ADD TO CART

CATERING TO THE SMARTPHONE USER
## BEST PRACTICES FOR MOBILE OPTIMIZATION

INTRODUCTION

According to research from eMarketer and InternetRetailer.com, mobile commerce is projected to reach a staggering $28.7 billion in the United States alone by 2015. So there's no way around it: If your website is not optimized for the mobile shopper, you're leaving money on the table.

So what are smartphone users hunting for? According to "The Mobile Movement," a Google and Ipsos study released in 2011:

· *95% of smartphone users have searched for local information;*

· *61% have called a store nearby after searching for information; and*

· *59% visited the store location.*

That means mobile shoppers aren't just checking prices or product reviews. They're also hunting for the closest place to buy what they want.

This ebook will help you make sure you're catering to mobile shoppers from their first visit—and serving up the features that'll get them to convert.
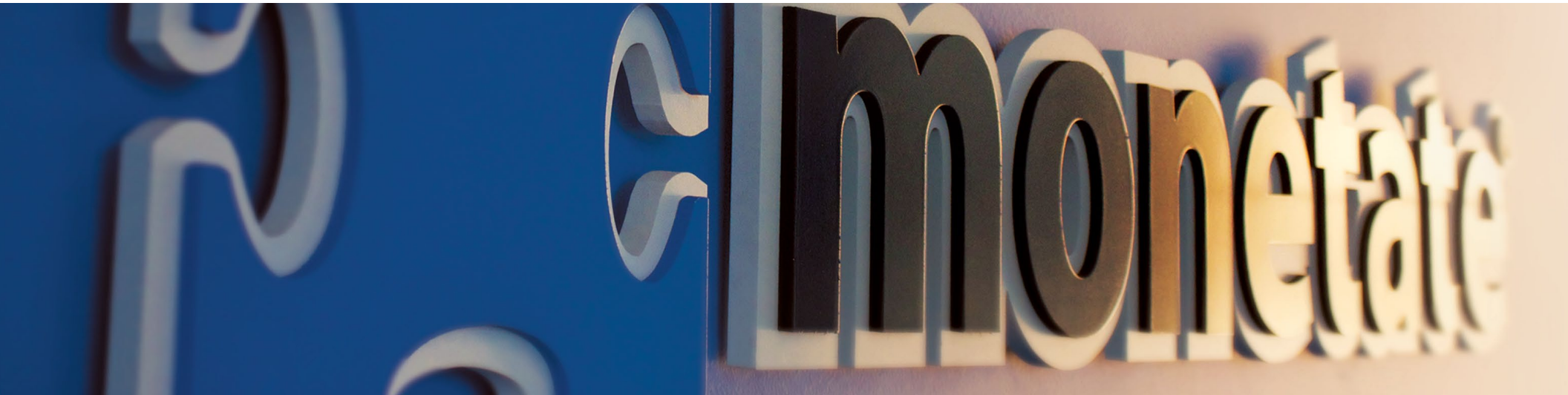
MOBILE WEBSITES vs. MOBILE LANDING PAGES

The Mobile Website…

· **Raises overall brand awareness.**

· **Promotes mobile commerce (mcommerce).**

· **Usually the first thing a visitor sees when they type in your URL.**

The Mobile Landing Page…

· **Used for direct marketing and promos.**

· **Includes a clear call-to-action.**

· **Relies on SMS, MMS, email, social, or another inbound channel to push shoppers to a certain offer.**

Now, let's talk about how to optimize both.

OPTIMIZING THE MOBILE LANDING PAGE

*The best mobile landing pages are usable and useful. Keys to optimization:*

1. Design with action in mind.

Think about the most important information for your mobile visitor and let that drive your design. Ask yourself why your mobile visitor is on the landing page and what you want them to do. Focus your design on making those features prominent, and easy to act on.

2. Focus on the headline.

Conveying emotion and urgency in the headline is more likely to grab and keep visitors' attention until they can complete your call to action. Don't be afraid to try headlines that are bold. Since most mobile visitors are distracted, strong headlines can help keep them focused on your call-to-action.
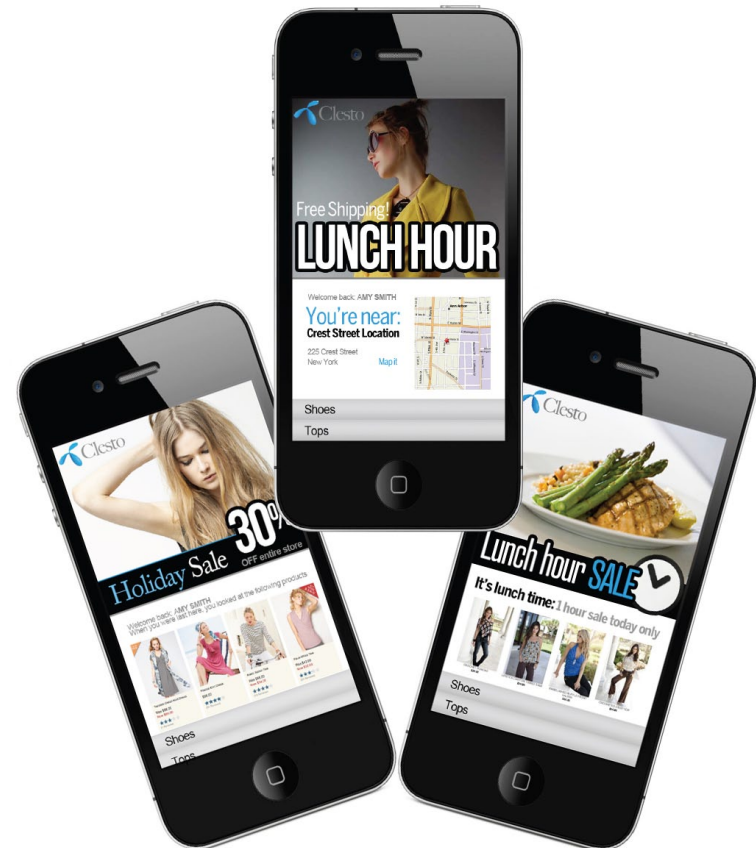
3. Keep your copy short.

Write short and sweet landing page copy. Think about mobile landing page copy like writing a Tweet. If your call-to-action can be retweeted, it's probably going to be effective.

4. Think about speed.

Since mobile users want things fast, tweak your mobile landing page so your headline and hero image are the first things to load. If those load first, even the most impatient mobile visitors will see them, which makes it more likely they'll stick around and convert.
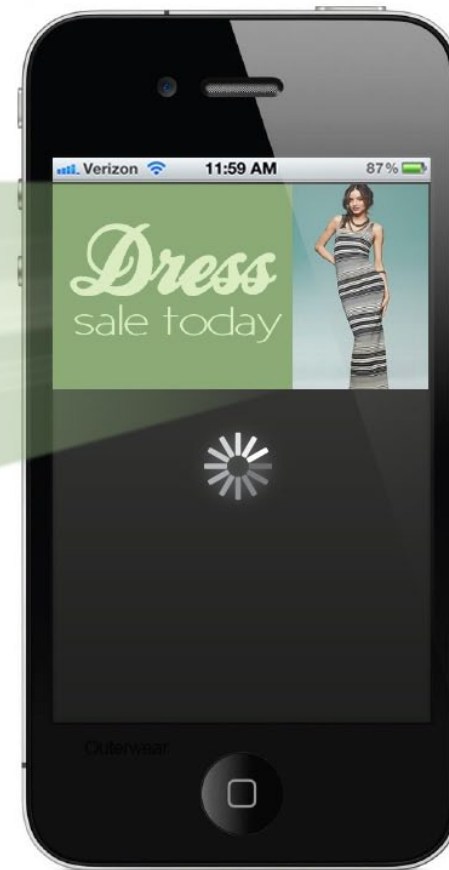
5. Don't link to non-mobile.

It's very likely that a conversion might not happen on the landing page. So it's critical to make sure that every page a mobile user will see is optimized. Example: Don't link from a mobile optimized landing page to a non-mobile optimized shopping cart because it'll increase the chance visitors will jump ship right before they convert.
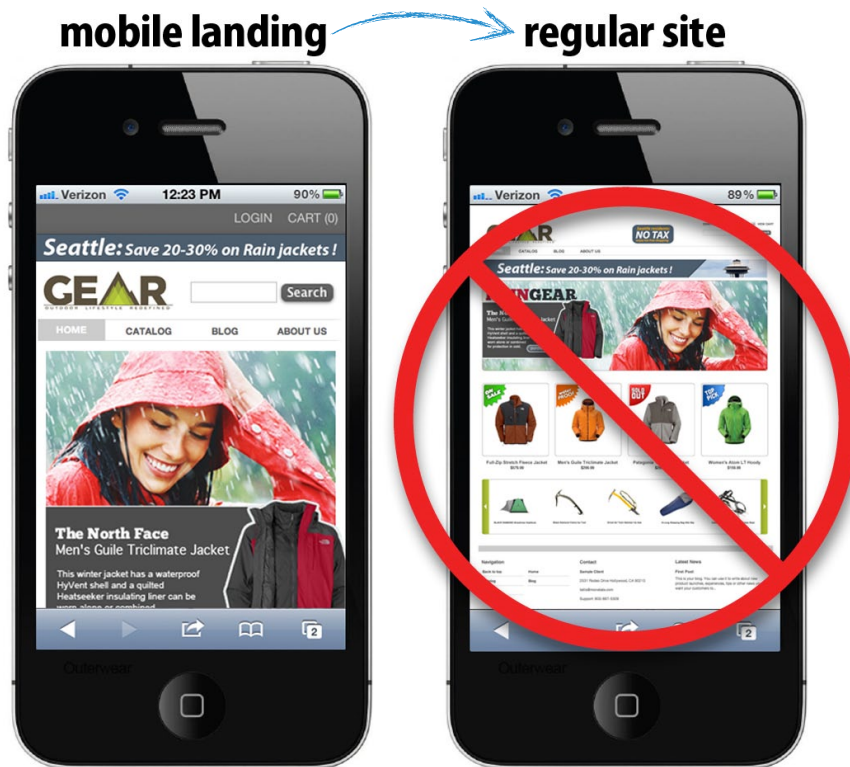
6. Test, test, test.

Mobile, although critical for retailers, is still a new frontier. So don't be afraid to try new things on the mobile landing page and see how your visitors react. Test your assumptions and test your ideas to discover new ways to increase conversions.

OPTIMIZING THE MOBILE WEBSITE

The best mobile websites make it easy for smartphone users to browse and buy. Keys to optimization:

1. Use one URL.

Create a unified URL so smartphone users get to your mobile site automatically when they type in your web address. Using the same URL for desktop and smartphone visitors shows you already understand their needs and are meeting them right away.

2. Stay branded.

Create a mobile site that's branded, but incorporates local information. The design and messaging of your mobile site can reflect your brand, but provide information about what's in stock nearby based on the smartphone user's location.

3. Think local.

Research shows many smartphone users are looking for local details, like store locations or inventory. So implement features like click-to-call and click-to buy so they can easily call a nearby store or make a purchase.
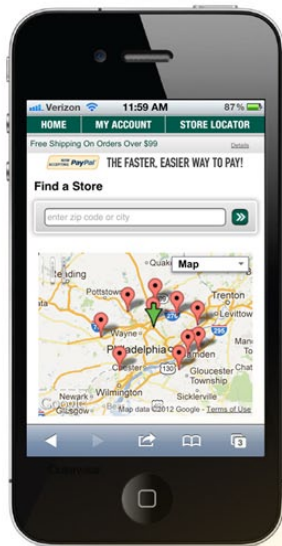
4. Simplify navigation.

If you have a large catalog of products, use groups and categories to make mobile browsing easier. Ensure product photos translate properly to the mobile device and your shopping functions present as well as they do on your desktop site.
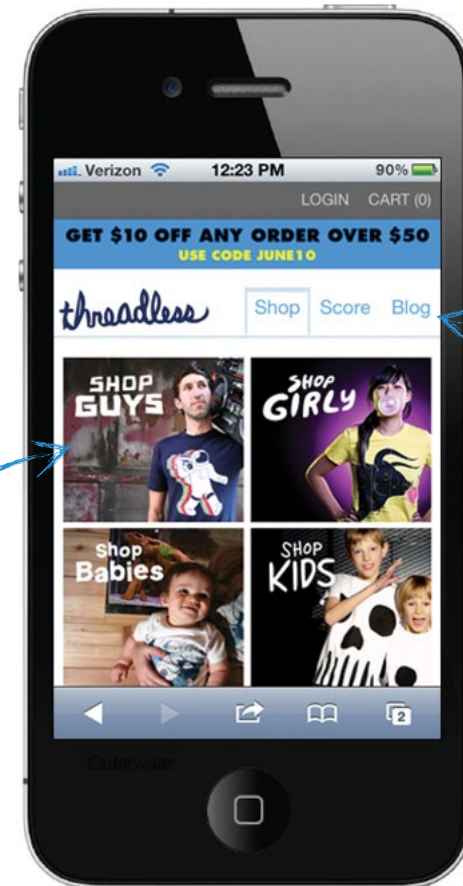
Large, easy navigation

Bigger pictures

5. Make it social.

One way to make mobile shopping even better for visitors: Incorporate social media. Including a Facebook "like" button, for example, mimics the desktop browsing experience, and allows smartphone users to share the products they love easily, which increases engagement.

6. Mine mobile data.

One benefit of mobile is that you can get more information about smartphone users on your site than you can from tracking an IP address alone. Example: Where are your mobile visitor browsing from? Are they near your store? Can you offer a coupon if they're near a brick-and-mortar store so they buy from you instead of a competitor? Leveraging and acting on what you know about visitors can have a huge impact on mobile conversions.

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