

Google Is Literally Starving For Your Mobile Website Because Smart Phones and Tablets Now Outsell PC's and Laptops by 4 to 1.

Let me ask you...

When you leave your home what three items do you take with you?

I'd say your keys, your wallet and your mobile phone. Am I right?

Maybe it's not genius to work that out. Especially when you know there are more than 60 million mobile phones in the UK. (That's more than one for every person.)

But for most of us, it's still pretty astonishing how quickly the mobile phone has become essential to everyday living.

A recent survey discovered that;

- 57% of people view mobile phone as *the key to their social life*
- People spend more time on a mobile phone than any other device

And Gartner, the research giant recently published [figures](#) showing that PC sales are rapidly declining whilst sales of smart devices with always-on internet access like Apple's Ipad, Samsung's Galaxy Tab and smart phones are soaring with a [57.7% rise in 2011](#).

It's clear that consumers are voting with their wallets to go mobile.

Exactly as Google, Yahoo, Bing, Apple and all the other big brands have predicted.

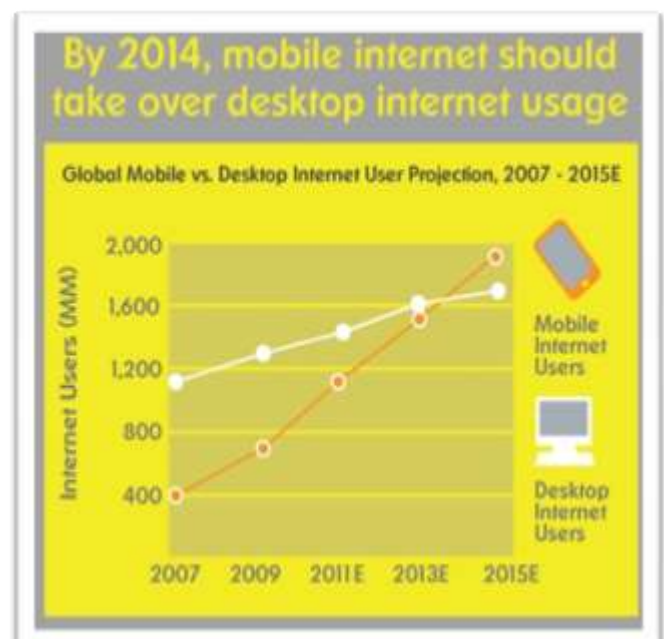
You See, Google, Bing And Millions Of Consumers Love Mobile.

Google has said itself that Local, Social, Mobile and Search are the future of their business.

In a recent [interview](#) the search engine giant announced,

"The Holy Grail for local advertising is location-targeted coupons, and we're building [Google Offers](#) to enable that, as well as click-to-call functionality for nearby businesses."

Google is betting billions that Local Search on Mobile Devices is where it's going to make its money. And where Google goes, the smart money goes. That's the biggest ✓ for mobile you can possibly get.



But Did You Know Google Is Literally STARVING For Mobile Content.

There simply aren't anywhere near enough good mobile sites being served up for Google's liking. They desperately want more. And they want you, the local business owner to give it to them...so they can send you people who want to give you



M-O-N-E-Y

Now you are probably like most business owners. You are very likely to have a website. And it may or may not be bringing you new clients. But even if you do have a website that is purring like a well-tuned Mercedes engine let me suggest you do something right away. And it's this...

GET A SMART PHONE, IPAD OR A SMART DEVICE OF SOME KIND AND TYPE IN
YOUR WEBSITE ADDRESS.

If you don't have your own, find someone that has got one. (There are millions of people using them every day so it shouldn't be too hard to find one of your existing clients to help you out).

Now let me ask you what do you see when you look at your website?

A fast-loading, easy-to-read, call-to-action website?

Or, something that repels clients like bad breath on a first date?

The problem is that nearly all websites were built for a PC or a laptop browsing the internet. And 97% of them are so shockingly bad when it comes to being found and read by a mobile device that clients just switch off. That's because...

**Unless Websites Are Built For Mobile Search,
They Are Too Clunky, Take Too Long To Load
And Are Just Too Much Bother...**

Any business that wants to get found and wants clients to call must invest in a mobile specific website. It's serving up the right bait for the right fish at the right time. It lets you reel them in.

And if you want to be convinced here are a few "reasons" you might want to take massive action.

7 reasons you probably want to invest in a mobile specific website;

1. Smart phones and Ipad devices are getting used more and more for search
2. Most websites don't work for mobile search...full stop.
3. Therefore you want a mobile-friendly website that can be *read on all devices* and you want it yesterday...
4. People use mobile sites to connect directly when they want to buy
5. Mobile websites make it easy - people simply click to call you
6. Phone leads are quality leads and are better at converting into real business
7. This is your chance to get more business right away whilst your competitors are dozing



Any business like yours or mine, that gets clients from the internet should make getting a mobile-specific website a priority decision and by priority that means taking action TODAY.

This is especially true of any business that has existing local clients and wants them to call *and* any business that wants more local clients fast...(remember Google is going for local+mobile+search as its business plan)

So How Do You Go About Getting A Mobile-Friendly Website That Can Be Read On All Devices?

If you need brain surgery who do you go to? A local doctor or a neuro-surgeon? It's the latter of course. And it's the same with a mobile website. That's right. You go to a specialist.

Someone who knows exactly how to set-up, design and host a mobile-website *that can be read on all devices.*

The fact you are reading this report means you have come to the right place. It's up to you to *grab the opportunity to get a head start on the competition.*

And although I know that fewer than 10% of people that read these words will take this opportunity right away I'm *ok with that.*

Because I only want to work with people that take immediate and massive ACTION. (Like picking up the phone or writing an email). If you don't want to invest then that's ok. You can

put it off for another day, or maybe never. All I ask is that you just send this report to someone that does take marketing seriously.

There is really no point me wasting time trying to sell this to you.

You either get it or you don't.

If you don't get it I suggest you look at your website again on your smart phone. But if you do get it and want more people calling you to buy then let's get you up and running with your own mobile website. If you want to get an expert to implement this stuff get in touch.

→ Call or Text 0795 128 4875

Look forward to hearing from you...Boyd Butler

Don't have a website that isn't optimised for mobile!



	iPhone	Android	Blackberry
Pages Analyzed:	44	44	44
Optimized	0	0	0
Unoptimized:	44	44	44
Unavailable:	0	0	0
Mobile Optimization Score:	0%	0%	0%

BOYD BUTLER'S EXPERT GUIDE TO MOBILE WEBSITE CONVERSION

- Traditional websites don't work on the small, touch-screen displays of mobile devices
- Mobile users differ in the way they engage and use websites
- It's absolutely necessary to create a customised site for your mobile users

Here is the expert guide to creating your own mobile website pages.

10 Optimisation Tips for Mobile Site Conversions

1. Speed Matters – Less Is More

Page load speed matters on all web sites; *they matter even more on mobile*. This is probably one of the most important user experience facets to assess when building your page. Mobile users do not have the patience to wait for over 15 seconds for anything to load. So make sure to prioritize low page weight when designing your mobile page. Less is more.

2. Focus on One Goal

Unlike your traditional website, your mobile site does not have the space to provide multiple functions. You will have to pare down your content to just a precious few. Figure out the single most important purpose of your mobile site: branding, acquisition, engagement, retention, customer service, etc. For example, your mobile page may need to be devoted primarily to checking reservations as opposed to booking reservations. What users look to accomplish on your mobile page could be vastly different from your traditional homepage. Design to what users are seeking.



3. Navigation is Key

Navigation makes up the majority of your success. “Word connect” is extremely important on mobile, so make sure you think carefully about how you title your navigation buttons and links (stay away from those esoteric terms). And don’t use up space on pictures at the cost of navigation choices – especially on your top navigation bar.

4. Ease of Use

Each individual page of your site should be low content volume. Successful sites segment their pages with more granularity, especially when considering the option to only offer 5-8 choices on one screen. For example, “t-shirts” and “sweaters” deserve separate pages to allow users to reach their destination easier/more quickly.

5. Use Large Fields

Manipulating the size of your fields and the space between them is critical. This is the most important thing in capturing leads. Larger fields will help users more easily see and complete the fields. They will impact completion rate, and also mitigate error rates (remember, error rates are much higher on mobile at around 20%).

6. Reflect Your Brand

Most users already have an idea of what your mobile page should look like even before they arrive. Remember to transfer over the most visually significant elements from your traditional site to your mobile site. Things like colour should reflect the colour palette of your homepage.



If users don't feel an instantaneous brand match when they arrive on your mobile site, they will most likely bounce. And remember, 85% of a user's view is spent on the top section of your page, so make sure to get the essentials at the top.

7. Mobile Site vs. App

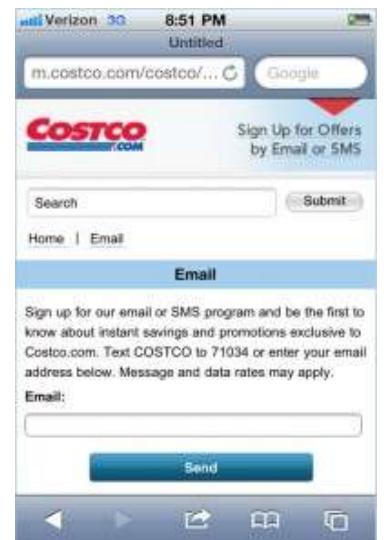
A mobile app is not a mobile site. Actually, if you are planning to have both – they should have clearly different functions. Or, if you are having to choose one, definitely start with building the mobile site – this is what users will be looking for first.

8. Work Your Click-to-Calls

Browsing a site on a mobile device makes it that much easier to turn that action to a phone call. Grab your users while their intent and interest are there. Call leads can show higher quality traffic than from form leads, since it requires users to jump deeper into the funnel. Click-to-Call should be enabled for all phone numbers on your site, and is especially crucial for lead gen pages.

9. Collect Mobile Numbers

We're still in the precious early period of open-minded users, who are curious to try out new methods of connecting. People won't always be as open about sharing their mobile numbers as they are now. Collect them whenever you get a chance – even if you don't know what to do with them. Don't forget about the opportunities to collect from your non-mobile channel as well: your website, social profiles, sign-up forms, etc. If you want to try out a text messaging offer or service get in touch.



10. Full Website View

It's very important to always offer the option for your users to switch to your full website view. Users accustomed to specific content on your homepage may feel disoriented when they cannot find the same items on your mobile page. Typically, this switch-to-full-site link is placed on the bottom of the first page, but if you find your users struggling with your mobile site, consider moving the link to the top of page.

I hope this report has been useful. You either get it  Or you don't.



I've compiled it *because mobile is the future* and I want you to get your share. That's my job.

Getting more people to call you and give you money.



Call or Text me on 0795 128 4875

Boyd Butler

PS I've only got time for a handful of clients this month and I expect all slots will be booked by the end of this week.

PPS I only work with ONE client in any one industry in any one local market. I never compete against myself. Call or text me on 0795 128 4875.