Six reasons why a mobile website is right for you

Simply put, a mobile website is a massively stripped down version of your desktop site designed to make browsing sites on mobile devices easier and more positive experience. The general look and feel will remain the same, but because network speeds, bandwidth and screen size differ greatly from desktop to mobile websites, there are significant differences in the way in which both sites are designed. Thanks to the progressive complexity of smartphones, mobile websites are the best way to reach an increasingly tech-savvy audience on the move, and the benefits are huge:

1. Next level technology. Mobile phones boast inbuilt functionality that will make it easier for users to perform certain tasks, removing the need for manual steps. Users can find a location by simply clicking on an address, automatically call a number when ‘tapped’ or ‘clicked’ and easily identify their current location in order to seek out the nearest supermarket, cash machine or dentist!

2. Quicker, easier info. A mobile website will contain approximately 20% of the content of your desktop website. Serve your patients with only the information they need, in a simplified format. They will predominantly be looking for any (or all) of the following 4 things – treatments available, opening hours, contact details and location.

3. A positive mobile experience. Already, between 15% and 20% of all searches originate on a mobile device and this number is set to rise exponentially in the future. Now that your patients are searching for your website on their mobiles, you must consider what kind of mobile experience you are offering them. If people cannot browse your website with ease, they will surf away and are unlikely to return.

4. More traffic to your site. Upcoming 4G networks will mean faster and more reliable mobile internet connections covering greater areas. Wireless broadband is also increasingly being installed in locations not previously served by the internet, such as the London Underground.

5. Highly targeted PPC campaigns. Most mobile searches are concentrated in the morning before work and then again in the evening when people are not in front of a PC. Setting Google Adwords campaigns to show between certain times of the day will ensure that you are visible at peak times only – so as not to waste your valuable Pay Per Click (PPC) budget. Furthermore, Google have recently announced that a mobile optimised landing page has a positive effect on Quality Score which results in lower costs per click and better ad positions.

6. Greater Return on Investment (ROI). Mobile is also a far more time-sensitive channel. Google research has shown that the average time between initial customer research and purchase is a month on the desktop but just an hour on mobile. The chances are, if patients are looking for your site on their mobile, they will want to call or visit you fairly urgently!

Need advice on how to best capture the mobile market? Speak to one of the Dental Design team on 01202 238 473 or visit www.dental-design.co.uk – your marketing success is our priority.

About the author

Amy Rose-Jones is the Marketing Manager at Dental Design Ltd, the leading website design and marketing agency for the dental profession. With more than 9 years experience in a marketing capacity, Amy has helped hundreds of practices throughout the UK to build and develop a lasting web presence through a blend of creative and marketing skills.

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