

We don't just build websites. **We create solutions.**

Moving Toward Mobile: Which Way Are You Going?

This worksheet will help you answer some big picture questions and identify which mobile strategy will be best for your customers and your business...but mostly your customers.

1. What is the purpose of your website now? How would that change if you had a mobile site?
2. Who is your target audience? When are they on your site? (Look at Google Analytics for this > Custom Report>Metric: Visitors>Drilldown Dimension: Hour)
3. Why do users access your website? What are they looking for? What is their purpose? To buy? To call? To stop in? What action do you *want* them to take? (Use Analytics to help you figure this out)
4. How much involvement do you want to have with the site AFTER it's live? Will you be updating it frequently (recommended) or only here and there? Who will be updating it – internal or external resources?
5. Does the user experience need to be optimized for a mobile user? (This may be most applicable to m-commerce sites to ensure there are no distractions or roadblocks when using a mobile device to make a mobile online purchase.)

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Responsive Website – this technology uses your same website files, content, images, and rearranges them on the page to accommodate various mobile device sizes.

Go for a Responsive Website if:

- The content you want to offer mobile users is the same as content you want to offer your desktop users
- You want to ensure a consistent look for desktop and mobile users
- You have few staff resources or a small budget to update and maintain your site
- You want simplicity in managing domains, web files, and updates
- You want a site that is search engine friendly and optimizes well in Google
- You want a site that will look good on any size screen of a mobile device

Mobile Application – native software for your phone or tablet that can be downloaded/updated through a store like iTunes.

Go for a Mobile App if:

- You have a specific set of tasks that the user can do through the app
- You want users to be able to use the tools, resources without an internet connection
- You want to offer content through the app that is different from your website, or mobile website
- You want to be able to earn revenue from the app (users may pay for it in iTunes)
- You have a good budget for the development of the app in one or multiple platforms (iOS, Android)
- You want users to log in to view private information or access stored files

Separate Mobile Website – a website laid out to the small size of smartphone or tablet sizes; a separate set of web files in addition to your desktop site; may be hosted at a different domain

Go for a separate Mobile Website if:

- You want to offer mobile users different content than your desktop users
- Desktop user goals and Mobile user goals are significantly different.
- You have a budget to support additional domains or hosting and maintenance costs
- You have staff resources to maintain a separate mobile site
- You have third-party banner serving software (your site shows banner ads) on your website