the greatest ways you can get the most out of your whole audience and help your business stand out from the crowd. There are a lot of brilliant ways you can communicate with your audience using their cell phones to show them what your business is all about and what a great service it can provide them.

You will see some of the great benefits a Mobile Website can actually offer on behalf of your business success.

- Mobile websites are accessible from anywhere as long as the person has an internet capable mobile device like a smartphone.
- Mobile websites provide a version of your website that is optimized for smart phones, so it loads faster and works well on the smaller screen of handheld mobile devices.
- Mobile Websites are SEO friendly and have good rankings on Google and can be registered in online directories so your audience can find you easily.
- Mobile websites allow customers to use Geolocation apps to find nearby businesses, which means more chances of a sale.
- Mobile websites bridge the gap between online and offline advertising through things like Quick Release Codes, or "QR codes," which can be placed on advertising and product packaging and lead potential customers directly to your mobile website where they are likely to become customers.
- Mobile websites are easier and faster to create than regular websites, so it makes mobile marketing fast and simple to use.
- Mobile websites help companies build their brand identity and stand out from their competition.
- Mobile websites are compatible across several types of Internet-capable hand held devices like smart phones, tablets, etc.
- A mobile website can be developed so that it acts like a mobile app, which makes it a more practical alternative than an actual app, because mobile websites are cheaper and easier to maintain and more customer accessible.
- Having a mobile website puts your business one step ahead of your competition that doesn't have one. Mobile websites are a symbol of today's fast paced world and if a business doesn't have one, they are missing out on potential profits and customers.

The following videos will provide what you really need in order to get your Business on Mobile the easiest way possible, and in the shortest time ever. Here you will find the most necessary components of a highly successful Mobile Website.