

Dolphin Global Technology Solutions, LLC

# Mobile Web for Small Business



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## What is the best way to present my company to mobile users?

### Mobile Web or App

1. Do I need an iPhone or Android app to connect with my mobile customers?

No mobile websites are frequently a better solution.

Apps are OS specific, a different app must be written for iPhone, Android, Blackberry, etc.

Must upload from a marketplace.

2. Is a mobile website the way to connect with my mobile customers?

Yes it is much more effective.

Mobile websites work on all operating systems. You can bookmark an icon to the main screen, just like an app.

Internet searchable by all phones, free to access.



## Mobile Web Factoids

- More than 50% of phone users in the USA will have a Smartphone by the end of 2012. Source Gartner
- By 2013 more people will use their mobile phones than PC's to get online. Source: Gartner 2010
- 60% of mobile users expect a site to load in 3 seconds. Source Google
- Customers are connecting with business in their local area on mobile. Source: Google
  - 95% of Smartphone users have searched for local info.
  - 61% of users call a business after searching and 59% visit the location.
  - 90% of these people act within 24 hrs.



## Mobile Websites

### Do I need a mobile website? Maybe

- Even though your standard website shows up on the mobile phone it may not be user friendly.
- Mobile websites are designed to fit the Smartphones' small screens.
- The main focus is on the mobile users needs.
- A mobile-friendly site can help your business connect with customers
- A mobile site can increase your SEO search rankings



## Desktop VS Mobile Websites Examples



**Without a Mobile Website**



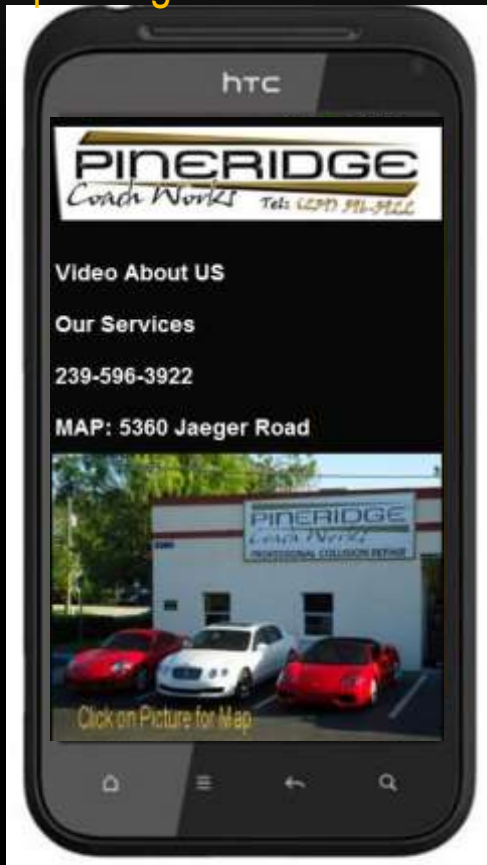
**With a Mobile Website**



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## Naples Small Business and Business Networking Mobile Sites

[m.pineridgecoachworks.com](http://m.pineridgecoachworks.com)



[m.naplesgroup.com](http://m.naplesgroup.com)



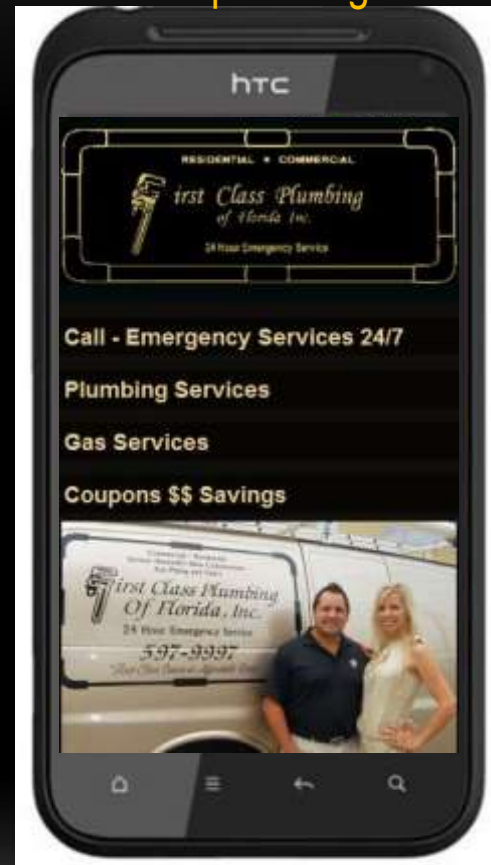
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## Naples Small Business Mobile Websites

[m.naplesprincesscruises.com](http://m.naplesprincesscruises.com)



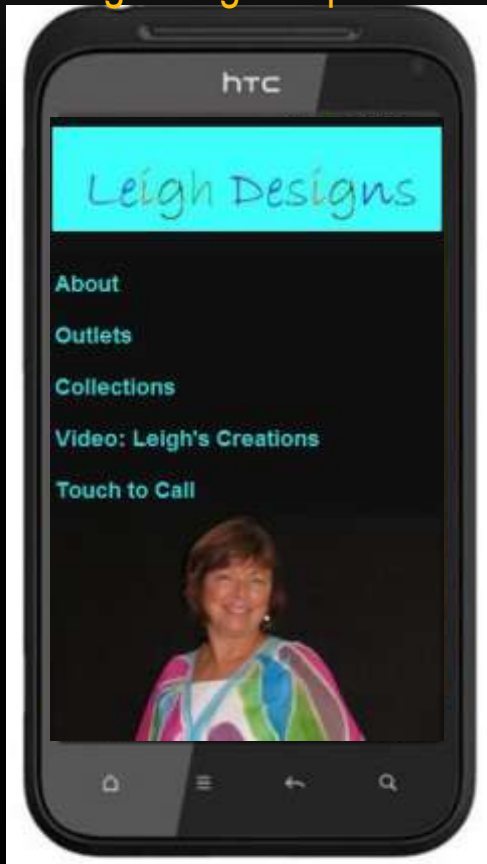
[m.firstclassplumbinginc.com](http://m.firstclassplumbinginc.com)



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## Naples Artists Mobile Websites

[m.leighdesignsnaples.com](http://m.leighdesignsnaples.com)



[m.art-faux.com](http://m.art-faux.com)



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## Naples Real Estate Agents' Mobile Websites

Realtor Patrick Dearborn



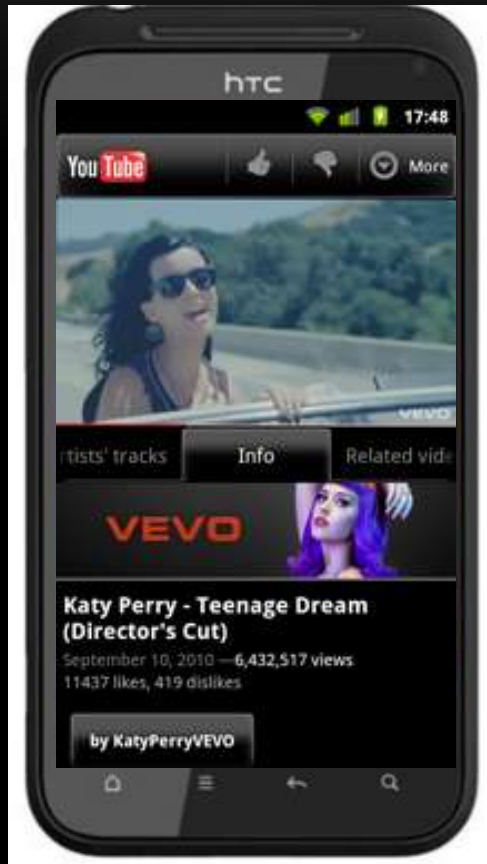
[m.ilovenaplefla.com](http://m.ilovenaplefla.com)

Realtor Mary Ann Simms



[m.maryannsellsnaples.com](http://m.maryannsellsnaples.com)

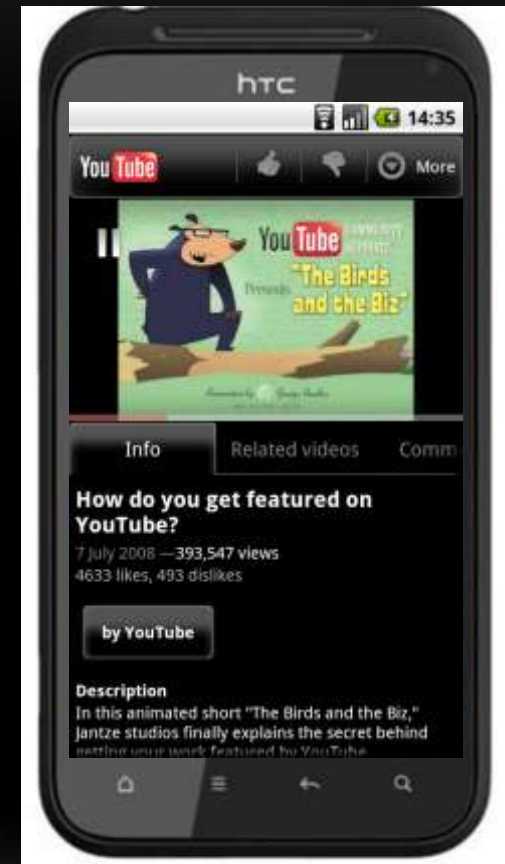
## YouTube Video Great for Small Business



YouTube will recognize a mobile device and open the YouTube mobile version in a mobile player

Very powerful for small business to use to market products or services.

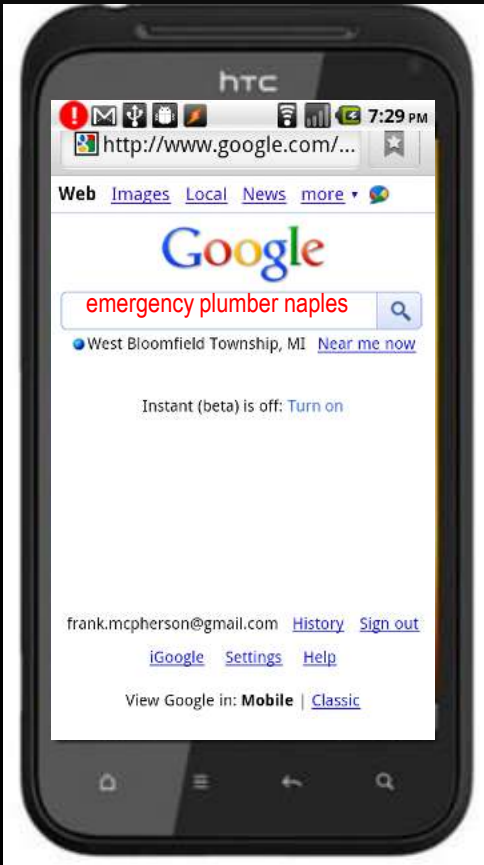
Mobile video -30 seconds to 1 minute the best for mobile customers.



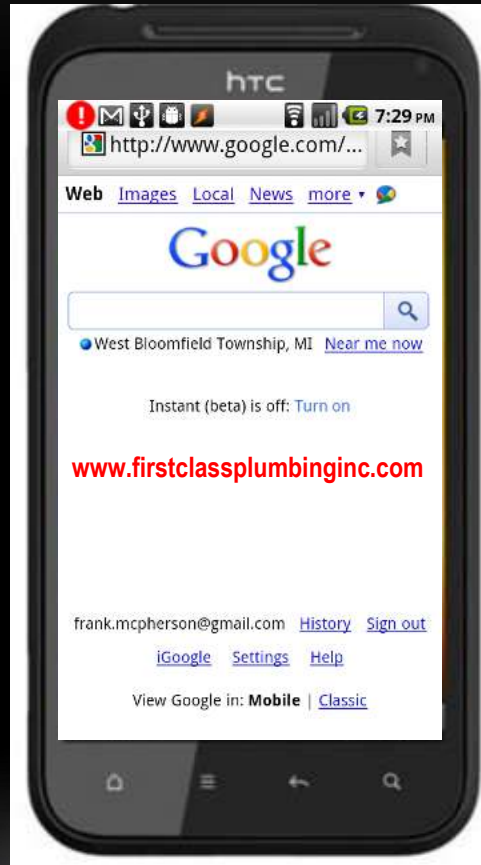
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## How does the Mobile Site Connect to the Internet Website?

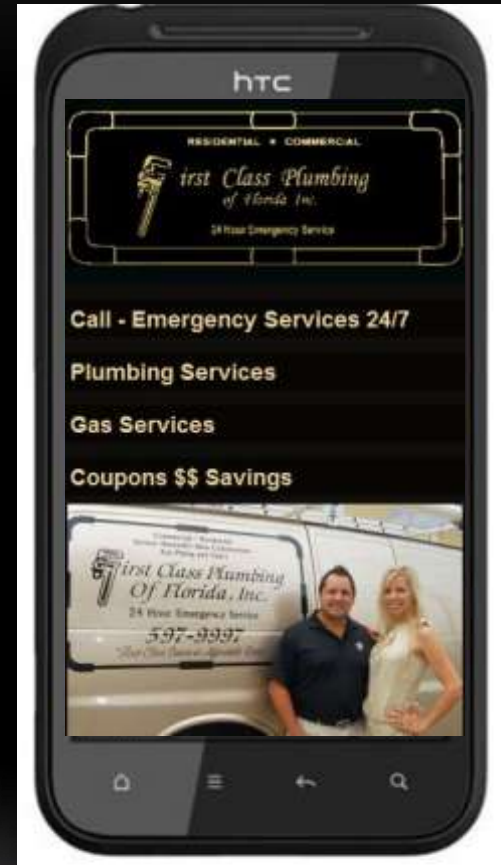
### Mobile Web Search



### Finds Standard Site



### Redirected to Mobile Site



## Ways for customers to find your mobile web

### Quick Response (QR Code)

- To read a QR code you must first download a QR Code reader App for your Smartphone.
- This app is available free on the iPhone, Android and BB market.
- Simply Point and Click



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Where do I place QR codes?



QR Code Connects Direct to Mobile Site

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More places for QR codes?



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Questions?

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Scan QR Code for Dolphin's Mobile Web



For a Integrated SMS Demo with Mobile Video and Mobile Web - text: DOLPHIN to: 97063  
Call 239-430-7003 [www.dolphinglobaltech.com](http://www.dolphinglobaltech.com)