

Micro Mobile Websites the EASY WAY

Build, Conquer

**Poll: Do you already have a
mobile site?**

Why Mobile and Why NOW!

Design Best Practices

How To Implement





1.7 Billion – 2013

77% Mobile Worldwide

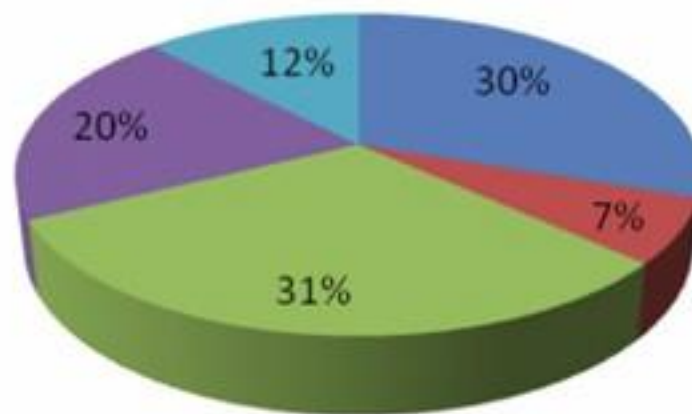
Mobile over PC by 2013

25% Mobile ONLY



When mobile browsing, what kind of information are you most often searching for?

- Destination
- Shopping
- Business/Company Information
- Social Media
- Other



Source: Modapt, Inc/Morrissey & Company Mobile Survey, July 2011

Google maps LAS VEGAS RESTAURANTS

Get directions My places

RESTAURANTS near Las Vegas, NV

A Eiffel Tower Restaurant ▾
 3655 Las Vegas Boulevard South, Las Vegas, NV
 (702) 948-6937
 eiffeltowerrestaurant.com
 This place has unverified edits.
 ★★★★★ 110 reviews \$\$\$
 experience at paris - glass elevator - observation deck - beef wellington - breathtaking views
 "The view of the water show is great and what makes this place. ..."
 Top 10 View Restaurants 2011 - gayot.com

B Mon Ami Gabi ▾
 3655 Las Vegas Boulevard South, Las Vegas, NV
 (702) 944-4224
 monamigabi.com
 Category: French Restaurant
 ★★★★★ 200 reviews \$\$\$
 bloody mary bar - classic french bistro - al fresco dining - patio seating - water show
 "Amazing atmosphere and great service"
 Top 10 Burgers Restaurants 2011 - gayot.com

C Strip House Steak House ▾
 3667 Las Vegas Boulevard South, Las Vegas, NV
 (702) 737-5200
 striphouse.com



About SEOmoz

About SEOmoz
 What we do and how we got here.

Mozzers & Mission
 Meet the team and learn more about our core values

Contact Us
 Call us, email us, send us love letters, or visit our home base.


Join Our Team
 Check out open positions at the mozPlex.

Press & Awards
 See us in the news and download our press kit.

Events


What We Do

SEOmoz develops **SEO software**, provides a robust link intelligence API, and hosts the web's most vibrant SEO community. We're based in **Seattle**, but we're often found traveling the globe to participate in marketing **events and meetups**. We're also incredibly fortunate to have the most helpful and cuddly robot in the Solar System. Oh, and by the way, **we're hiring a few good people**.



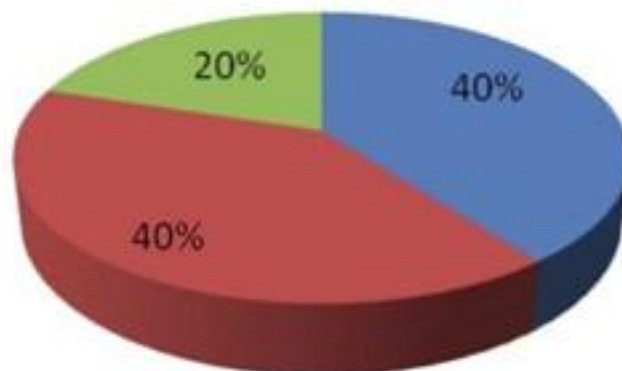
SEOmoz PRO *The web's most popular SEO software*

We spend much of our time developing SEOmoz PRO, a complete set of software, tools, and resources to maximize your search engine optimization. PRO members get our campaign-based web app, dozens of SEO tools, webinars, and full access to Open Site Explorer. Learn more and sign up for SEOmoz PRO:



What is your biggest frustration when mobile web browsing?

- Slow downloads
- Difficult to navigate the sites
- Hard to read/find information



Source: Modapt, Inc/Morrissey & Company Mobile Survey, July 2011

1. More closed business
2. Deliver better user experience for customers
3. Separate from competition
4. It's easy - already have the content

- 61% won't return to a lousy mobile site
- Don't lose people **LOOKING FOR YOU**
- Shift from PC to mobile
- Like not having a website 4 years ago

1. Are you doing:

- Print Ads
- Business Cards
- Packaging
- POP Displays

2. Do you have mobile traffic?

3. Any new products/services

4. Tradeshows (internal/external)

5. Storefront



MAKO® 18 LTS
\$20,995
 Boat, Motor & Trailer
 w/ Mercury® 90 ELPT OptiMax®
MSRP. See dealer for actual price.

**INFUSED WITH TRADITION. LOADED WITH CONFIDENCE.
 BACKED BY 45 YEARS OF LEGENDS.**

Since 1966, MAKO® Boats has provided inshore and offshore anglers with rugged and ready-for-anything means to get to their favorite fishing spot. Each one is loaded with decades of experience, a lengthy list of high-quality features and all the confidence you need to take your fishing farther than ever.

MODELS FROM 18' TO 28'
BASE MODELS START FROM
\$19,995 TO \$89,995

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 BOAT CENTER
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SEE 2225333333 AT THE TIME OF PURCHASE FOR DETAILS.

VIP

*See dealer for actual price. Excludes taxes, license and optional equipment. Offer good on new boats only. See dealer for complete restrictions. © 2013 Tracker Boats Inc.



2011 MAKO 18 LTS Inshore

[Boat Details](#)

[Get a Brochure](#)





The 5 Myths



I Need an App

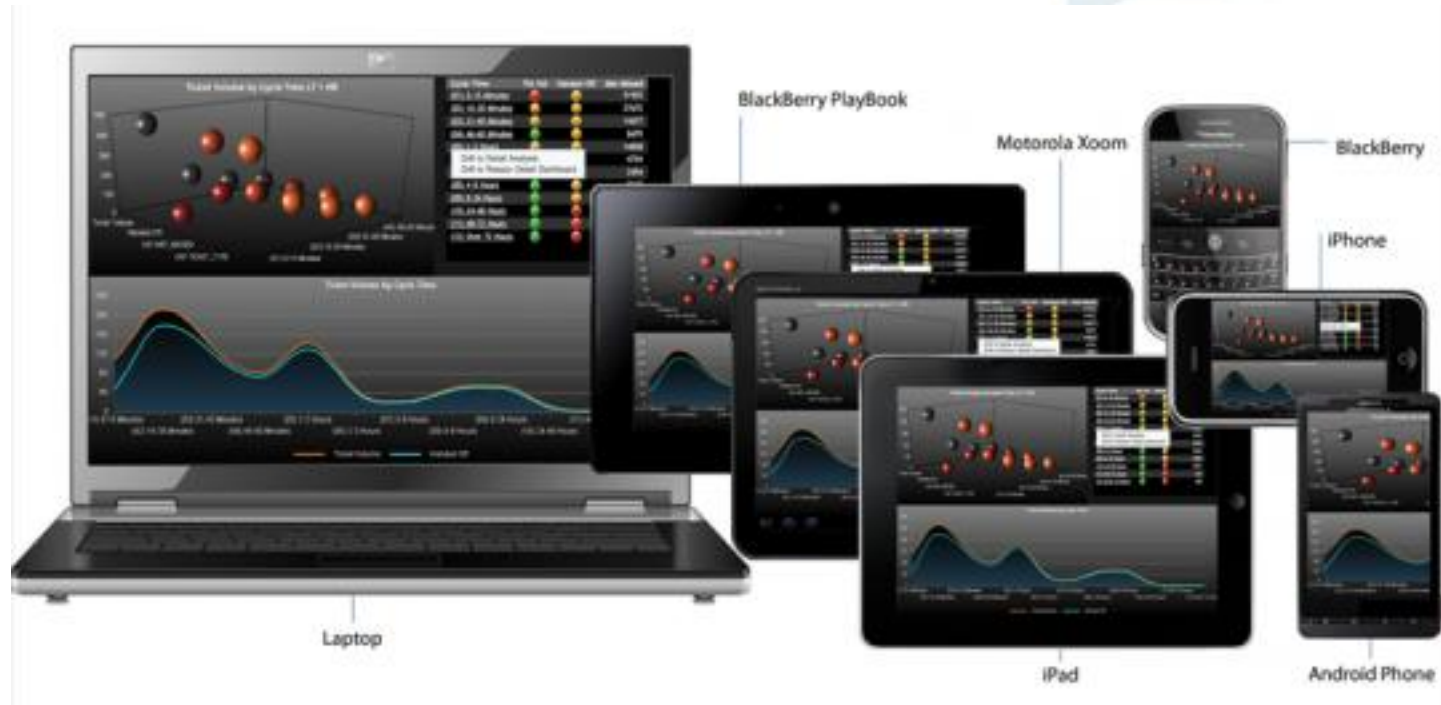
`</head>` `name="description"`

Too HARD.

`<body style="margin: 0; background-color: #f0f0f0;">`
`<div id="main_content">`
`<h1 style="font-family: Georgia, serif; font-size: 1.5em; margin: 0; padding: 10px 0 0 0;">`

Don't Need It

CLOSED



Design for Every Device

Too Expensive



STRATEGY

ANALYSIS

DEVELOP

IDEA

INNOVATE

REFRESH

PLAN



Why is this user looking for my company on their device?

Keep It Simple.





PITTSBURGH
DOWNTOWN
PARTNERSHIP

PLACES

LIVING

EVENTS

Pittsburgh Places:

Dining



Shopping



Arts & Culture



Parking



View All Categories >



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[202-600-2992](tel:202-600-2992)

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Main Menu

Mobile Banking Sign In >

Locations >

What is Mobile Banking? >

About Bank of America >

Regular Site Access



Welcome To Singlehop.Mobi Carlo!



My Ticketing

Contact our Support team, 24/7 & 10 minutes guaranteed response time

0



My Servers

Manage & View your servers

1



My Billing

View your invoices & pay any outstanding bills

0

QuickReboot:

sa.gostudy.info



reboot



Sections



Videos



Shows



Alerts



Weather



SEARCH

TOP NEWS

Mar. 18



**As Banks
Boomed,
Watchdogs Got
Big Bonuses**



Complaints Over Fixed Toyotas Jump to 105



1.2 Million Graco High Chairs Recalled



"Jihad Jane" Due in Court on Terror Rap



Temperature Rising for Health Care Votes



- MOVIE NEWS
- IN THEATERS
- AT HOME
- REVIEWS



Rio



Scream 4



Hanna

MOVIE NEWS



Water for Elephants

Back



Join the Global Breast Cancer Movement

Breast Health

Get Involved

News & Events

About Us

Donate

- \$25
 - \$50
 - \$75
 - \$100
 - OR, choose your own amount
- \$ (minimum \$5.00)

Your contact information

- Deliver the right information
- Think Small. Content / Graphics
- Provide a function & design to it
- Simplify
- Have it make sense
- Use standard User Interfaces
- Align with other channels/marketing
- Remember the business goal



A construction worker wearing a red hard hat, sunglasses, and an orange safety vest with reflective yellow stripes is looking upwards. In the background, a large yellow tower crane stands against a clear blue sky with some light clouds. The crane's horizontal jib extends across the top of the frame.

Build it.

Easily.

1. Have Someone Else Do it

wsib2bmarketing.com

1. Have Someone Else Do It
- 2. Use a Web Service**



Mobilize your business

Your customers are mobile; how about you? With Google Sites, you can build a professional mobile landing page in just minutes.

1 Choose template:

Restaurant

Local Business

Lead Generation

The **restaurant** mobile template creates an easy way for customers to visit your restaurant. This template's multiple pages let you include a menu and directions. [Learn more ...](#)

2 Select color:



Try this template

Wappale powering the mobile web

 **winksite**[®]

 **WIXMOBILE**

mobicanvas

 **goMobi**[™]

duda mobile

mobeezo[®]

mobiSiteGalore[®]
Do-It-Yourself Mobile Website Builder

MOOVWEB
We bring the web to mobile.


mobiOne
mofuse

- **Web Development Company**
 1. \$1500-\$2000 setup/build
 2. \$25-\$100/month hosting
- **Web Based Service**
 1. Free-\$199/month depending on service, features and individual needs
 2. Input Data

1. Have Someone Else Do it
2. Use a Web Service
- 3. Manually Build it/existing site**

 **WORDPRESS.ORG**
Mobile Press / Mobile Pack





- iPhone
- BlackBerry
- Apple iPad
- Nokia



Main Features



8 Skins

Main and Inner Pages - W3C (XHTML & CSS) Validated



12 Containers

Gray, Orange, Blue and Green Containers - W3C (XHTML & CSS) Validated



Sample Contents

100% W3C (XHTML 1.0 & CSS) Validated

4 colors skins



Gray



Orange



Blue



Green

Panes Layout

Web Pages: ROI and Financial Incentives (Live Page)

Web Page Details

Role Responsible: None Specified [Edit](#) Workflow: None Specified [Edit](#) File Name: **roi.html** [Upload](#)
[Download](#)

URL: <http://inerjy01.wsiefusion.net/why-wind/roi.html>

Page Title:

Folder: Page URL:

Page Name: Release Date:

301 Redirect: Expiry Date:

Template:

- Don't use a template
- Use default template
- Home Page Template
- Home Page Template Copy
- Interior Pages
- Main Template
- Mobile**
- Printer View Template
- Sub Template

[Hide More Options](#)



Ask Everybody to look at.



Smart Phone
Ownership is

50%
and growing



In the Last Year
Mobile Search
Increased

4X

Growth by 2013



Mobile phones will eclipse
PCs for internet access.

Conversion

90%

People take an action within
24 hours of a mobile search.

* Statistics from Google, Inc.



Questions?