

Worksheet: Serve on-the-go customers via mobile phone

More and more, customers search for products and services while they are out and about. If they are searching for you or something you offer, it's critical that your business shows up.

1) Evaluate what you have

- If you have a smartphone handy, look at your website.
 - Does it look right?
 - Is it usable on a mobile phone?
 - Is it easy to navigate?
- If you don't have a smartphone, visit: www.howtogomo.com
This free tool shows how your website looks on a smartphone.
It also provides a report on what's working and what you can do better.

2) Checklist: Mobile site content

What information is most important for mobile visitors on your site?

- Phone number
- Maps, directions and store hours
- Easy-to-use product pages
- Site search

What else would you like to feature on your mobile website?

You may want to show less content on some mobile pages. What information is less useful for website visitors using mobile devices?

3) Promote your mobile site

The good news: once you launch your mobile website, it appears automatically when viewed on a smartphone. You do not need to promote a separate URL. You should mention your cool mobile version, but you can use the same URL on signs, press releases, print ads, etc.

4) Track Results

Last but not least, track results. Web analytics software, like Google Analytics, shows how many visitors came to your website using mobile devices. Use the reports to learn what information interests them. This can help you make improvements!

