

3 Reasons a Mobile Site Is a Must for Local Businesses

Mobile web usage is exploding as more customers turn to their devices to find local businesses. In less than three years, more people will access the Internet via mobile devices than from desktop computers. This shift in consumer behavior has huge upside implications for local businesses. Are you ready for it? Do you have a mobile-friendly website? Are you findable? Just because your website is visible on a mobile device doesn't mean it's mobile-friendly. Mobile sites are specifically designed for the small screen. Mobile sites are quick, easy to navigate and "thumb friendly," which means they use such things as large, centered buttons with "breathing room" to prevent accidental clicks. And the best mobile-friendly websites make the mobile experience *local*.

Magic of Mobile "Click-to-Call"

You can have your phone number open in a smartphone application that makes it easy for the customer to call your business with a single "click" (the beauty of mobile is that the device combines phone and Internet). Recent tests of click-to-call on local business mobile sites show that call rates for click-to-call are through the roof.

For example, nearly half of all consumers visiting transportation-related mobile sites make a phone call to the business. About 32% of customers visiting mobile sites for pizza restaurants called. And call rates are high for other categories as well, including car services (28%), auto repair (22%), home repair (20%), medical services (16%), beauty and spa (13%), retail stores (12%) and restaurants (11%). Compared to so-called "click through rates" for online ads, those call rates are enormous. And phone calls have a much higher rate of converting to sales.

Still not convinced? Here are three major reasons that mobile is a must for local businesses:

1. Mobile-friendly websites create positive customer response

Today's consumers have high expectations for the mobile sites they visit. If your mobile site provides a good experience, it will drive revenue for your business. Research shows that 51% of consumers are more likely to buy from a retailer that has a mobile-friendly website.

But there's a flip side to that. About one in five mobile users say they have a *negative* opinion of any business that has a poor mobile site or no mobile site. If all they find is your regular desktop site and have to squint and zoom their way through it, while attempting to fill in a microscopic search box or press a button the size of a pinhead, they'll move on to someone else.

2. The time to move is now

You've been hearing about the potential of mobile for years. Now it's here. For example, a third of all searches for restaurants now happen on mobile. Smartphones are now a part of people's daily lives. Studies commissioned by Google show that 87% of smartphone owners use their devices on the go or while commuting and walking. And here's an eye-opener: 93% of

consumers now use their smartphones at home. Local businesses with mobile-friendly sites can take advantage of these consumer habits and reach customers wherever they are throughout the day.

3. Mobile offers immediate gratification

With a “click-to-call” feature, a “clickable” phone number allows customers to reach your business with one touch. Customers are hungry for the kind of information that makes it easy to contact you. That means the mobile site should have your address or some kind of locator on the landing page, along with directions and a map if possible.

What to Do Now

Call Macquarie IT on **1300 721 840** and ask how you can get a new Mobile Websites for your local business.