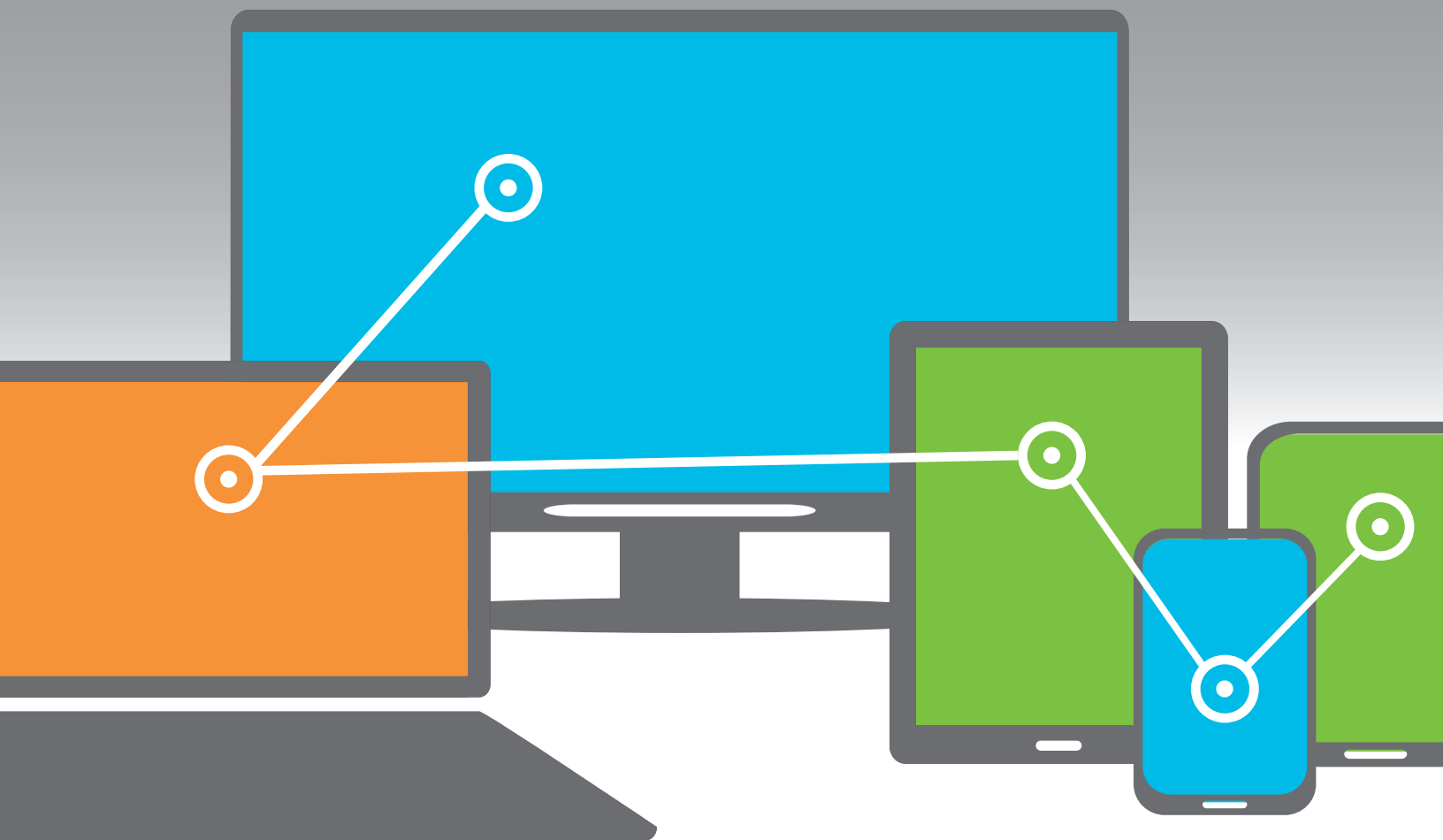# How to
Drive
More Leads

with Smart Mobile Marketing

webmarketing **1** | **2** | **3**

How to Drive Leads with Smart Mobile Marketing.

It's official - <u>Mobile surpassed PC</u> Internet usage for the first time in 2014. **Americans now spend more time on mobile apps and browsers than desktop**, making mobile an essential channel for all marketers.

There's no denying cell phone use is ubiquitous these days. Whether you're walking down the street, on the bus, or in a crowded coffee shop, chances are you'll spot a good portion of the crowd completely engrossed in their smartphones. In fact, Americans are so attached to their phones that <u>75% admit to bringing their phones to the bathroom</u>. Yikes.

Research shows that <u>4 out of 5 buyers use smartphones to shop.</u> And, these smartphone users convert 3 times better than their desktop counterparts.

In spite of these facts, nearly 84% of marketers <u>lack a mobile strategy.</u>

It appears that two major mobile myths are holding marketers back from reaching out directly to mobile users.
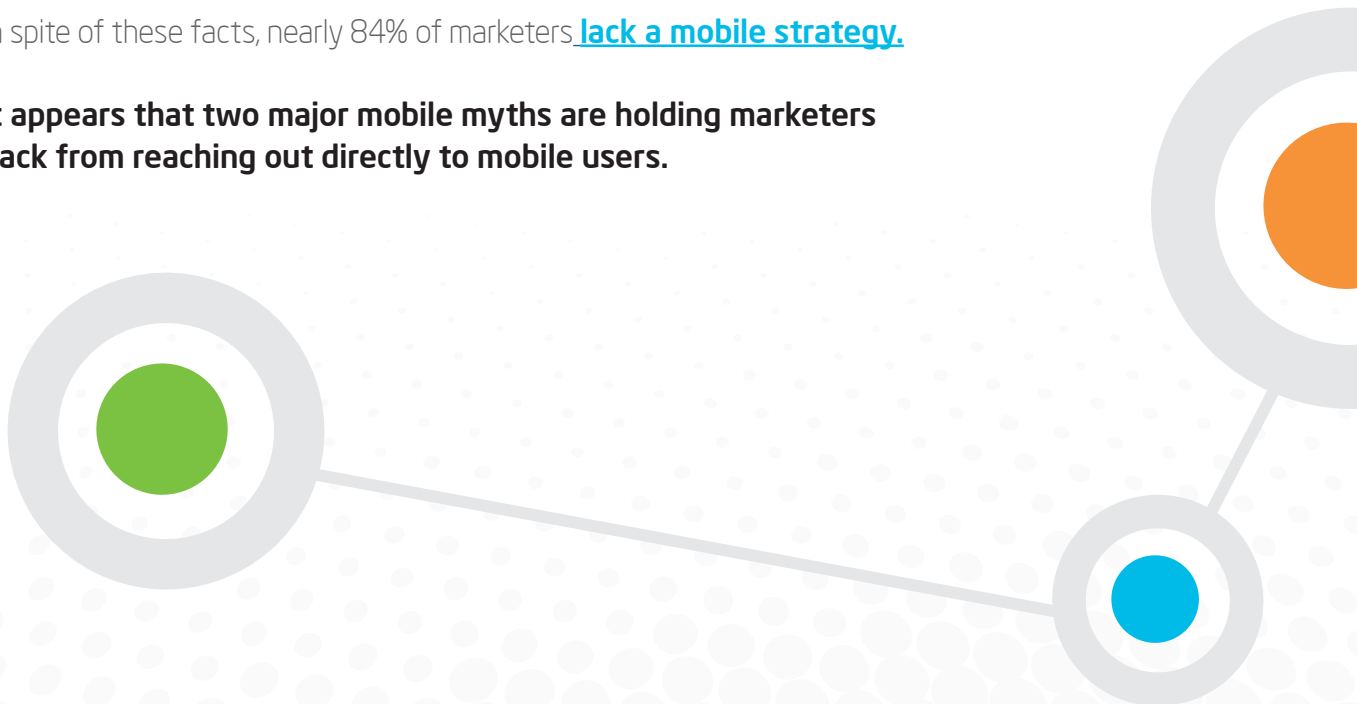
Mobile Myth 1:
Mobile marketing is only for B2Cs.

Marketers assume that business-to-business buyers do their research while on-the-job rather than on-the-go, reserving their mobile phones for more personal use.

Research shows **that's wrong.**

In fact, B2B decision makers are leading mobile adoption. In the IDG Global Mobile Survey, 77% of executives were found to research products or services for business on mobile, nearly as many as use a tablet.

Savvy marketers need to be sure that their B2B outreach is properly optimized for mobile, or else miss out on a huge opportunity.

Mobile Myth 2:
Mobile does not convert leads or drive sales.

Although data reveals mobile visits convert into sales, **marketers remain skeptical.**

Google released Estimated Total Conversions last fall, demonstrating that mobile is an extremely powerful purchase influencer rather than a closer. While most customers will ultimately convert in-store (if applicable) or across multiple devices, their initial decision is influenced by their mobile experience. Because the eventual sales take place in-store or on other devices, some marketers have failed to recognize the importance of mobile influence. But it's there.

The Google Mobile Path to Purchase study confirms the trend: 93% of people who use mobile to research go on to make a purchase, but 82% of those users purchase in-store, while 45% purchase on a desktop or tablet. Only 17% convert directly on a mobile phone.

Given that 65% of all searches begin on mobile, mobile is clearly a top-of-the-funnel influencer brands cannot afford to ignore.

Gain competitive advantage with a smart mobile strategy.

You can't afford to ignore the data. Marketers who fail to develop a mobile strategy are going to miss out. Get the tools you need to launch a winning mobile strategy.

① **First, build the case for mobile by evaluating the mobile "health" of your website.**

As a marketing professional, you are responsible to make the case for a mobile strategy. The most persuasive approach is to translate the cost of missed opportunity into dollars. Start now to track conversion rates by device.

Take a look at the Google Analytics "Devices" report. In most cases, your mobile traffic should convert at about <u>30% of your desktop conversion rate</u>.

TIP: Use Google Analytics "Devices" report to compare performance.

	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate
	105,534 % of Total: 99.89% (105,650)	80.83% Site Avg: 80.71% (0.15%)	85,301 % of Total: 100.04% (85,265)	61.68% Site Avg: 61.61% (0.11%)	1.94 Site Avg: 1.94 (0.11%)	00:01:37 Site Avg: 00:01:36 (0.11%)	2.33% Site Avg: 2.33% (0.11%)
1. desktop	95,703 (90.68%)	80.50%	77,042 (90.32%)	60.65%	1.98	00:01:41	2.42%
2. mobile	7,145 (6.77%)	84.28%	6,022 (7.06%)	73.95%	1.50	00:00:44	1.26%
3. tablet	2,686 (2.55%)	83.28%	2,237 (2.62%)	65.82%	1.82	00:01:35	1.79%

If your mobile conversion rate missed the mark, calculate the profit or pipeline revenue you would be pulling in at a 30% rate. Chances are that's a significant chunk of change. Take this as a clear warning sign to revamp your mobile strategy.

② Second, know your mobile development options.

There are essentially **3 approaches** to optimizing your site for mobile.

RWD uses a single piece of code to work across all devices.

1. Responsive web design (RWD)

Pros:
- Responsive code allows marketers to manage one SEO strategy under a single URL.
- Universal code leaves little room for error and is a simple solution for a cross-device, user-friendly experience.

Cons:
- RWD cannot customize content delivery based on what device is used. This may be problematic for text heavy, complex websites.

*Hint: Dynamic serving may be a better option for this scenario.
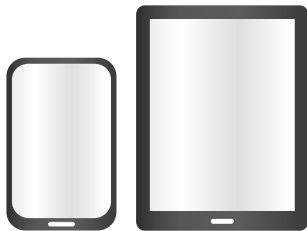
Like RWD, dynamic serving uses the same URL, but serves different code depending on what device is detected.

2. Dynamic serving

Pros:
- Like RWD, dynamic serving requires one SEO strategy for a single URL.
- Dynamic serving allows content customization based device.

Cons:
- Dynamic serving is typically more expensive due to several iterations of coding for the same website.
- Serving completely different content for the same URL may hurt rankings due to lack of keyword relevancy.

Mobile sites render on a separate URL built specifically for smartphones and tablets. (For instance, m.websiteexample.com)

3. Mobile Site

Pros:
- Apps or mobile sites are ideal for event or account-based businesses (Ticket vendors, banks, etc.), as they can easily deliver a "light-weight" content experience to users on the go.

Cons:
- Mobile sites operate off a completely separate URL.
- Mobile sites are prone to error as they require two SEO strategies.

As an agency, we recommend the first option **(RWD)**. We believe it is the **wave of the future**. Google also considers responsive design an **industry best practice.** While Google's search algorithm won't give preference to responsive over mobile, **it's far easier to get SEO right with responsive**.

Get a crash course on the "fluid grid."

As a marketer, you don't need to understand every nitty gritty detail of development, but you do need to know what questions to ask and how to clearly communicate goals to your developer or agency. So brush up on the technical basics of responsive design.

Here are **5 essential steps** to build a top-performing mobile UX, using the responsive design approach:

1. Get on the fluid grid.
Responsive sites are built on what developers call a "fluid grid." Responsive code allows sites to detect to the size of the device and slide accordingly to adjust.

2. Test your site across devices.
How does your site render across all devices? Use the free resource, "Responsinator.com" to get an idea. Make sure your CTA does not get lost on any screen size.

3. Make all content accessible.
Make sure users can navigate to all sections of your website, no matter how the grid slides.

4. Optimize for touch screen.
It sounds simple, but this aspect of responsive design is often over-looked. For example, don't add actions that are triggered by hovering your mouse over dropdown menus or buttons. Make sure your entire site is accessible via touch.

Also, make sure to leave enough space around all buttons to avoid a frustrating user experience. Nothing is more annoying than trying to complete a complex, tiny shopping cart process on the go.

5. Build for speed.
Check your mobile load time with **Google PageSpeed Insights**. You should ideally shoot for a less than 4 second mo-bile load time. Make sure your entire site is optimized for speed.

While these **5 steps of responsive design** are incredibly important, implementing a mobile-friendly UX merely lays the groundwork of a top performing mobile SEO strategy.

The second essential component of mobile SEO is understanding and optimizing for the impact of Google's Hummingbird and Pigeon search algorithm updates.

Understand Google's Hummingbird and Pigeon algorithm updates to ace mobile search.

Google unleashed the Hummingbird algorithm back in October 2013 to better support conversational search. Due to the expected increase in spoken search on mobile, Hummingbird shook up SERPs to achieve to two main goals:

1. Increase accuracy for complex search queries.

2. Place a **greater emphasis** on the Knowledge Graph.

These two facets both work to create an improved and more consistent cross-device user experience on Google: Accuracy for complex search queries provides support for spoken search, while an expanded Knowledge Graph delivers information faster to users on the go.

Then, Google's local search algorithm, Pigeon, debuted in July 2014. While we're still in the early days of the Pigeon update, a few local search changes are clear:

1. Pigeon aims to **improve physical location** and local search rankings with **increased proximity accuracy.**

2. Google shared the algorithm **integrates local search** closely with general web search features, like the Knowledge Graph.

3. Pigeon gave local search directories, like Yelp, a significant boost in ranking.

If your business relies on a brick and mortar location, whether it's one or many, **pay close attention to how this search algorithm update unfolds.**

Clearly, Google is paying more attention to mobile search and that means your brand should, too. **You must have an effective mobile SEO strategy to take advantage of these developments at Google.**

Start optimizing with our mobile search checklist:

1. **Rank for long tail keyword queries with FAQ content.**
Hummingbird is hungry for detailed, relevant content to answer those complex, long tail search queries. Adding an in-depth FAQ section to your website is a simple solution. First, quiz your sales team on the most popular questions prospects ask about your product or service. Craft the responses with strategically selected keywords and you're on your way to creating the detailed content Hummingbird demands.

2. **Troubleshoot for major mobile UX errors.**
Due to their complex nature, separate mobile sites have a high margin of error compared to sites built on responsive design. Watch out for these costly mistakes, as poor user experience on mobile could cost a whopping 68% dip in smartphone traffic.

3. **Build profiles for local directory listings like Yelp and TripAdvisor, if applicable.**
Again, if your business promotes a brick and mortar location, this is an absolute must to optimize for post-Pigeon local search.

4. **Optimize your site for Google's Knowledge Graph.**
Google emphasized the importance of the Knowledge Graph in both the Hummingbird and Pigeon updates. Optimizing for the Knowledge Graph means gaining more SERP real estate for branded searches.

The data is clear: both **B2B and B2C customers are evolving** to rely more on mobile devices. Marketers must answer the call now to build a smart mobile marketing strategy or they will fail to keep pace with the modern buyer.

Let us help: Sign up for a free digital marketing consultation!

ABOUT WEBMARKETING123

A two-time winner of Inc. 500/5000, and a certified Google Partner, Webmarketing123 builds digital brand strategies that go beyond leads and traffic to make a positive impact on revenue. Spanning SEO, SEM, Social Media, and Content Marketing, our services help enterprises acquire new customers more efficiently and gain analytical insight into revenue growth.

Founded in the San Francisco Bay Area over a decade ago, Webmarketing123 serves as a strategic marketing partner to hundreds of enterprises and fast-growing startups across a wide variety of industries. For more information, please visit www.webmarketing123.com.

CONNECT WITH US

webmarketing23.com | 800.619.1570

twitter.com/webmarketing123

facebook.com/webmarketing123

linkedin.com/company/webmarketing123

plus.google.com/webmarketing123