



Why Do Businesses Need to Care About Building Mobile Optimized Website?

Creating mobile optimized websites to take advantage of mobile device capability is crucial for businesses to stay competitive mobile/smartphone oriented world.

NEW YORK, NY, USA, November 17, 2014 /EINPresswire.com/ -- Most websites do not offer a pleasant user experience when viewed on a mobile phone. They are slow to load, hard to view and do not offer the right kind of experience for customers on-the-go. Global smartphone use will reach 2 billion by 2015 (Bloomberg) to surf the Internet and look for information and services. 83% of internet usage is from mobile devices via mobile optimized websites. As per "eMarketer". "By 2015, we estimate that 15 countries worldwide will have seen more than half of their populations adopt smartphones. If your business is not on the mobile Website, create a mobile optimized website which allows your consumers to find you easily.

What are the benefits of a mobile optimized website to my customers?

Studies show that visitors who access a full website on their mobile phones complain about how much time and data is required to load the site and how hard it is to find the information they need without pinching and zooming. Most will abandon the site and look for a competitor with a more mobile optimized website.

Need more convincing? Read on...

More than 55% of internet search originates from a mobile device (as per Google) and is increasing

Mobile optimized sites load faster and uses native device features (Maps, phone dialer)

90% of visitors will contact you via click to call or leave a message right after they interact with your mobile site

Loss of revenue if customer cannot interact with your website on mobile device

Mobile website helps customer interaction (Reviews, social media integration, coupons, reservations, menus)

Faster checkout and Payment integration for E-Commerce.

Deploy your mobile site as mobile app at a significantly reduced cost

If you do not have a website, create a mobile site which can render beautifully on desktop browsers using the [responsive website](#) design principles.

Create website quickly from pre-defined templates

Google gives higher search rankings for mobile optimized websites

Mobile searchers not only want information in an instant but they want to act soon.

Searching for Information on the Go

The survey shows that consumers have different uses and expectations for PC/laptop and mobile local searches. Smartphone and tablet searches are driven by a need for information on the go—a top reason cited by 65 percent of smartphone users and 37 percent of tablet users. As a result, mobile phone and tablet searchers don't want to be overwhelmed with content, but do expect details like addresses (mobile) and basic product/service information (mobile and tablet).

The new research also indicates a divergence between smartphone and tablet local search:

- Compared with all other devices, mobile phones have the highest conversion rate: Nearly 80 percent of mobile phone searches end in a purchase.
- Tablet search functionality might be influenced by the time of day—44 percent of tablet traffic occurs after 5 pm, when users perhaps find it harder to reach brick-and-mortar stores.
- Share of tablet searches that end in a purchase, 64 percent, decreases as the search function becomes comparative in nature.

Create a mobile website in minutes

Quickly create a mobile website using our express site creator (MigMobi.com) and link to your existing desktop site. MigMobi provides code to automatically redirect your desktop site to your mobile site if your site is accessed from mobile device. Websites can be quickly created from mobile website templates

MigMobi also offers free QR Codes to track your marketing campaigns to measure the effective use of your marketing dollars

Don't have desktop website?

If you do not have a desktop site, create a free [premium mobile optimized site](#) today that can also look good on a desktop. Using responsive website design principles, a website can be quickly created which renders beautifully on a desktop browser. Free third level domain included. Mobile site with [mobile friendly features](#) like click to call and find us with map integration.

Make sure mobile websites are discoverable by search engines and make it easy for customers to find what they are looking for.

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About Us: MigMobi allows you to easily create premium mobile optimized websites from your existing site or from scratch. Mobile optimized websites allow you to reach the widest audience and use native mobile features like Click to Call, and Find Us in addition to providing a pleasant user experience on mobile/tablet devices. You can offer coupons, accept online payments and use your mobile site as a Mobile App. We offer free QR codes to track you marketing campaigns.

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