



What is a mobile website?

A mobile website is a product that makes your business easily available to mobile users with a fast and easy mobile website. Millions of people are now using their mobile phones to surf the Internet and look for information and services. Our product ensures customers can easily find your business anywhere, anytime. Thanks to its intuitive and easy-to-use interface, customers get immediate access on their mobile phone to all the key information about your business and are able to contact you with just one click or touch.

Why is the mobile web important?

There are over 4 billion mobile phones in active use worldwide: 4 times more than PCs. In 2009, mobile web usage increased 148% globally (Source: Quantcast) and the numbers continue to rise. In fact, by the end of 2013, customers using the mobile web are projected to grow to 1 billion. Your customers are already looking for you on their mobile phones. This is a huge opportunity for your business you don't want to miss. If your business is not on the mobile web, your customers won't be able to find you!

How are mobile Web sites different than PC sites?

Mobile websites are built to exploit the special characteristics of mobile phones and mobile users to provide the best possible experience to users. Besides adapting to the smaller screen of a mobile phone, they are also made easier to navigate using touch or a keypad and provide more direct access to the information that a customer is more likely to need while on the go. Even on high-end devices with large touch-screens, a made-for mobile Website helps your visitors quickly become happy customers with content and a design that's suited to someone in a mobile context for example, customers can use the unique features of the mobile phone to contact you such as the 'call us' feature, where with one touch they call your business and the 'find us' feature, which provides access to a Google map showing your business address and allowing the customer to obtain directions from their present location to your business.

Will this replace my desktop site, or be in addition to my desktop site?

A mobile site extends the reach of your business to the mobile Web, allowing you to provide your mobile visitors a fast and easy way to learn about your business and contact you with one click. While your existing web site is aimed at giving a full and comprehensive picture of your business, a mobile site allows you to deliver immediate access to what matters most when on the go. The two sites are complimentary and work together to make sure your customers are getting the most appropriate experience for their context and their device. For customers who do not yet have a desktop site and are maybe daunted by the prospect of having to build one, First Edition Design offers a really easy way to get up and running with a website that will work on both the PC and mobile phone.

What are the benefits to my customers?

Studies show that visitors who access a full web site on their mobile phones complain about how much time and data is required to load the site and how hard it is to find the information they need. Most of these customers abandon such sites quickly out of frustration and are unlikely to return and, worse yet, look for a competitor with a

more mobile-friendly site. A mobile site resolves these problems and satisfies your mobile visitors by giving them quick and easy access to the key information about your business. A mobile site is designed with the mobile user in mind. You save them time and money, and you easily convert them into happy, paying customers.

How will people actually get to my site?

There are **four ways** by which users can reach your site. The easiest way is to promote the site to your customers. The second way is via search. Users on mobile devices increasingly see mobile sites returned in search results. All of our sites are coding with the optimal meta tags in order for your site to be placed into over 400 search engines. Third, add a link on your desktop website to your mobile site. This will help increase awareness that the mobile site is available. This functionality is offered as part of our mobile package, and can be easily put in place as a 100% turn-key solution. Fourth, we provide automatic redirection of mobile users from your business site to your mobile site, so they are guaranteed a good experience.

How does First Edition Design help to increase a site's visibility in mobile search engines?

The site is built using good practice recommendations, as outlined in Google's Search Engine Optimization Guide, which includes creation of a sitemap, well defined page titles and descriptions, and optimized site structure for navigation, good URL structure, optimized robots.txt, and site submission to directories. In addition, we provide keywords for your business, which are used to assist search engines to rank the site's relevance to an end user's search request. Links to social network sites will also assist in this process.

How often can I update/change my site? Are there additional costs for that?

You can easily use our support desk submission form through your First Edition Design account at any time to make all the changes you want. There is no extra charge, so feel free to experiment and find the best way for you to use your mobile site to grow your business. All changes normally take 24 hours to take effect.

What is included in the package?

The following is included in the package:

- Set up/Coding/Hosting of the mobile site
- Domain name
- Maintenance
- Unlimited access to the support desk for changes, billing and account history.
- A fair use policy applies to traffic volumes a 2000 page views per day is the approximate ceiling.

Annual renewal license/maintenance/hosting charged after 12 months of initial service.