



Why your website should be mobile friendly

The good news is the 90% of websites are not yet optimised for mobile devices so the potential to get ahead of your competitors is significant.

The following data collated for the purpose of this article demonstrates the point;

Local mobile searchers have a higher purchase intent & take action sooner

- 61 % call
- 59% visit
- 36% make in-store purchase
Source: The Mobile Movement: Understanding Smartphone Users " Google/Ipsos OTX, 2010
- 70% of mobile searchers take action within one hour
- 90% within 24 hours
Source: Mobile Marketer, 2012

The Year of The Mobile has finally arrived

- **Mobile web browsing** accounted for 30% of all web traffic in 2012 and **is expected to account for 50% by 2014**
Source: Nucleus Research via SourceCon
- Smartphones are used equally if not more in the home vs. outside
Source: 2013 US Mobile Path-to-Purchase Study
- 58% of affluent consumers use smartphones while watching TV
Source: Ipsos MediaCT
- **Mobile searches will surpass desktop searches by 2015**
Source: BIA/Kelsey, 2012
- 46% of adults do not consult their PC as part of the pre-purchase research, relying exclusively on their smartphones or tablets
Source: 2013 US Mobile Path-to-Purchase Study
- 33% use their smartphones and tablets throughout the entire purchase process
Source: 2013 US Mobile Path-to-Purchase Study

How Consumers Feel about Mobile

- 38% are more likely to contact a local business that has a mobile site
- 57% say they won't recommend a business with a poorly-designed mobile site
- 61% will leave a non-mobile site for a competitor's mobile friendly site
Source: Constant Contact: Why Small Business Owners Need to Pay Attention to Mobile and Local Search

Some compelling reasons to make sure you are planning to change your website over to a responsive design & functionality very soon.

Contact us if you don't currently work with a professional web developer and would like more information.