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Mobile Website "Getting Started" Checklist

☐ Decide what enhancements you want to provide with your mobile website.

   ☐ Easy access to your phone number and one-click calling.
   ☐ Easy access to your email address and one-click emailing.
   ☐ Easy access to your product information.
   ☐ Easy access to directions to your practice.
   ☐ Easily accessible through higher search engine rankings

☐ Determine how you want mobile users to benefit from your mobile website.

   ☐ Retrieve Information Only
   ☐ View home exercises
   ☐ Rate and review your practice
   ☐ Connect with you on Facebook

☐ Decide on the content for your mobile site. Keep the number of graphics and content small since mobile devices are easier to navigate with less content and faster load times.

☐ Decide on a mobile platform or method to create a mobile-friendly website for your business.

   ✓ You could purchase programs to help you create your own mobile website or you could hire a professional to do it for you.

☐ Design your mobile site to be very clean and simple. Only provide relevant content and information that is easy to access.

   ✓ Keep it simple – your visitors will appreciate it! Mobile users don't care about the look and style of your website.
   ✓ Create a mobile site that enhances your visitors' experience instead of distracting them.
   ✓ People who access websites from their mobile devices are usually looking one specific piece of information and then leave.
   ✓ Make sure that all of your pertinent information is easily visible on your mobile website. This includes your phone number, address, directions, services, appointment requests, etc.

☐ Track your progress. Be sure to view the analytics of your mobile website to see how many views you are getting. No matter how many visitors you're getting, at least you'll know that they are finding what they need now that you have a mobile website.

If you would like someone to create your mobile website, give me a call at (800) 468-5161 x 1101