



# MOBILE WEBSITE PROFITS



# Mobile Website Profits

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## Section I: The Overview

It's not enough merely to have your own website mobile-ready for contact purposes. You need to look into the many other ways in which mobile websites can help you maximize your profits. We're going to quickly look at all the ways we can utilize them, and then zero in specifically on ones that you may be less familiar with.

The first and most basic way, of course, lies in making your websites mobile ready, so that people can access your sites and email links just as easily when they're out and about as when they're sitting in front of a computer.

But why stop there and neglect this rapidly-exploding trend, when it's gaining ground over personal computers in leaps and bounds? People are not going to abandon their mobile devices any time soon – far from it: Mobile usage has increased, and it's here to stay.

This being the case, it pays to examine all the ways in which mobile websites can help you increase your income – and, more importantly, your profits.

### ***How Does Mobile Technology Actually Work?***

Before we get into ways to make money with mobile websites, let's hit the most basic high points of how mobile technology works.

First of all, it's wireless. No plugs, no cords. You can take it with you. In your pocket, most of the time.

It does run on different operating systems than personal computers. The different features adapted for mobile use such as thumb-wheels, styluses, wireless security, text message and third-party applications especially for wireless demand this.

You'll usually find either Symbian OS on your mobile device, or Windows Mobile, depending on which specific model you choose. (Palm Pilots have their own operating system, Palm OS. In fact, they were the first to provide their mobile devices with internet access – and there are a few newer and older mobile operating systems in play, too.)

Symbian OS has up till now cornered over 75% of the market in powering mobile devices, but Windows Mobile is fast catching up, perhaps because it is available on both GSM and CDMA networks.

### ***What Is GSM and CDMA?***

GSM stands for "Global System for Mobile Communications", and CDMA stands for "Code Division Multiple Access. These are just mobile network system technologies used by cellular carriers. It encompasses such issues as **coverage** and **data transfer speed**.

There is no real advantage of one system over the other – it depends strictly on which mobile devices you are using: And in the case of internet marketing, which mobile device users you wish to target. (Obviously, if you were planning to write an app slanted towards a particular model and type of device, you would want to know if there were any key points about the network system technology you need to know.)

Does all this affect your ability to make money through mobile websites?

The fact is, it's good to know what these acronyms mean, but unless you personally are developing web apps, you don't need to know much more about the hardware and how it works than this – or be intimidated by it.

### ***Thinking Outside the Box***

Most of us develop preconceptions about areas of modern life, originally based on relevant data... Yet if we revisit these preconceptions even a year later, we often find to our surprise that conditions have changed, and those assumptions are no longer true.

Nowhere is this more true than when it comes to mobile technology – and websites. These utilize web 2.0, interactive web modalities that allow internet applications and sites to be viewed on mobile devices, as well as on full-sized personal computer screens.

Keeping in mind we may be making assumptions as to what is currently doable (and what is not), let's reassess the ways we can use mobile technology – and websites – to boost our business and profits, directly and indirectly...

1. **Blogging** – The easiest way to go mobile with your website: Switch to blog format. Many WordPress themes are optimized for Web 2.0 – and you can even make them mimic a static website, if you prefer.



You can easily adapt your existing website headers and logos to fit your new theme, and set your colors to those of your old website, if that's an important part of your branding. Even if you're not design-oriented yourself, it's not a huge web-design job in any sense of the word to have a header re-designed to fit your theme; or even have your theme customized.

2. **Social Networking** – Sites such as Twitter and Facebook make it easy for mobile users to receive messages and notifications from fans, followers and those in the know. One click of your button, and you can read the latest Tweets – and even click on Bit.ly URLs to access outside articles and links.

You can also send Tweets and Facebook messages, as well as receive them. Applications such as TweetDeck, Utterli and HootSuite make managing social networks easy, no matter where you are.

You can catch fast-breaking news in real time, contact your VA instantly, send a quick email out to your list, purchase a fantastic deal, check your stats and do a whole host more business-related tasks, using your mobile device.

3. **Social Bookmarking** – You can also store, access and share links easily, right from your cell phone or mobile handheld. No more trying to remember links, or scribbling them down, while you're out and about.

4. **Digital Media** – Mobile devices make it easy for you to utilize audio and video for marketing and business purposes. YouTube is already mobile-ready – all you have to do is upload your video, and let your subscribers know about the link (via text message, email, Tweeting, or posting on your blog).

The same goes for audio interviews: You can actually upload them to .MP3 directories. (Not many people have caught onto this yet – do it now, and you're in on the leading edge of a trend!)

5. **Mobile Advertising** – One of the most important things to be wary of is that marketing techniques work differently on mobile web. You have to be aware of these “rules” in order to use them to your maximum financial advantage.
6. **Mobile Application Creation** – This is easier done than you might think, thanks to outsourcing: Creating a game, puzzle, contest, interactive information source or all of the aforementioned is a powerful way to make your mobile website “sticky” and set it ahead of your competitors. If people enjoy something on their mobiles, they will bookmark it and return to it again and again.

“Mash-ups” are another phenomenon unique to Web 2.0: these are commercial apps taken, mixed and customized by users, and made available to other users.



7. **Using Mobile Coupons** – Offering your viewers a coupon discount or eGift not available through personal computers is a proven way to encourage them to bookmark you on their phones and handhelds.

Coupons are also used in pay-per-click promotions.

Perhaps one of the most important differences to remember about mobile websites is that they are user-driven – meaning that backlinks created by bookmarking and heavy usage determines which sites are the favored ones.

This in turn determines which sites developers and fans create apps for. These new apps in turn boost the usability and popularity of these favored sites.

But before we get into all the wild and wonderful things you can do, in order to make money through mobile websites, let's first tackle the weighty issue of how to convert your existing website(s) into mobile-ready ones...

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