

Your contract training program needs to include a mobile strategy in its marketing plan

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The facts are there.

In the U.S., 90 percent of consumers search the internet before making a purchase. More than 34 percent of all mobile users have gone online from their phone. They do so at least once a week.

In addition, 85 percent of people between the ages of 18 and 26 go online regularly from mobile devices. Plus, 40 to 50 year olds are just as likely to go online as people aged 30 to 40.

So what happens when your potential customers go to your website from their mobile device and find it's not mobile optimized? At least 30 percent will abandon the site all together.

What to see what your website looks like on a mobile device?

Try this new tool from Hubspot: <http://snippets.hubspot.com/hubspot-device-lab>

If you find that your customers are not having a great experience on your website when they're on their mobile devices, here are some tips for improvement:

- 1. Organize content by user preferences.** The fact that the eBay site shows the categories "Motors, Clothing, Electronics, and Jewelry" is not random. What are your most visited pages?
- 2. Fast loads.** Make sure your visitors are not waiting for pages to show up on their mobile device.
- 3. Optimized images.** Smaller pictures help the mobile user get in and out.
- 4. Keep the navigation consistent and simple, rely on vertical scrolling.** Remember, people do not surf the same from their mobile device as they do from a traditional computer.
- 5. Keep Back and Home buttons and the Search box apparent throughout.** Consistency will make your mobile site more intuitive for your customers
- 6. Keep links to seven per page.** Seven is the magic number. Too much information on a tiny screen means your potential mobile customers will go elsewhere.



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