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The Importance of Mobile Website by Peter Colan

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The internet is becoming the new bazaar and most of the users now turn to it with their queries and for shopping goods. Hence it is vital to have a website which can connect you to the consumers who do not visit retail stores anymore instead click on sites that offer discounts and deals on e-shopping. But as technology is changing and advancing every few months, it is mandatory to accustom oneself with it otherwise it can lead to loss and frustration. And this is highly important for marketers who run sites on the web.

Smartphones are the new browsers now and customers tend to pick their phones for viewing local listings, booking tickets, shopping and information. So being a smart marketer you simply cannot afford to lose the web traffic generated this way and your regular website cannot help the mobile users. Hence you need to design a mobile site and once you have done it you will be widening your horizon and making yourself available on the smartphones as well.

The Future of Telephony

When it comes to the advancing technology of smartphone operating systems like Android, browsing the web, sending e-mails and trying out other tasks on the web are becoming extremely easy. If you are thinking of raking the opportunities on the web a mobile website is the way out that can help you keep your business popular among smartphone users. The future of Telephony is bright and very soon computers would be a passÃ© in terms of internet browsing. A quarter of internet users now try mobile based browsers like Opera and one needs to have a mobile site which works on them.

How to Design a Mobile Site

If you have decided to design mobile website then you can browse the web for an easy site builder. You will not have to hire designers for the task and will be able to launch the mobile version of your website within hours. All you have to do is pick a template put your content on it with the images and you site will be alive within no time. Most of the site builders also offer hosting services at a minimal cost so you can try them for your mobile site. Once done you will be find out that your site hits figure has improved substantially and you would certainly like the change.

So invest in a mobile site and make the most of the mobile web traffic generated through smartphones.

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The author is a popular designer of a mobile site. He advises marketers to try website builders for their a mobile website.

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