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The Increasing Need of Mobile-Optimized Websites by [Adalbert Angelo](#)

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This has happened to all of us - trying to access a website from your smartphone but the site is loading too slowly or you have to scroll all over the page to see the navigation options. That's because the site you're trying to access was built for quicker processor such as your computers, and a 15-inch screen, not for a smartphone.

There are still websites that are not optimized for smartphones and tablets, while more and more people are using the web from their mobile devices. QR Code Generator Mobile-Optimized websites are developing different versions of your original website to suit the hardware of your mobile device.

US mobile internet usage has increased by 25%, according to a 2011 report by eMarketer, from 77.9 million to 97.3 million. By 2015 half of the US population will use mobile devices to access the internet.

eMarketer forecasts that the two older segments, between 45-65 and 65 aged and older, will almost double their mobile internet usage by 2015.

Still the highest percentage of mobile web users is between 18 and 34 - 44.4% or 43.2 million people.

Without a mobile-optimized website the sites are tough to navigate and slow to load, as the mobile internet usage increases every year the businesses need to look ahead to mobile web design.

Google Analytics is a good start to analyze the accessibility of your website through a mobile report which shows your visitor's activity - mobile or non-mobile, what device are they using and how many visitors you receive.

There are offers for mobile website software that can build a mobile site for you but it's better to find a mobile website design firm with more experience. Quick-fix software for example will compress your site to fit the smaller processors and screens of mobile devices, while a web-optimization expert will design more effective mobile website for better user-experience and will maintain it as your regular site.

When it comes to talk about qr code generator, in simple terms, QR code stands for Quick Response code. This is a two-dimensional bar code that can be read in cameras as well as smartphones by code readers. Mainly, this code is used in order to store some information like contact details, texts, URLs and more. This code is also has capability of handling various types of data like numeric, alphabetic, binary and so on. Custom QR Codes are also using logos, photos, colors and other design elements in order to brand the company. A custom QR code works even better than others.

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a Adalbert Angelo is USA Author. He is Working in Mobile Marketing. He has applied his knowledge

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