

Mobile Mania

The Growing Importance of Mobile Website Optimization

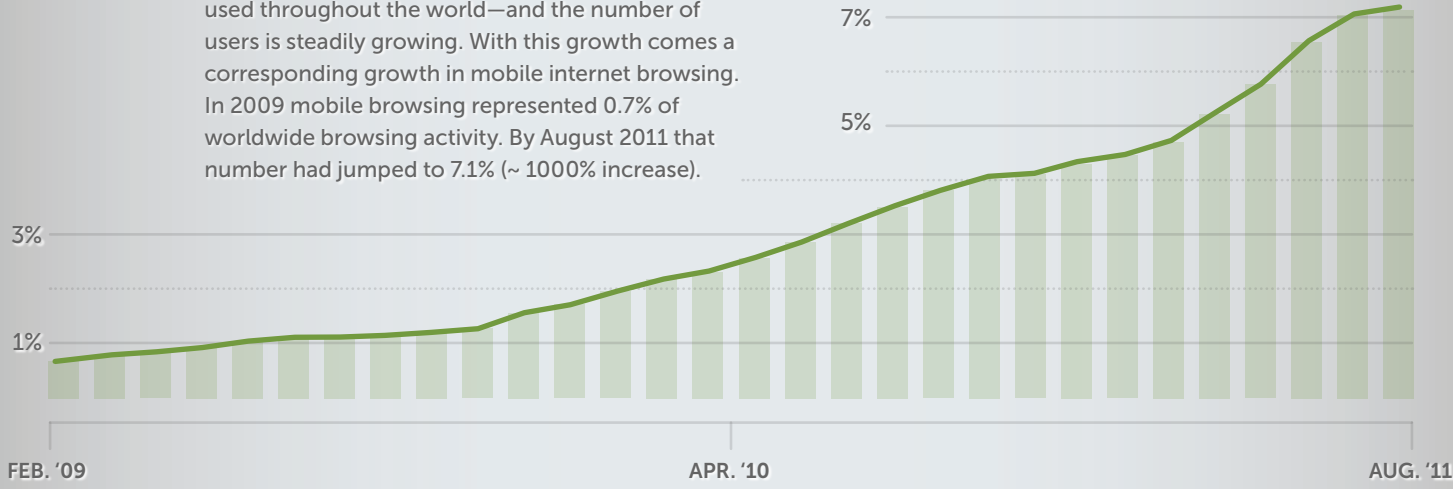


THERE'S NO QUESTION that mobile devices have become a staple in everyday living around the world. Now more than ever it's important that websites be optimized for mobile devices. Mobile optimization can increase sales, generate more traffic, and boost customer engagement. It'll give you an edge over the competition, too.



Mobile Browsing is on the Rise

Smartphones and other mobile devices are widely used throughout the world—and the number of users is steadily growing. With this growth comes a corresponding growth in mobile internet browsing. In 2009 mobile browsing represented 0.7% of worldwide browsing activity. By August 2011 that number had jumped to 7.1% (~ 1000% increase).



10000%

Between 2/2009 and 8/2011, mobile browser share grew by 1000%.



Mobile Usage is on the Rise

Not only has mobile browser share enjoyed sizable growth (partially due to faster mobile networks and steady smartphone sales), the usage frequency per user has also seen a nice uptick. Researchers estimate that in 2011, 25% (1 in 4) of mobile users expect to access the web from their device at least once a day.

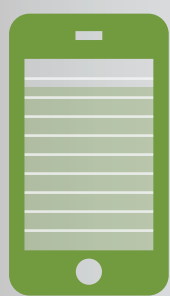
25%

25% (1 in 4) of mobile users expect to access the web from their device at least once a day.



Mobile Optimization Boosts Engagement

Optimizing your site for mobile devices can also boost engagement. Research has shown that a mobile-optimized site is able to generate almost twice the average traffic per user than sites without mobile optimization.



85%

For online-only retailers, a mobile site can increase consumer engagement by as much as 85%

WEBSITE WITHOUT MOBILE OPTIMIZATION



3.5

average visits per user*

WEBSITE WITH MOBILE OPTIMIZATION



6.5

average visits per user*

*Example data set. Not based on actual data.



Mobile Optimization Boosts Sales

Not only can mobile optimization enhance user engagement, it can also influence your bottom line.

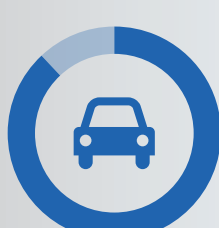


51%

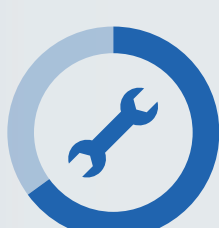
Research suggest that, on average, website visitors are 51% (1/2) more likely to do business with an online retailer if it has a mobile site (U.S.).

Mobile users are 88% more likely to do business with Auto Dealers if the website is optimized for mobile.

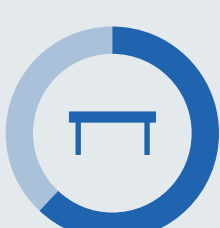
IMPACT OF MOBILE OPTIMIZATION ON SPENDING PROBABILITY BY INDUSTRY (U.S.)



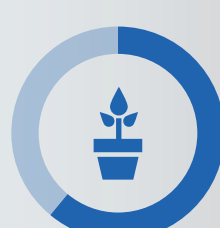
88% Auto Dealers



65% Auto Parts Stores



62% Furniture Stores



61% Florists



60% Luggage & Leather products



50% Beer, Wine & Liquor Stores



47% Clothing & Shoe Stores



41% Office supply stores



41% Department Stores



35% Hardware Stores



32% Restaurants & Bars



27% Grocery & Food Stores



Mobile Optimization is Underutilized

Optimizing your site for mobile users has clear benefits, and yet few websites have taken advantage of it.

ALEXA TOP 500

21.9%

In 2010 it was estimated that only 22% (less than 1/4) of the Alexa top 500 websites have optimized for mobile.



ONLINE RETAILERS

4.8%

In 2010 it was estimated that only 4.83% of the online retailers have websites optimized for mobile.



 **KISSmetrics**

SOURCES

@luthresearch, @mmaglobal, @dflanagan

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