

# Why Customers Hate Your Website

– Jeff Kenyon, President,  
Media II, Inc.



*Mobile web-user experiences are somewhat horrible when it comes to viewing and navigating websites on their phones. Websites that have not been optimized for mobile viewing are too cluttered and hard to use and negatively impact the visitor's ability to locate information.*

*It all affects your bottom line.*

## Your Customers are Changing. Goodbye Yellow Pages.

- According to Nielsen, 43% of phone-owning adults have a smartphone. While it is probably not a surprise that smartphone penetration rate for mobile phone-owning young adults (ages 25-34) is 62%, it may surprise you to learn that the second fastest growing smartphone owning group are people in the 45 to 50 year category. Smartphone ownership by this segment grew by 5% in just a single quarter.
- One-half of all Internet searches performed by mobile devices are to locate local products and services.
- In fact, Gartner reports that approximately 96 million mobile searches performed in 2009 were by those looking for a local service. This number is expected to grow to more than 526 million searches by the end of 2012.
- Most websites are not compatible with mobile devices. Typical websites are designed to be viewed on a computer screen instead of a mobile device.
- According to a July, 2012 survey commissioned by Google, about two-thirds of respondents said they were more likely to purchase something from a mobile-optimized site, as well as three-quarters who said they were more likely to make a return visit to the site.
- 74% of smartphone users cite obtaining hours of operation or physical location as their most important search task. That was followed by contacting the store (64%), getting information about products (61%) and then making an online purchase (50%).
- Mobile-friendly websites have higher speeds, making the visitor experience more pleasurable.

## A Mobile Website Provides Instant Marketability

- A mobile-friendly website has the advantage of ranking higher in search engine results for local searches performed on mobile devices. This means that when people search for your type of product or service

(continued)



*Typical websites viewed on a mobile device are hard to read and use.*



*MediaMate optimized mobile websites are easy to read and navigate.*

using their mobile device, your website can show up higher in the results just because you have a mobile-friendly website.

- This customer-friendly device helps you attract both new and repeat business by providing a clean, uncluttered mobile site with all of the important information clearly and easily accessible. It provides one-click calling, one-click email, and instant directions. This eliminates the need for your customers to take extra steps in order to contact or visit your business.
- A mobile website can be viewed anytime and anywhere mobile cell phone coverage is available. Due to the massive amount of Internet-enabled mobile devices across the world, this means your website can easily be exposed to millions of people.
- When users are successful in finding what they need while visiting a mobile website, they're more likely to come back. When mobile users land on a website that is all distorted, they quickly exit and make a mental note never to return.
- A mobile website gives you the advantage over your competitors – most of which are not even thinking about the powerful benefits of mobile marketing.
- It is easy to track your mobile success with free reporting and analytic tools available with most mobile platforms. Simply track your visitors and make improvements where necessary.
- Integrating social media platforms such as Facebook, Twitter, and YouTube with your mobile website is simple and will help boost your profits even more.

### **Recommendations for Creating a Mobile Website**

Mobile phone users just want the facts. Facts that are easy to see and use on the go. Finger-friendly facts.

The rub is that most desktop- or laptop-designed websites do not view well on the small mobile screen. Text is small and navigation is hard to use. The award-winning page layout looks great on the desktop or laptop, but looks out of place on the mobile phone.

After you've looked at your website on a mobile phone, you have decided to make your website mobile-friendly. But how? There are three basic choices and hundreds of variations in mobile website development. To help you decide, here are the basic choices. Each choice is optimized for mobile devices and platforms (iPhone, Android, Blackberry, etc.).

#### **Custom Built from Scratch**

A website developer can create your mobile website using HTML and various plug-ins especially formatted for the small screen.

##### **Pros**

- Ultimate in functionality
- Ideal for large, complex websites, i.e., eCommerce
- Best design flexibility

##### **Cons**

- Difficult to update, may not have linkage to main site elements
- Requires programming expertise
- Costly to develop

## Hybrid

Uses original website elements and programmed using mobile website configuration tools.

### *Pros*

- Uses original website elements
- Mobile website tools reduce development time
- Ideal for medium sized websites
- Can be linked to main website for updates

### *Cons*

- Limited design capability
- Requires programming knowledge
- Medium cost

## Conversion Tools

These tools automatically convert the original website to a mobile website.

### *Pros*

- Low cost
- Linked to the original website for easier updates
- Easiest to configure

### *Cons*

- Limited design capability
- Not a good choice for converting complex database or Flash-driven websites

## Other Mobile Website Development Considerations

Remember, mobile phone users just want the facts. Facts that are easy to see and use on the go. Finger-friendly facts. Here are mobile website development considerations:

- Shed unneeded content to streamline mobile website usage. Do a content audit to determine what elements are critical to the mobile website and others that be deleted.
- Tighten up copy, use bulleted lists where possible.
- Make sure graphic elements are sized for mobile devices to make page loading faster.
- Use Google Maps instead of MapQuest. Google provides more capability. MapQuest often shows your competitors.

The growth of mobile device usage is a wake up call for any marketer. As people increasingly rely on their phones, mobile websites are playing a role in how they use and evaluate goods and services. Good website experiences with a business results in repeat business. A confusing or hard-to-use website will be used only once.

### *About the Author*

Jeff Kenyon has held senior marketing communications management positions for several Fortune 1000 companies and marketing communications agencies over his 25-year career. He is skilled in brand development, management and website optimization, as well as marketing strategy development and deployment. Over the years, he has led the industry in capitalizing on new Internet advancements to increase selling opportunities for clients. His latest marketing service development is MediaMate optimizer, a tool to transform traditional websites into mobile phone-friendly websites.

Mr. Kenyon is president of Media II, Inc., a business-to-business marketing communications company that offers advertising, public relations and Internet marketing support for a wide range of manufacturing and service companies.



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