

mobile web and what's ahead



spoton.net 
a website and internet marketing franchise

it'seeze
Creative, Flexible and Affordable
Website Design

Latest facts and stats...

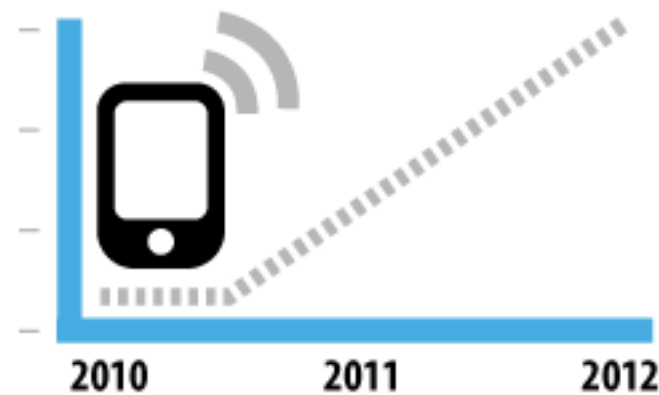
1 IN 3

MOBILE SEARCHES
ARE LOCAL TO YOU



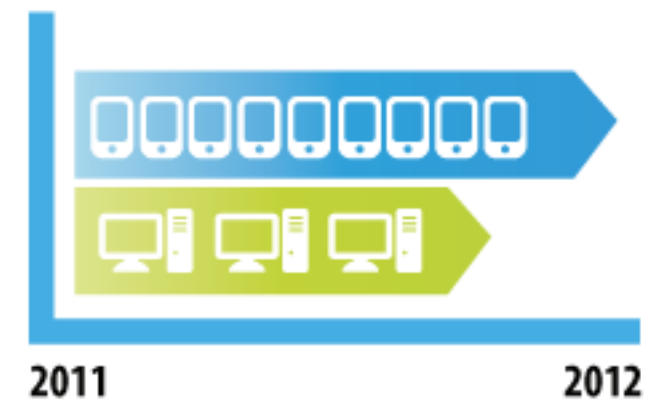
400%

INCREASE IN
MOBILE SEARCHES



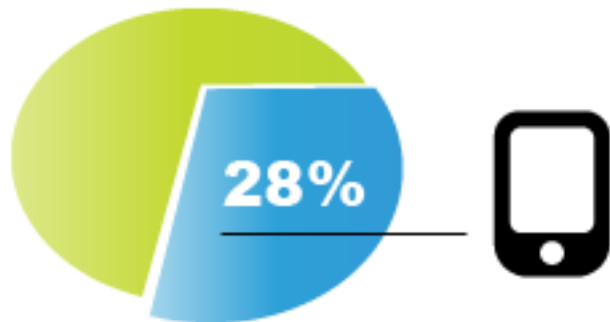
67%

INCREASE IN MOBILE SALES
OVERTAKING PC SALES



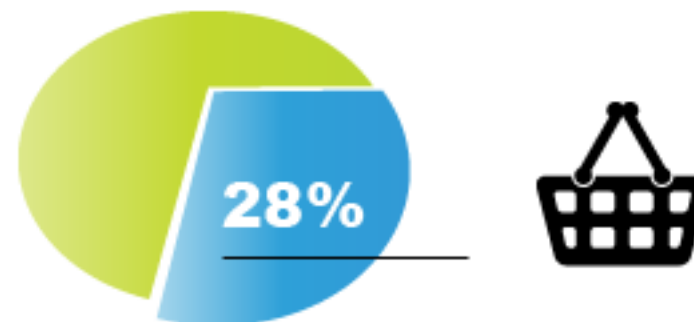
50%

OF INTERNET USAGE IS FROM
A MOBILE PHONE



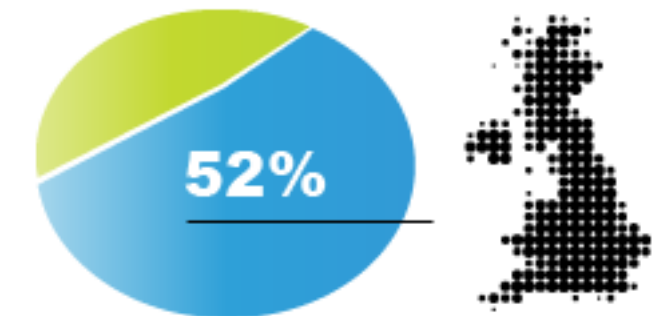
28%

OF THE UK HAVE PURCHASED
FROM THEIR MOBILES



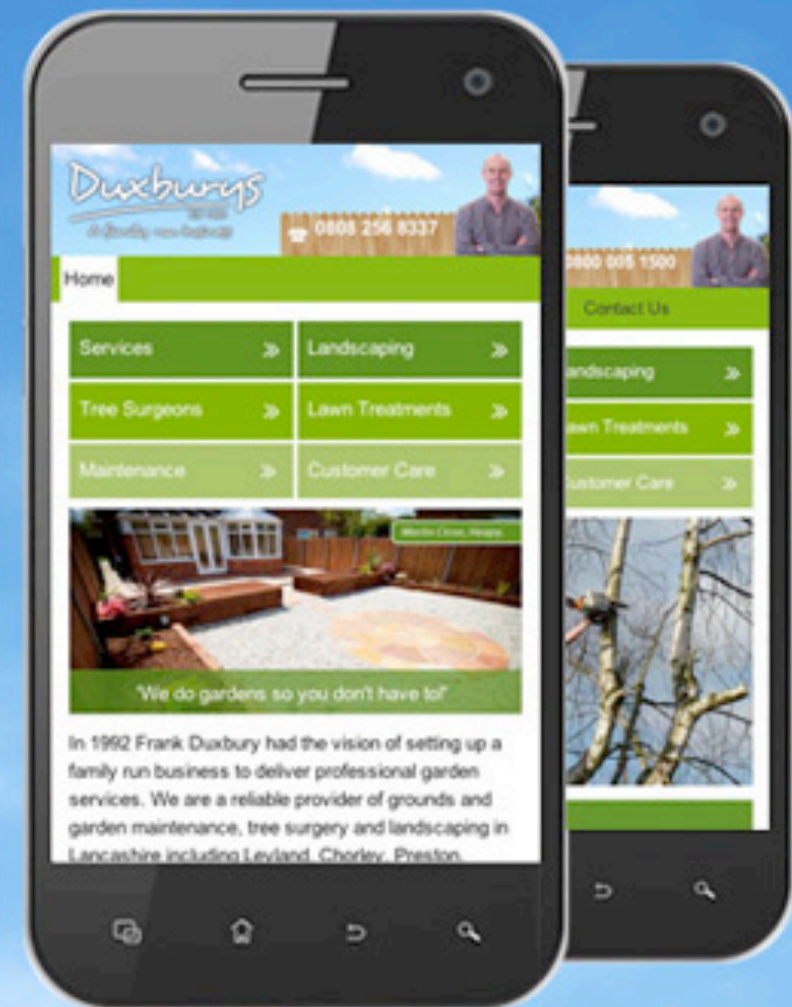
52%

OF THE UK NOW OWN
A SMARTPHONE



Recent quote from Duxburys - an it'seeze customer.

"On checking our Google Analytics we found that a third of our online searches were through mobile devices"



What could this indicate?

a third of Duxburys customers will have a better browsing experience with a 'mobile specific' website

a large percentage of their searches is done via mobile - meaning local Preston searches

Better browsing experience means happier browsers, more enquiries and more business?

Why a separate mobile site?

Navigation designed specifically for mobile use

Making the more 'important' pages more accessible

Ergonomics. People browse with their thumbs!

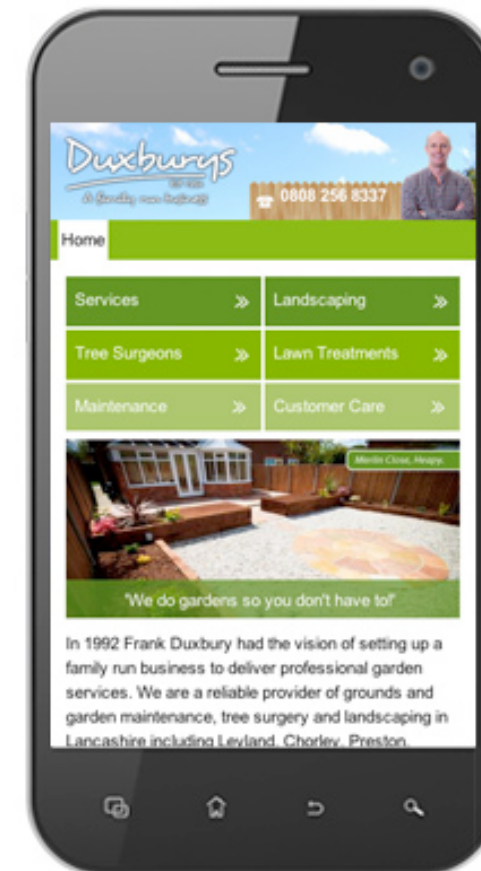
Desktop sites on mobile are tricky to click through

SPEED. Desktop sites will run slower on mobiles...

The speed test... on a full 3g connection



9 seconds to fully load the home page on a smartphone



3 seconds to fully load the home page on a smartphone

Would you wait?

Talking of speed...

74% of all mobile users will wait a maximum of 5 seconds for a page to load.

80% of mobile phone users will be connecting via 3g not wifi. This means speed is essential.

57% of mobile web users have 'slow issues' when accessing non-mobile sites. ('clicknewz' extensive research)

Why an it'seeze mobile site

Get ahead of the game. Demand will soon grow.
Especially for an 'editable' mobile site.

Designed by experts. Tested for speed!

As with all it'seeze packages mobile sites will be
updated with new features and future developments.

The new regional mobile pages



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Features

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it'seeze Mobile Get your website mobile ready

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DESIGNED FOR MOBILE > DUXBURY'S CASE STUDY > EDITING FEATURES >

A mobile website from it'seeze could open your business up to a whole new audience.

Here's why you need an it'seeze mobile site:

- **Professional and affordable.** Design by experts who know how to design for mobile platforms and at an affordable price.
- **Get ahead of your competitors.** Get found by thousands of potential customers in your area who are looking on their mobiles for your type of business.
- **Use your company style or leave it to us.** Mirror your existing website style or let us create a bespoke new style for you.



Highlighting key facts

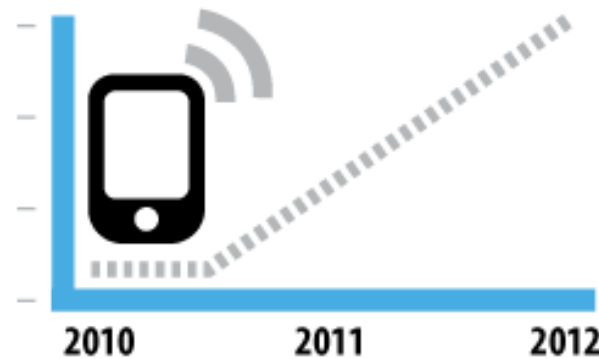
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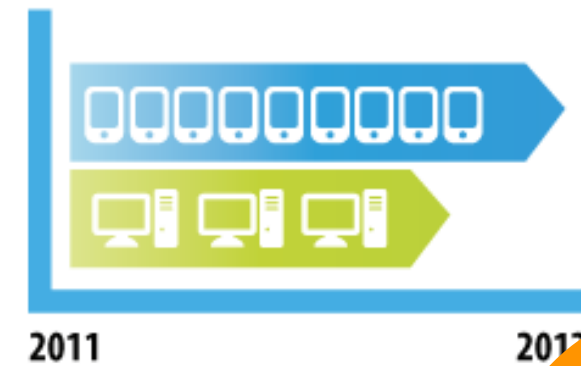
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INCREASE IN
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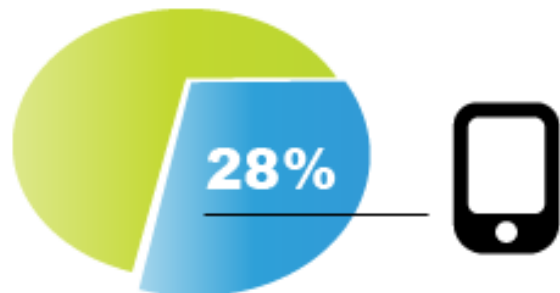
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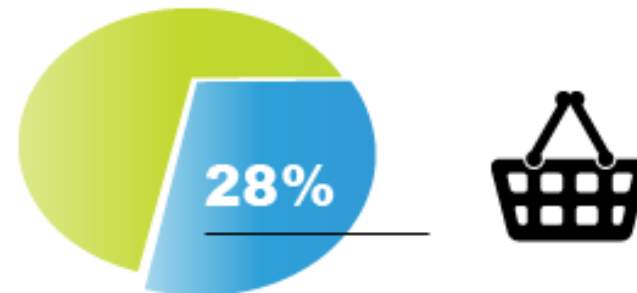
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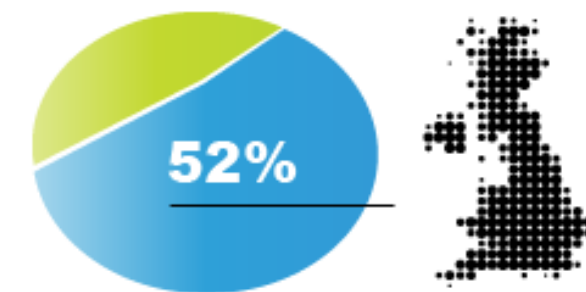
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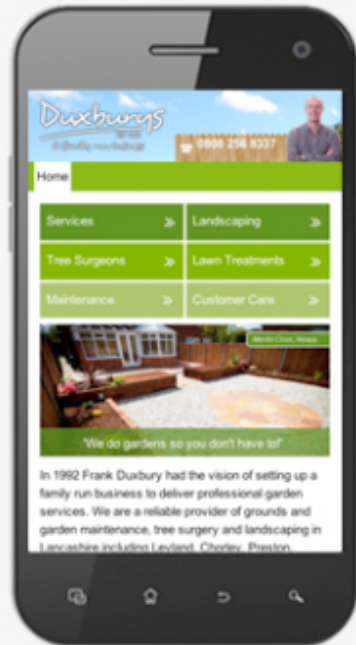
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OF THE UK NOW OWN
A SMARTPHONE



Facts
updated
regularly

Highlighting key features



Simple Navigation

Well placed and easy to click navigation is incorporated within all mobile sites. The navigation button will resize to your mobile phones screen resolution. No need to zoom in or out.

Services >>

Tree Surgeons >>

Maintenance >>

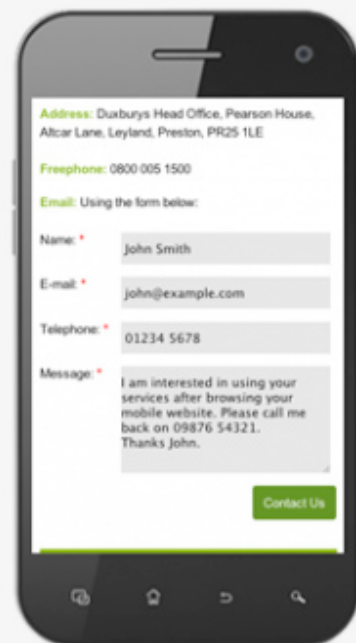


Sell Products

Sell products through your mobile site with our PayPal 'Buy Now' option. All you need is a PayPal account to start selling right away!

PayPal™

Buy now



Contact Forms

It's easy to use mobile contact forms mean that users will be able to contact you on the go with forms designed specifically for mobile use. This gives your business the chance to generate more enquiries from a mobile audience.

E-mail: john@example.com

Telephone: 01234 567890

Message: I am interested in using your services after browsing your mobile website. Please call me back on 09876 54321.

Contact Us



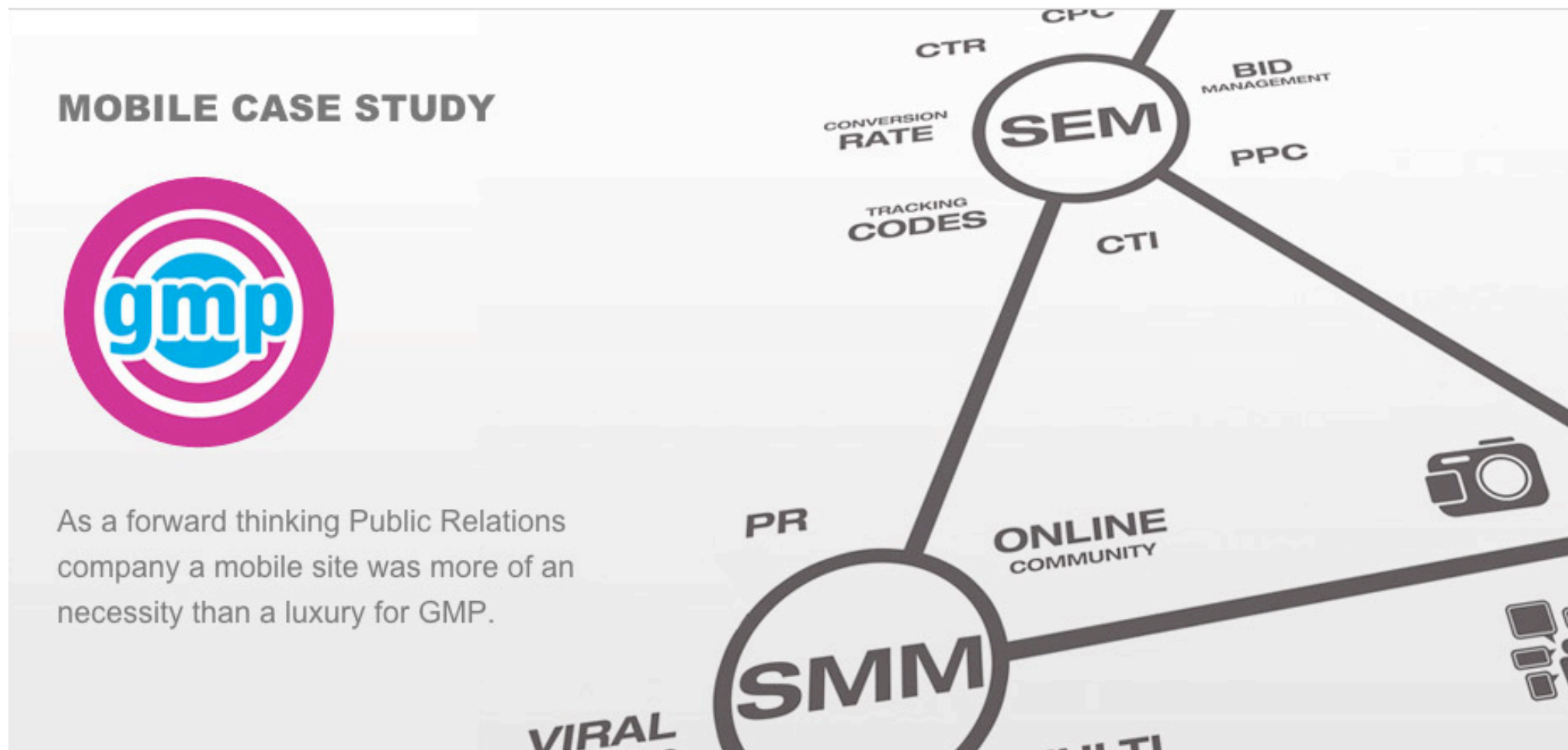
Image Galleries

Add an unlimited amount of photo galleries to your mobile sites. Great for a portfolio or to display products. Viewers can browse on their mobiles and even make comments that you can display!



Features
updated
when
needed

3 mobile case studies



Showing the effectiveness of our mobile web solution
And how it can benefit various types of businesses

Desktop and mobile together



Mobile sites that reflect the branding of desktop sites
The benefits of having a desktop **and** mobile site

Ready and going live in October