



Mobilize
your site
now.

AGENCY GUIDE

A primer on selling mobile-friendly sites to your clients

a  initiative

INCLUDES:

- Introduction
- GoMo Action Plan
- Client Q&A
- How Consumers Use Mobile
- 10 Mobile Best Practices
- Tools & Resources



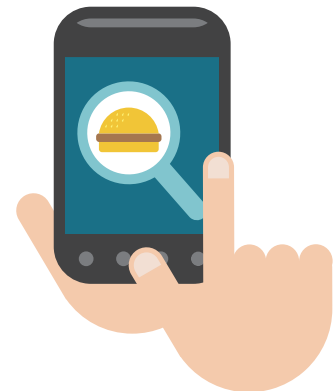
HELPING YOUR CLIENTS MAKE THE MOVE TO MOBILE

Your clients look to you, their agency, to guide their advertising strategy to help them reach their objectives and take advantage of opportunities. And few business opportunities have taken off as fast as the mobile Web. For your clients, it's a new way to reach and influence customers. And for agencies like yours, it's a new source of incremental revenue.

GoMo is an initiative designed to educate businesses about the mobile opportunity and empower them to build mobile-friendly sites. We encourage you to use the resources at howtogomo.com to convey to your clients the importance of creating a mobile-friendly site. At howtogomo.com you can learn why mobile matters, get a personalized report on how to mobilize your client's site and find mobile site developers to partner with. This guide will show you how to put GoMo to work to help your clients make the move to mobile.

Brands that aren't embracing mobile, that aren't there in the moments that matter to people, are basically sending the message that they don't want to be in people's lives. The results we've seen when we've enabled our clients' brands through mobile-optimized websites and search optimization tell us that mobile is the preferred channel of engagement for a fast-growing number of consumers.

—Chia Chen, SVP, Mobile Practice Director, Digitas



"The unprecedented, dizzying pace of mobile technology advancement and consumer adoption will make mobile the most disruptive mass medium, with wide-ranging effects for both advertisers and consumers. Its unique functionality, 24-hour access and engaging interface have created the potential for more effective and efficient advertising than ever before. The best starting point for most brands is to invest in a mobile-optimized site. The recent explosive growth in search behavior means that mobile traffic is coming whether you are prepared or not. Our clients have increased conversions by over 250% just from optimizing their smartphone sites."

—Paul Gelb, VP, Mobile Practice Lead, Razorfish



"If your business isn't optimized for mobile, it might as well be invisible. Mobile isn't going to be a medium. It's going to be the medium."

—Edward Boches, Chief Innovation Officer, Mullen



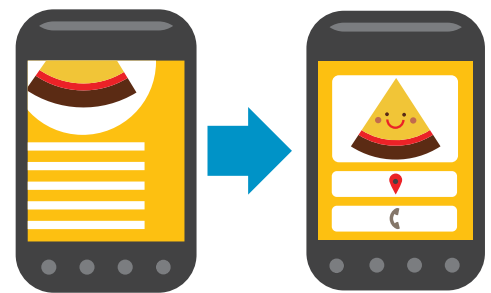
YOUR GOMO ACTION PLAN

So your clients are talking about mobile. They've heard it's important, but many of them aren't sure how to get started—or even what to do first. By helping your clients establish their presence on the mobile Web you are ensuring that they are well positioned for the future. Once they've got a mobile-friendly website, you can work with your client to build out other advertising strategies. This Action Plan will show you how to get the ball rolling.

➤ EDUCATE YOUR CLIENTS ON THE IMPORTANCE OF MOBILE—THE TIME IS NOW!

Your clients might think a mobile site is a nice to have, but not something that they should prioritize. Help them understand how important mobile is right now by educating them on the mobile landscape. We've compiled the latest statistics about mobile usage and the potentially negative impact of not having a mobile site. Share these with your clients.

www.howtogomo.com/en/#why-go-mo



➤ GIVE YOUR CLIENT A “LOOK IN THE MIRROR.”

Today's smartphones can display just about anything on the Internet, but just because a site can load on a mobile phone doesn't mean it's mobile-friendly. Your client may not even realize that their customers have difficulty using their desktop site on their mobile device. To help them see what their customers see, send them to our GoMoMeter to test their site and get a customized report. Or just pull the report for them and email it to them as a conversation starter.

www.howtogomo.com/en/#test-your-site

Likewise, your clients might not realize how much of their site traffic comes from mobile devices. In verticals like consumer electronics, financial services and insurance, more than 15% of searches come from mobile devices. For restaurants that number is closer to 30%! Use Google Analytics or your analytics software of choice to better understand how much traffic is coming from mobile.

www.google.com/analytics

➤ SHOW YOUR CLIENTS WHAT THE COMPETITION IS UP TO.

If seeing how their own site looks on a mobile phone doesn't drive your clients to immediate action, seeing what their competition is up to might help. Use the GoMoMeter to research your client's competitors and present screenshots of their sites at your next meeting.

www.howtogomo.com/en/#test-your-site



➤ **INSPIRE YOUR CLIENT WITH A TASTE OF MOBILE.**

As you know, there's nothing like a powerful visual. Sometimes clients just need to see it to get it. Use Google Sites' free landing page builder tool to create a quick example of what their site might look like for your client. See the Tools and Resources list in this guide for more info on this powerful tool.

<http://goo.gl/Cblty>

➤ **BUILD THE SITE.**

Some of your clients might want to start with a simple landing page just to dip their toe in the mobile waters. Others might be ready to do a full site build, complete with e-commerce functionality. Do you have the capabilities to build mobile sites in-house? If so, that's great. Get to work. If not, check out our list of GoMo vendors to partner with.

www.howtogomo.com/en/#build-your-site

➤ **INTEGRATE THE MOBILE SITE INTO YOUR CLIENT'S MOBILE AND OVERALL CAMPAIGN STRATEGY.**

Once you've built the mobile site, you'll need to work with your clients to drive traffic to it. You'll also want to integrate mobile into their larger campaign strategy. Google Mobile Ads are a good first step towards growing a mobile business. For clients with physical storefronts, claiming their business on Google Places is also a great way to help mobile consumers find them. You can tie into an overall ad campaign by promoting the new site at every opportunity—for example, use QR codes in print and out-of-home executions to direct users to the mobile site.

www.google.com/ads/mobile

www.google.com/places

CLIENT Q&A

These responses to common questions can help you explain the value of a mobile site to your clients.

Q: My site shows up on my phone. That means it's mobile-friendly, right?

A: Not necessarily. Most sites will show up on a smartphone, but unless they have been designed with mobile in mind they won't provide a great user experience. A truly mobile-friendly site is tailored to the needs of mobile users and the capabilities of mobile devices.

Q: I can't afford to build a mobile site. Can it wait?

A: Sure it can wait...if you're willing to risk missing out on a ton of business. Soon, more people will be accessing the Internet from mobile devices than desktop computers¹. By 2015, mobile commerce will reach \$119 billion worldwide². Can you afford to wait while your competitors beat you to the punch?

1. Gartner, "Gartner's Top Predictions for IT Organizations and Users, 2010 and Beyond: A New Balance," 2010

2. Forrester Research via Google, "What Users Want from Mobile," July 2011

Q: I've already invested in mobile ads. Isn't that enough?

A: Mobile ads are a great advertising solution because they reach consumers in a targeted and efficient way. But imagine this: a customer has just clicked on your mobile search ad and reaches your...desktop site. They have a negative experience, and it leaves them with a bad feeling about your business. In short, if you run mobile ads that lead to a non-mobile-friendly site, you've only done half the job.

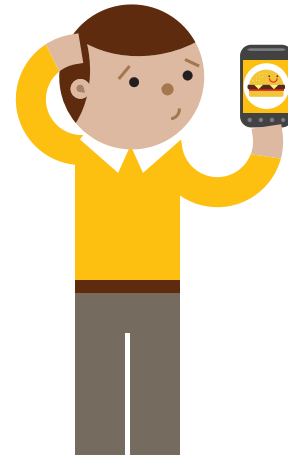
Q: We built a mobile app. That's the same thing, isn't it?

A: Mobile apps can be an important part of your mobile strategy, but the fact is, they are not a replacement for a mobile-friendly site. Apps are platform-specific and take a lot of work to update. A mobile site, however, will work on any mobile device with a browser. And, when you want to update content, it's much simpler to do it quickly.

Q: I don't think my customers are mobile. Isn't that mostly for teenagers?

A: Absolutely not. 85% of Americans age 18 and over have a mobile phone, including 68% of people over age 65³. What's even more amazing is how quickly mobile usage is growing. By 2015, there will be more than 7.1 billion mobile devices in use.

3. Pew Internet, "Generations and Their Gadgets," February 2011



Q: How can I tell if my clients are using mobile phones to look for me?

A: Your desktop site analytics can tell you a lot about how people are accessing your site. Look for searches coming from mobile operating systems and determine what percentage of your total traffic this is. Also note what these users are looking for—this will help you prioritize the right info and features when you build your mobile-friendly site.

Q: How do I know if a mobile site will help my business?

A: The statistics are compelling, but it's understandable that you'd like to know for certain if a mobile site will drive business for you. Luckily, it's not an all-or-nothing thing. You can experiment with a single mobile landing page and see how it performs before committing. It's a relatively small investment and will provide learning you can leverage when you build a full mobile site.

Q: As a primarily local business, do I need this?

A: Mobile is very important for local businesses. When your customers are out and about, they could be looking for the closest business of your type, from gas stations and restaurants to legal or medical help. In fact 95% of smartphone users have looked for local information on their phones⁴.

4. Google, "The Mobile Movement: Understanding Smartphone Users," 2011

HOW CONSUMERS USE MOBILE

Since your clients look to you to keep them abreast of current consumer trends, this is a great way to introduce them to mobile. This infographic exclusively for agencies shows how consumers are using their mobile phones to communicate, search and shop—24/7. Share this with your clients during your next presentation and introduce them to today's constantly connected consumer.

Source: Google/Ipsos 2010

50%
of American adults will own a smartphone by the end of 2011

81%
use it to browse the Internet

48%
use it to watch videos

77%
use it to access a search engine

WEB SEARCHES PERFORMED ON MOBILE DEVICES HAVE GROWN **400%** IN THE LAST YEAR

MOBILE LOCAL

Searching for local info is the most common smartphone activity.

MOBILE SHOPPING
Smartphones have become the ultimate shopping companion.

79% of mobile users use their smartphone to help with shopping

48% use it to get promotions or coupons

49% use it to compare prices

44% use it to read reviews or product info

54% use it to find a retailer

1 in 3 mobile searches are local

61% of users call a business

95% of mobile users looked up local information

88% of local info seekers take action within one day

59% of users visit a business

44% of users make a purchase

39%

use their phone while going to the bathroom

48%

use their phone while reading a newspaper or magazine

39%

use their phone while eating

13%

use their phone while having a meaningful conversation

33%

use their phone while watching TV

MOBILE BEHAVIOR
Smartphones are an indispensable part of our daily lives.



a Google initiative
howtogomo.com



1. KEEP IT QUICK

Mobile users are often short on time, squeezing in online tasks as they go about their day. To help them, design your site to load fast and make copy easy to scan.

- Prioritize the content and features that mobile users need most.
- Use your desktop site analytics to see what mobile users are doing.
- Reduce large blocks of text and use bullet points for easy reading.
- Compress images to keep them small for faster site loading.



2. SIMPLIFY NAVIGATION

No one likes to be confused. Clear navigation and, on large or complex sites, search functionality will help your customers easily find what they need.

- Minimize scrolling and keep it vertical only.
- Use a clear hierarchy in menus and avoid rollovers.
- Help users navigate between levels with clear back and home buttons.
- Use seven links or fewer per page of navigation.
- Have a search box prominently available on complex sites.



3. BE THUMB-FRIENDLY

People use their fingers to operate mobile devices—especially their thumbs. Design your site so even large hands can easily interact with it.

- Use large, centered buttons and give them breathing room to reduce accidental clicks.
- Pad smaller buttons to increase the clickable area.
- Pad check boxes by making the text clickable.



4. DESIGN FOR VISIBILITY

A mobile-friendly site gets its message across without causing eyestrain. Make it easy for your customers to read—remember, they may be in a place with low light.

- Create contrast between background and text.
- Make sure content fits onscreen and can be read without pinching and zooming.
- Use plenty of negative space. Use size and color to indicate link/button priority.



5. MAKE IT ACCESSIBLE

Ideally, your mobile site should work across all mobile devices and all handset orientations. Find alternatives to Flash—it does not work on some devices.

- Use HTML5 for interactivity and animation.
- Adapt your site for both vertical and horizontal orientations.
- Keep users in the same place when they change orientation.



6. MAKE IT EASY TO CONVERT

No matter what your site's objective is, your customers need to be able to do it with a virtual keyboard and no mouse. Make it easy to buy something or contact you.

- Focus on information that will aid conversion (i.e., product details).
- Reduce the number of steps needed to complete a transaction.
- Keep forms short and use the fewest number of fields possible.
- Use check boxes, lists and scroll menus to make data entry easier.
- Use Click-To-Call functionality for all phone numbers.

CONTINUED ...



7. MAKE IT LOCAL

Consumers look for local info on their phones all the time—from locating the nearest gas station to finding an open pizza place. Include functionality that helps people find and get to you.

- Have your address or store locator on the landing page.
- Include maps and directions. Use GPS to personalize when possible.
- Allow users to check stock at nearby stores.



8. MAKE IT SEAMLESS

People now use multiple screens throughout the day. Convert as much of the functionality of your desktop site to mobile as you can to create a seamless experience.

- Allow users to save popular searches and shopping cart contents.
- Maintain key features of the site across all channels as much as possible.
- Display the same information for products/services.



9. USE MOBILE SITE REDIRECTS

A mobile site redirect is code that can automatically tell if visitors are using a mobile device and send them to the mobile-friendly version of your site. Have your site developer implement this redirect code so your customers get the best version of your site for their needs.

- Give users a choice to go back to the desktop site, but make it easy to return to the mobile site.
- Let users choose which version they prefer to see for later visits.
- Include key information, such as your address or a store locator, on the redirect page.



10. LISTEN, LEARN AND ITERATE

Good mobile sites are user-centric, which means they're built with input from your audience. Ask your desktop site users what they want in a mobile website and make testing and optimization an ongoing process.

- Use analytics to understand how people use your site.
- If possible, especially for complex sites, do user testing before.
- Implement and collect user feedback after launch.
- Iterate often and continuously improve your site based on your research.

AGENCY TOOLS & RESOURCES

These Google tools and resources can help you educate your clients on current mobile trends and why it's increasingly important to have a mobile-friendly site.

➤ GOMO:

www.howtogomo.com

Enter your client's URL into the GoMoMeter and see how their current desktop site looks to mobile users. Answer a few short questions about the site's purpose and behavior, and you'll receive a customized report showing your client how they can make their site more mobile-friendly—a great way to start the mobile strategy discussion.

➤ WEBINAR:

"Optimizing Your Website For Mobile."

This presentation covers the current state of mobile, best practices, Google's Mobile Landing Page Builder and calculating mobile site ROI to show your clients how quickly a mobile site can pay for itself.

[Download Deck](#)

[Watch full presentation](#)

<http://goo.gl/vmJQU>

➤ GOOGLE MOBILE ADS BLOG:

<http://goo.gl/rZ1cv>

Follow the Google Mobile Ads Blog to stay up-to-date with the latest mobile site trends and advice. In particular, be sure to read up on Google's "Getting Mobile Ready" Series, which focuses on building and optimizing mobile-friendly sites.

Part 1: Creating a Mobile Optimized Site

<http://goo.gl/YinDr>

Part 2: Testing Landing Page Content

<http://goo.gl/332wk>

Part 3: Experimenting with Landing Page Design

<http://goo.gl/dT1qZ>





➤ **GOOGLE SITES MOBILE LANDING PAGE BUILDER:**

<http://goo.gl/Cblty>

For clients who aren't ready or don't have the budget to commit to a full mobile-friendly site, our Mobile Landing Page Builder offers a quick alternative for deploying and testing simple mobile landing pages. You can mobilize your client's site in minutes with our selection of templates and colors—for free!

➤ **GOOGLE ANALYTICS:**

www.google.com/analytics

Google Analytics can help with mobile optimization even before your clients have a mobile site. Review analytics from your client's desktop site to determine how much of their current traffic is coming from mobile devices and where these users are going. You can use this information to prioritize content on the mobile-friendly version of the site, or even to cater the experience to the mobile devices most commonly used by your client's customers.

Once your client has a mobile site, Google Analytics can be a useful part of an ongoing test-and-optimize strategy.

➤ **GOOGLE PLACES:**

www.google.com/places

Make sure your client is found when consumers look for them with Google Places for business—a local, mobile-friendly platform from Google. Help your client's business stand out by adding photos, maps and directions. You can also highlight special promotions, post live updates and respond to reviews.

➤ **GOOGLE MOBILE ADS:**

www.google.com/mobileads

A mobile-only campaign using Google Mobile Ads will help your clients grow online sales, get more customers through their doors or build their brands.