



Three Steps to a Better Mobile Strategy

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Introduction

Mobile device proliferation continues at a break-neck pace, far outpacing the ability of content providers to keep up. There's no doubt that the mobile storm is coming, with 2014 pegged as the year when mobile web access tops that from desktops. Despite this looming precipice, many organizations have done nothing to prepare.

Recent data shows only 10% of the web is mobile-friendly. Others have boldly advanced, only to find that their visitors actively avoid the mobile experiences they create, in favor of the "old" desktop experience. In spite of the intense hype around mobile, there is still ample opportunity to gain a competitive advantage with the right mobile strategy. Whether you are just starting to address mobile, or reevaluating your current mobile strategy, this whitepaper presents three steps to jumpstart your mobile strategy and help you find the one that's right for you.

STEP 1:

Understand Your Audience

Bad Mobile Loses Customers

On a tiny smartphone screen you don't have enough real estate to be wasteful, so every word, graphic, and function has to count. Lack of planning looms large on small screens, and your impatient visitors will likely be off seeking friendlier shores in the blink an eye if their objectives aren't swiftly addressed. Worse yet, data suggests they won't return anytime soon.

Google Research found that 79% of people who don't like what they find on one site will leave to search for another site, and 50% of visitors would visit a website less frequently if it's not mobile-friendly—even if they like the business.¹

Make Informed Decisions

That's why your first step in developing a mobile strategy must be gaining a clear understanding of your audience and their goals. Only then can you focus the experience so it resonates immediately with your audience. Why are visitors coming to

your website? What are they trying to accomplish? Which pages or sections best lend themselves to a mobile experience? As you begin, make informed decisions by using your web statistics as a guide. Numbers don't lie, and it will be easier for you to prioritize action items and gain team consensus if the decisions are based on sound information.

Meanwhile, don't lose track of the forum you're addressing: mobile. What does the context of a mobile user with a small screen size suggest about your mobile priorities? Funny as it may sound, once you start digging into the weeds, it's easy to forget the importance of the mobile context in prioritizing your work. Remember visitors are likely on the go, so use that knowledge to help guide your decision making. A restaurant may want to start with menu or reservation pages while a yoga studio may prioritize the class schedule. You won't likely tackle your entire mobile platform in one bite, so keep the mobile context in mind and use data to develop a plan that can support future growth.

¹What Users Want from Mobile Sites Today, Google Research, September 2012.

Figure 1: What the Mobile Device Says about the Visitor



Sources: Mobile Commerce Daily, November 27, 2012; Flurry Analytics, September 2012

STEP 2:

Select Your Mobile Strategy

Optimize Results with the Right Strategy

When assessing mobile, your options divide into two categories: device agnostic vs. device specific. Device agnostic experiences utilize Responsive Design to deliver one version of your web site that adapts to any screen size. Whereas, device specific experiences result in a unique experience for a specific device. These must be replicated for each device on the marketplace

to deliver customized experiences for everyone, or an alternative strategy must be employed for the others, such as Responsive Design. Mobile apps are another way to leverage device specific traits, and these can be programmed into the app to optimize the mobile app experience for specific devices.

Figure 2: Device Agnostic vs. Device Specific Mobile Experiences

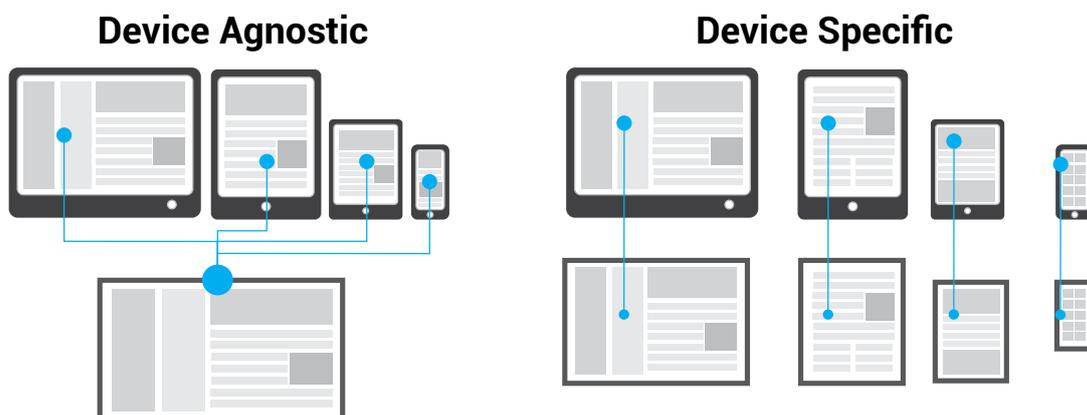
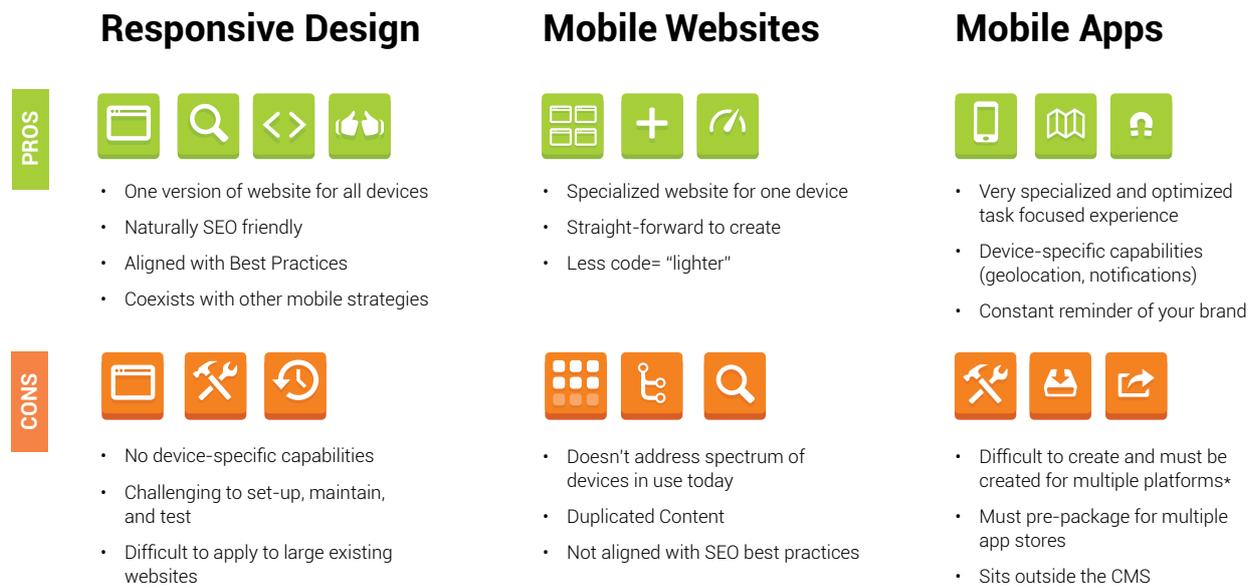


Figure 3: Mobile Strategy Options



*Sitefinity 6.0 has mobile app creator that streamlines mobile app creation, and empowers less experienced users to make apps themselves.

STEP 3: Start Small, Measure, Iterate

Mobile On Your Terms

Depending on your organizational needs, you can mix and match the above strategies to accomplish your goals. For instance, you can employ Responsive Design approaches for the majority of devices, but develop device-specific mobile website or mobile app experiences for select devices where they would prove advantageous.

Conversely, you can develop device specific experiences and use Responsive Design to help the site adapt for horizontal and vertical device alignments. There are many combination options, so use your goals and priorities to pick the right plan for your organization and stick to it so you stay on track.

Don't Rush, but Don't Delay

Despite the approaching mobile storm, you need not rush to address your entire web presence at once. In fact, we caution against that lest you fall victim to a host of unintended consequences. Many organizations started to fork sites, creating completely separate mobile, tablet, and desktop versions only to realize they couldn't possibly keep

pace with the volume of content edits. Others focused on a particular device, but neglected to account for the rest.

These are examples of why you should start small with the most important goals you identified in Step 1. Do this, and you can likely avoid these and other mobile pitfalls. Execute at a high level against your primary goals, and then measure the result. Measure, test, and improve as you go along and your results will speak for themselves. Refine and repeat for your next group of priorities. In this way, you can deliver small focused value while maximizing your IT resources. Add more mobile channels over time that you identify as critical to your business growth.

Next, evaluate how to advance your business processes by leveraging mobile, such as via Ecommerce or social media which lend themselves well to quick hits—there's that context creeping in again... The better your mobile foundation, the better equipped your organization will be to drive innovation through mobile.

An Example: Quantum Computers

Let's look at an example. Quantum Computers noticed that mobile traffic on their website was around 5%. Yet, their store locator page saw 30% mobile traffic. A quick look at this page on an iPhone revealed a poor user experience. This fact was further confirmed by the high mobile device bounce rate for this page. Quantum used the Responsive Design approach (Device Agnostic) to optimize the experience for small screens. After a few weeks, they saw the bounce rate drop for this page. This result sparked Quantum to discuss ways to further

improve the store locator experience.

Quantum decided to create a mobile app and a dedicated mobile website (Device Specific), the latter of which utilized geolocation to automatically search for the closest store. These specialized experiences further improved the store locator success rate on smartphones. Having solved the highest priority task (store locator) Quantum Computers next turned their attention to other activities (i.e. Shopping).

Conclusion

Though the mobile storm is approaching there is still some time to prepare, and likewise gain a competitive advantage over those not yet mobile-ready. Take advantage of this window of opportunity to understand your audience and their goals, then pick a mobile strategy that balances value against organizational needs.

Set a realistic and properly prioritized course to implementation, remembering always to measure, test and refine along the way to optimize results. Address accessibility, SEO, and conform to best practices as much as possible so your site will last over time. But most importantly, choose the right content management tool so you can manage your entire web presence on a platform capable of powering your growth and success into the future.

About Sitefinity

Sitefinity is a modern online business platform which adapts to any business requirement and works equally well for online marketers, developers and IT managers. Sitefinity is used for all kinds of online applications from commercial websites to community portals and intranets, and scales effortlessly no matter the size of your project. Best of all, Sitefinity offers a simple, easy-to-use interface with a virtually flat learning curve that makes it a delight to use.

Sitefinity powers more than 10,000 websites worldwide with a particularly strong presence in financial services, government and education. Global brands such as Kraft Foods, Dannon, Magna, BASF, Toyota, Chevron and Yale School of Management rely on Sitefinity every day.

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