Less is More
Preparing Your Site for Mobile Delivery

Speaker:  
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Google Glass
Samsung Galaxy Gear (a.k.a “Smartwatch”)
Smartphone Penetration is on the Rise

Q1 2011: 31%
Q1 2012: 44%
Q1 2013: 56%

Source: Google
94% of smartphone users have looked for local information

84% have taken action as a result

Source: Google
Looking for Local Information is a Frequent Smartphone Activity

57% Look for local information at least once a week

25% Look for local information daily

Base: Private smartphone users who use the Internet in general, Smartphone n= 1,000
Q3: How often do you look for information about local businesses or services on your smartphone? (Ever)

Source: Google
Offline Ad Exposure Leads to Mobile Search

56% have performed a mobile search after seeing an ad

Ad location:
- TV: 50%
- Shop/business: 46%
- Magazines: 38%
- Posters / Billboards: 26%

Base: Private smartphone users who use the internet in general, n=1000
Q43a: Thinking about the last 6 months, how often have you used your smartphone to do a search in response to an ad you have seen in a magazine, on a poster, on TV or in a shop/business?

Source: Google
Mobile Phone Market Share Trend by Platform

Source: comScore MobiLens, U.S., 3 Month Avg. Ending Dec-2010 to Dec-2012
Smartphone Penetration by Age and Income

January 2012

Source: Nielsen
Local information seekers take action

64% called the business or service

65% visited the business

24% told others about it

38% made a purchase

48% looked up the business or service on a map or for directions to a business or service

51% visited a business (e.g., store, restaurant)

47% visited the website of a business or service

17% read or wrote a review about a business or service

13% recommended a business or service to someone else

29% made a purchase from a business in-store

24% made a purchase from a business online

Base: Users who use the Internet in general and who look at least once a month for information on their smartphone. Smartphone size: 911 (931). Which of the following actions have you taken after having looked up this type of information (business or services close to your location)?

Source: Google's Databoard for Research Insights
LOCAL INFORMATION SEEKERS TAKE ACTION

64% connected with the business
- called the business or service: 48%
- looked up the business or service on a map or got directions to a business or service: 47%

65% visited the business
- visited a business (e.g. store, restaurant): 51%
- visited the website of a business or service: 47%

Source: Google’s Databoard for Research Insights
Smartphones Help Users Navigate the World

“…Ensuring that clickable phone numbers appear in local results and leveraging location based services on mobile make it easy for consumers to connect directly with businesses.”
Background

• The rate at which individuals are using smartphones with access to the internet is exponentially increasing.

• Feature phones still exist, but is it still necessary to develop for those devices?
Let’s start from the beginning...

• Plan, plan, plan
• Like any project you must first define your goals
• Do your research
• Figure out what’s important
• Start a checklist
Let’s start from the beginning...

• **Research**
  • Who are your users?
  • What are they accessing?
  • Look at your website metrics!

• **Use Cases**
  • Take a typical user and tell a story
  • Put yourself in the user’s shoes
How do I start?

Identify areas for conversion
• Based on your website metrics, identify areas that users would most likely access via a mobile device.

Does not have to be all or nothing!
How do I start?

Focus on the things you can control

- 2 things that affect smartphones: *content* and *images*.
- Optimize your site based on those two items and your goals. *Trim the fat!*
Content

*Less is More!!!*

- Content that works for a desktop online experience may not work for mobile.
- Screen sizes vary across mobile device. Design content to be “device agnostic.”
What should my mobile site consist of?
• Focus on what’s important: Meat and Potatoes

Be Brief!
• It has become increasingly difficult to view websites on mobile devices. Maximize the screen real estate!

No fancy functionality!
• Gone are the days of fancy drop-down menus and flash sites
• Minimize the fancy effects
Utilize mobile conversion tools

• See what works and what doesn’t. This will give you a “snapshot” of what your site will look like on a mobile device.
Mobile Preview
Conversion Tools

• **Google Sites** offers a way to create a mobile site *if* you already use Google to **host your site**.

• **WordPress** has a list of separate conversion plug-ins that will allow visitors to see a mobile-ready version of your site.

• “Free” utilities – Look at the terms first!
Conversion Tools

Pros

• Easy to convert
• Automatic cross browser & device compatibility

Cons

• Maintain content across multiple sites
• Separate domain names for both the mobile version and the web version
• Sometimes pay for conversion
Conversion Tools

Considering a paid conversion utility or paying a website vendor to convert your site?

• Know the facts!
• Plan ahead
• Ask questions (Cost, time, resources, etc.)
• Budget accordingly
Mobile Site Highlight

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Service of the San Diego County Bar Association help you find a qualified, prescreened attorney who can help you with your legal matter. The service is certified by the State Bar of California and the American Bar Association.

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Mobile Site Highlight

New York State Bar Association LRIS
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Checklist

1. Research your users (analyze metrics)
2. Develop a use case
3. Determine which content areas are most important for conversion (pages most visited)
4. Optimize graphics for mobile (reduce overall size)
5. Condense content for mobile delivery
Resources

Google Webmaster Blog

Google Site Conversion Utility
  • http://www.google.com/gwt/n

Google Sites

WordPress mobile plug-ins
  • http://dailytechpost.com/index.php/5-best-free-wordpress-mobile-plugins/
Comments/ Questions?

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