

WHY GOING MOBILE

Do I Need to Convert my Present Website?

With the advent of the mobile phone, tablet and other hand-held devices, the concept of converting a "traditional" website to a mobile-responsive platform has become an absolute requirement. You may consider that your audience doesn't reach you via mobile devices, but there are other, and as important reasons to go mobile. Just as a general guideline, you can consider that 70+% of the consumer audience is browsing on their mobile phone, while the business to business audience is closer to 40+%.

Please see below the three unequivocal reasons why your website should be mobile-responsive:

PERCEPTION IS EVERYTHING

Even if you think that your traditional website has great visual appeal, it most likely will send the message "outdated", which mean the visitor will most likely think your business is also outdated. If your business doesn't have a mobile-responsive site, you give visitors the impression that you're not up to speed with the latest trends, and that your business perception might be obsolete.

Having a mobile-responsive website means it will be rendered on any platform, from desktop and laptop to tablets and phones. It also means you took the effort to be up to speed with the rest of the world and that your business acumen is in touch with its audience.

GOOGLE WILL NO LONGER INDEX YOUR WEBSITE

For the last couple of years, Google has been prioritizing search engine results to websites that are mobile-responsive, at the detriment of non-responsive websites.

While a robust SEO package and a consistent and targeted digital marketing strategy will in part counter-act this issue, your website will eventually stop being indexed by Google all together. Which means your site will no longer appear in search results to potential customers.

RETAILERS VS BUSINESS TO BUSINESS

If your business is a consumer retail or service type, you absolutely need your website to be mobile-responsive. The very high majority of your visitors will come from mobile phones and hand-held devices.

If your business serves other businesses, you may have a bit more flexibility, as the majority of your traffic will come from desktops and laptops. However, this potential reprieve will not last forever, and you should strongly consider migrating your traditional website to a mobile platform within the end of next year.

Feel free to contact us for more information at info@e-outbox.com or call Eric at 973-320-5576 / 201-618-1328. You can also browse our website at www.e-outbox.com. Remember, our initial consultation, website analysis and/or estimate are free!