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Need for mobile websites â€“ Mobile connectivity by Henrypeter

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Technology is in-sync with the all-time-mobile world, wherein businesses transact, while on the move. The mobile technology through mobile websites has taken all-time connectivity to the next level, enabling people to â€œstay connectedâ€• with their business always.

From the device point of view, mobile websites designed for the mobile phone offer a plethora of advantages. As mobile phones are part of the wireless network, the need to plug in and out as with laptops or desktops is absent, making them readily accessible. Moreover, as there is a vast user base for mobile phones and handhelds, there is wider reach to customers and clients alike. . Statistics reveal that 50% of the local searches are done through mobile phones and about 2 billion people around the world have a mobile phone. The $1.6 billion purchase through mobile internet, made in the year 2009, accounts for the popularity of mobile websites.

A mobile website promotes portability of a business to the maximum extent possible making the business as â€œmobileâ€• as its owner.

There are other features of these websites, which shoot up their demand in the online platform. Mobile websites are designed for a wide range of smart-phones and other hand-held devices to offer a rich user-experience. The compactness of the whole thing, on the small-screen, with multifarious functionalities, thoroughly engages the user.

In addition, the mobile-specific features such as click-to-call and mapping helps to intimate the user about any local business operating in the vicinity of the userâ€™s coordinates. â€œClick-to-callâ€• will inst connect the user with the business, as this functionality gets the user on hotline with the business representative, through the mobile website. Mapping on the other hand links the userâ€™s coordinates with a business site, which is operating in the region.

The initial interest drawn from a user can chart out a strong relationship with the business, thereby â€œcreatingâ€• the customer, and later a patron. The user experience is further enhanced by a faster download speed on mobile devices. Other avenues of attracting users through mobile websites are the better ranking prospects in the major mobile search engines such as Google and Yahoo. Mobile search engines such as Google mobile, Yahoo mobile, Taptu, bing mobile, and Askmobile are the post popular, which are customized for mobile and handheld device screens with all the functionalities and features of web search engines and sometimes even more.

A mobile website gets listed in web/mobile directories, which are increasing by the day. These directories are intrinsically search-engine friendly making the website rank higher in online searches.

With the high-visibility factor in the online space, mobile websites click their way to making a business into a brand. This happens because websites designed for mobiles enjoy a competitive advantage over their non-mobile counterparts. From ready-access to instant engagement to growing interest to a prospective customer, the conversion rate is faster. Additionally, these websites bridge the gap between offline and online media through the use of QR codes.

These codes when used in print, can be scanned and translated into SMS text, website URL or email address, thereby going beyond the limitations of print advertising/marketing. To elaborate further, with QR codes it is possible to link any print media to a mobile site. Be it business cards, flyers, stationary, for sale signs, and print advertising, the mobile website is â€œlinkedâ€• to the brand and is a potential and inexpensive marketing tool.

In the coming years, mobile devices are set to be the â€œnodesâ€• for â€œworld-wideâ€• connectivity, ov the PC and the desktop and Mobile websites will be the interface to connect to the world.

Building such interfaces with full-fledged functionality to deliver a rich user experience is web design company, Dubai. The wide gamut of services at gulfwebstuido.com covers web development Company Dubai, Search engine optimization, logo design, graphic design, extending to the limitless possibilities of the online-space. The expertise here is â€œon-mobileâ€• with the emerging trends of web-technology, connecting to deliver customized, creative and quality solutions.

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