



**This Report Will Show You...**

- **What a huge percentage of your missing mobile-surfing market is really all about**
- How to make your mobile web site so "sticky", you convert casual surfers to enthusiastic followers
- **The single most important thing your new mobile website must do the very first time - if you want them to come back**
- The 3 most common reasons mobile surfers choose one site over all the others
- **The secret weapon that will have your new site up and running in less than half an hour**
- **And More!**

Brought to you by:

*Fred Lotgering*

[LotCon Biz Solutions](#)

**Stay informed!**

[Subscribe Here](#)

You'll receive news & updates for quality ebooks and special offers in the future!

This report is a fantastic resource for building mobile websites that get attention. But if you're looking for a way to really cash in on mobile websites, you need to check out this awesome resource:



## The Expert Guide To Mobile Websites

If you want discover how you can make money with mobile websites [Click Here](#) to claim your copy of my brand new ebook now!

## Reward Your Readers

Already have a solidly built list of subscribers and customers?

Let me ask you a question:

How many of them access your web sites on mobile phones?

And exactly what do they see, on screen, when they are in between taking kids to soccer practice and waiting for that pizza to be ready for pickup?

One thing is for certain – if your website doesn't display correctly first time, they won't add it to their list of favorite sites. In fact, they won't access your website again. (Can you say "Click and close?")

It doesn't matter whether you have a subscriber list of thousands or you're just stepping onto the internet marketing stage – without a mobile-ready site, you are losing a potentially far greater audience than you'll ever gain through the computer-based web.

Even as far back as 2004, mobile phone users outnumbered computer users, as people turned more and more to an easy-to-use technology that fit into their busy lifestyles – and quickly became essential.

And that number is rapidly growing every day. (Nowadays, even children have cell phones.)

So reward your loyal subscribers and those who are just checking your web site out on their mobile phones, Smartphones, and other hand-held mobile devices by making sure they have an incredibly easy experience, the very first time they visit your site.

## **Provide Less – And More**

How ready is your website to leap into the mobile arena? Would you cringe with embarrassment, or glow with pride?

Well, there's one quick way to find out!

1. Go to the MobiForge [test page](#).
2. Enter your website URL
3. View the instant results

The first thing you're going to learn is whether or not your website passes or fails the Mobi test. If you're like the average pre-mobile web designer (amateur or professional), your web site will promptly fail in at least 10 or 11 areas.

And the first thing you will learn is that **frames** are the kiss of death for mobile websites.

They are absolutely not supported. (**Flash** is often not supported too, especially with lower end mobile phones. We might as well get that out the way, up front.)

The second thing you'll notice as you read your results is that your mark up apparently should have been made in XHTML-MP markup language. ("MP" stands for "Mobile Profile.")

Here are some typical mistakes you may have made in your design, according to the Mobi validating program...

- Your tags don't match cases. (E.G. if you open a tag such as `<body>` in lower case, and close it with `</BODY>` in uppercase, it won't validate on a mobile phone.
- You are using a redirect incorrectly.
- You have set an incorrect MIME type. (XHTML-MP should never be served as TEXT/HTML).

Feeling intimidated yet?

If not, congratulations – you may not even need to read this report.

However, if you're wringing your hands in despair over yet another huge technological learning curve about to force itself on your overloaded grey cells, there's good news for you.

And that brings us back to the question you may (or may not) have been asking in the first place...

Just what is this "Mobi" who has such a say about your web site display?

Well, in this particular case, "Mobi" stands for MobiForge, developers of [mobiSiteGalore](#) – a totally free W3C standards-compliant mobile website builder. And XHTML-MP is the markup language specific to .mobi files.

MobiSiteGalore was designed to specifically solve the most common challenges associated with mobile phone display.

- Tiny screen area
- Minimal processor power, compared to the average computer
- Slow internet connection speed

The other wonderful thing about mobiSiteGalore – it’s totally user-friendly. You don’t have to be technologically brilliant to use it. In fact, it compares in set up difficulty to setting up your average Blogger blog. (In other words, your 12-year-old could probably show you how to do it.)

According to a TELUS Mobility employee to whom I was recently chatting, mobiSiteGalore web site set up is far easier to grasp than simple Text Messaging for the average techno-newbie. (The employee, who prefers not to be identified, admitted that about 50% of her incoming calls are from frustrated first timers trying to Text Message.)

Will Mobi sites work properly on mobile phones?

Does a cheese grater grate cheese?

Mobi sites work even better than those written in the original WML markup language (except possibly for Nokia 1100’s and 1101’s, which are optimized specifically for WML). It was Mobi’s advisory group who worked hand in glove with the World Wide Web Consortium, laying down the standards for “Mobile Web Best Practices”.

One final note, however, on XHTML versus XHTML-MP. Both actually work in displaying sites, and if you know the basics of mobile design and CSS, you shouldn’t have much of a problem.

But if you want .mobi files to validate, either use XHTML-MP – or build your site quickly with mobiSiteGalore’s WYSIWYG editor.

## Solving The Navigation Nightmare

The fact is, however, that it doesn’t matter if you need all the help you can get from a mobile website builder, or if you prefer to tackle the learning curve and master XHTML-MP (with a little PHP thrown in on the side) – you still need to follow some mobile-specific basic principles, in order to ensure your mobile website is set up to display efficiently and correctly on virtually any mobile phone. And that includes “Smartphones” like iPhones, and RIM Blackberries.

- If you really want to embrace that learning curve, Mike Davidson provides a strong, basic tutorial, [Make Your Site Mobile Friendly In Two Minutes](#), on his blog.
- If you’d like the walk-through wizard, “no tech required” option, take advantage of mobiSiteGalore, and use their totally-for-dummies free web site builder.

But whichever option you choose, there is one step you absolutely have to invest in, first...

## Simplify, Simplify, Simplify!

Before you ever design a single word of code, you will need to decide on a **goal** for your mobile website. The biggest mistake people make, when converting a static website to mobile? Trying to duplicate their computer-based site exactly.

First, define your purpose for stepping into the mobile world.

Do you want to promote a product? It's better to hit the high points and condense everything down to focus solely on that, without distraction. People who visit your site are likely already looking for that particular product – you don't have to "sell" them, though you do have to convince them this is the product they're waiting for.

(Envision yourself as a magazine writer. You've written a 3,000 word article – but your editor tells you it has to be whittled down to 1,500 words. What do you do? Argue with the editor that he ought to can that \$3,600 ad to make room for your copy?

Of course not. That's a fast way to see yourself replaced by another writer, with your article unpublished!

The reality is, you'd start whittling like mad.

When you got finished, you'd end up with a really tight article that didn't waste a single word – and packed a powerful thump.)

One way to do that is to make your site as accessible and easy to navigate as possible. Remove any obstacles between **your potential customer** and **the information they need**.

Do you want to let people know where to find your office? Dumb it down. **Give them only the information they absolutely need**. Seriously rethink whether or not that nifty graphic header of a gorgeous shimmering sunset really adds to what your viewer wants or needs when they're scrambling to find something out in the fifty seconds they have available till the next traffic light changes.

If it doesn't, scrap it.

Spend some time distilling the goals of your mobile site down to their absolute barest essence.

The more thoroughly you do this, the more successful your new mobile site will be.

## The Missing Link

This isn't any sort of web site link I'm talking about here. I'm talking about the single most crucial step missed by otherwise savvy mobile phone web site designers.

And that missing link is taking into account what **your viewer's goals** are – the ones that made them decide to access your website.

According to [Webcredible](#), a survey they conducted showed that most mobile phone users accessed the web for these specific purposes:

- Help them find information about their immediate geographical area
- Entertain them during a scheduling gap, when they need to “kill time”
- Allow them to download something specific – like ringtones

Once you have this in mind, you can design a mobile-friendly website. Keep in mind you will probably need to be ruthless and cut out items of which you may be especially proud – but which actually create obstacles to your viewers getting quickly to their goals.

Also keep in mind the most common types of viewer – and whether or not you each one is the most “pre-qualified” viewer likely to fall in love with what your site has to offer.

Who is likely to land on your site?

**The Bored Surfer** – This viewer really is just killing time, hitting any link that seems mildly interesting. Your key for turning him into a repeat viewer? Make your site “sticky”. Display content straight away that will make him want to bookmark your mobile web site, and come back for a repeat visit. (**E.G.** you have a small quiz game on your site that passes time nicely.)

But whatever you have to say to the Bored Surfer – say it fast, and keep it short!

**The Frequent Visitor** – This visitor keeps coming back to your site for something on your site that they need or enjoy. If you know he’s a frequent visitor, then you’re already tracking your visitors. There are plugins to help you accomplish this.

And you can even use [Google Analytics](#) on your mobile web sites, nowadays!

Follow these guidelines, and you have the potential to turn both types into your third most desirable type of visitor – **Loyal Repeat Customers**

## The Essentials

Let's look at the web site extension you're going to be using on your mobile web site. If you're designing expressly for the web, the correct one nowadays would be ".mobi".

Why? Well, for one thing, if you register with MobiForge, you are instantly offered the chance to list all the mobile-ready sites you've developed (or are going to be developing) in their **directory**, along with your contact information and basic details of what the sites offer.

And using a .mobi extension for your new mobile website offers you the wonderful opportunity of keeping your existing branded domain name but registering it with that all-important .mobi extension. And your new .mobi address will safely redirect computer users to your regular .com address, while instantly diverting mobile users to the .mobi one.

If you've simplified your site purpose down to its skinniest core, however, you may wish to go with a completely different keyword-based site name instead.

And having just made my point about simplifying and stripping to bare essentials, there is one other term I need to clarify and expand on a little, in order to really explain what's going on with web sites and mobile technology. We need to talk about WAP.

## What Is WAP?

**Wireless Application Protocol** was a technology invented to link the internet by “translating internet information so it can be displayed on the display screen of a mobile telephone or other portable device”, to quote DevX.com.

This means that not only must the **mobile phone** about to be used for viewing web sites be WAP-enabled, but the **web site** itself must be in correct WAP format.

When a mobile phone communicates with a WAP formatted web site, a WAP “gateway” converts information between client and server – “client” in this case being our mobile phone, not our computer. In other words, without WAP technology, a mobile phone could not access the internet.

One condition that had to be taken into account was that typical HTML was too complex for mobile phones. So “WAP” really means that the web site in question is written in WML (Wireless Markup Language), rather than HTML. And as I mentioned earlier, that markup language, though valid, is somewhat outdated (except in the case of the Nokia 1100 and 1101 models).

The first form of WML was invented in 1999, and has its own form of JavaScript – WMLScript. One can have both WML and WMLScript files running and displaying each WAP-ready web page.

The options for internet-ready mobile phone website optimization used to be using a laborious conversion process to change each website, or creating WML and WMLScript driven content directly.

But whether you design in WML, XML, XHTML or XHTML-WP, once you understand the challenges of displaying web sites on mobile phones, and what is involved to do it successfully, knowing may not make designing a mobile-ready web site any easier for the neophyte – but it does demystify the process enough to enable us to move forward knowing what we have to work around.

## 2 Sites? Is It The Answer?

You could, of course, completely overhaul your existing site, changing the layout to work equally well on both computer screens and mobile screens.

Or you could create a completely different second site, just for mobile users. And in fact, that's what web developers actually used to do, back in the days of WML.

Then came CSS and style sheets. People soon discovered it was far easier not to redesign from scratch, but just to **specify a different style sheet for mobile viewers** – one which “translated” the site into a better visual format for small phone screens.

The command telling a mobile phone to use your dedicated mobile style sheet would look like this:

```
<link rel="stylesheet" type="text/css" href="mobile.css"
media="handheld">
```

This will work, on selected mobile phone models – but if you tested your existing site with MobiForge just now, you may have already seen one major stumbling block – that “type=“text/css” MIME declaration. All these small details are what make design tricky for the absolute newbie, or for people who learned plain old’ HTML back in the dawn of time, when “tables” ruled the earth.

Now let’s stop thinking “design” for a moment, and look at mobile phones themselves.

***Here are the facts...***

Bandwidth isn’t the problem, when it comes to newer mobile phones. Thanks to WiFi 802.11g, many of them are even faster than computers. The problem is actually a phone’s **processor**. So in spite of advertised fast bandwidths, you still have to design for simplicity. The reality is, the majority of mobile phone processors are often slow as molasses.

Mobile phone screens range anywhere from 2” to the iPhone’s 3.5” displays. Mobile phone screens have higher resolution than most desktop monitors. Mobile higher resolution screens means that text can be extremely sharp and jagged, crammed into a display area of this size.

Here are some of the most common screen resolutions for mobile phones. (Of course, when you get into Palm pilots and other handheld devices, widths and heights will vary yet again.)

- 128 x 160 pixels
- 176 x 220 pixels
- 240 x 320 pixels
- 320 x 480 pixels

## 10 Top Tips When Designing For Mobile Phones

Some of the factors you have to take into account, when designing for mobile screens:

- Your own web site column width should be 900 pixels maximum. Any more than this, and your viewer will have to scroll sideways every line.
- Do remember your mobile viewers are not using little mice. They're using **touch screens** and **on-screen tapping** to visit the various sections of your site. Tiny buttons might seem to be a good choice for mobile web – but when you realize the viewer may be tapping a screen to access it, you will quickly realize why buttons need to be on the larger side, rather than smaller.

- **Space your buttons far enough apart** that other navigations button don't accidentally get pressed too, when your viewer is tapping her screen.
- If you're creating a new domain, **make sure the URL is easy to type in** – remember your mobile phone user is trying to punch it in on small buttons
- **Use logical elements** instead of presentational ones. Logical elements relate to function, leaving the particular mobile browser free to render them in the best way for that browser. With a presentational element, you may be specifying an element your reader's particular mobile browser can't display. (**E.G.:** a <STRONG> tag is a functional way of telling the browser to emphasize text. <BOLD> is presentational, originally introduced by Microsoft, and may not show up on some browsers, now that browser specific tags like <BOLD> and <FONT> have been deprecated (i.e. retired, in the new XHTML.)

- Don't ask your readers to download a plug-in to help them view your site correctly. Only institutions like Star Trek or people like J. K. Rowling have fans eager enough to go to that sort of trouble. Of course, if you're offering something said viewer desperately wants – like Mr. Spock's original ears or Harry Potter's original eyeglasses – they'll download your plug-in in droves. But I guarantee that if you're anyone else (and have zero Star Trek connections) your viewer will click away with a snort of impatience.
- All the websites that won the ilovemobileweb contest recently for mobile design all had .mobi extensions. The fact is that .mobi sites are designed to display well on any mobile phone browser.
- Do make sure you have contact information on your site.
- Allow users to "select" items instantly, rather than key in text (difficult on a mobile).

- Don't repeat navigation on every page. It's not necessary, and wastes precious (and limited) space. Use "breadcrumb" links (E.G. your forward and backward buttons at the top of the page) to navigate. Remember that most screens are designed for "portrait" rather than "landscape". This being so, the best place for a home page link is at the bottom, with full navigation only on your initial home page. (If there's room, put a "BACK" button on every page.)

## Give Your iPhone Some Sugar

**iPhones** need their own special little fix, according to Yourhtmlsource.com. A common problem is that text and columns appear much smaller on iPhones than on any other type of mobile. And as they point out, because there are now over 40 million iPhones (as of June 2009), it's worth adding the following line of text to your code:

```
<meta name="viewport" content="width=XXX">
```

(Substitute **XXX** by your desired column width plus ten pixels more).

What this command does is allow the iPhone to “zoom” in on your text.

This makes it instantly readable by filling the screen with your text (except for a tiny gap on the right-hand side).

That being said, don't go overboard on designing for one specific mobile phone model. There is a staggering variety out there – with more being added daily.

It's true that high end devices like iPhones are growing in popularity by the minute. However, in spite of their superior ability to display websites, they are still limited by the fact that their connection is cellular. If you design for low end mobile phones and assume everyone has bandwidth problems and needs a minimalist display design, you will be much more likely to deliver a fast, well optimized mobile web site.

## **Colors That Work - And Why They're Different**

While it's true that your content and navigation are the key elements to design around, understanding the basics of color display on mobile phones can really help your design be both aesthetically pleasing – and functional.

For example, mobile phones often suffer from reduced color palettes. In other words, what looks vibrant and perfectly balanced on your computer screen may look washed out or jarring on your mobile phone.

Stick to a minimum number of colors on your site – 3 at most (that’s usually a solid design maxim anyway.)

PDA’s and mobile phones may still display in grayscale or 8 bit color. 16 bit is also common.

Here is where you might want to pay attention to those web safe colors you’ve recently gotten away from using. (If you use Adobe Photoshop or Fireworks for your graphics, it allows you to select the web safe color option, when you create graphics.)

If you don’t have access to such a program, you can find a handy chart of the 216 web safe colors (as well as freebie graphics) at [Carbuncle](#), an eNub hub site.

## Creating Visual Appeal

Some other design tips that can help your mobile site stand out:

Use large text. Don't let the small size of mobile screens intimidate or trick you into small font use. You want text to be clear and easy to read.

Some mobile phone and device-specific font defaults...

Phone	Font
Nokia	Series 60 Sans
Sony Ericsson	Sans Serif
RIM Blackberry	Millbank, Millbank Tall
WM 6	Segoe Condensed
Motorola	SynergyBasic
Google Android	Droid

There are some tricks to specifying fonts and having them display correctly. Take a look at Michael Clewley's font article on his [Blackberry blog](#). If it reads as "complex" to you, consider just designing with very basic fonts, not getting into a knot about being too specific – and remember the Golden Rule of mobile text design: Use way less words than you think will fit.

(His blog header also contains a simple logo design that would work beautifully on a mobile site, just to give you the idea about simplifying even your graphics.)

## **Creating Your New Mobile Site: It's Your Decision**

This report is by no means the be-all and end-all of mobile website design secrets, but I hope it has given you enough of an overview to understand what's involved in successful mobile site creation to help you make a choice: To design it yourself, using skills you already have (or very nearly have); or to take advantage of [mobiSiteGalore](#) and its easy-to-use, free web site builder.

**Wait! Before You Go...**

**"Do You Want To Know How To Cash  
In On Mobile Websites?"**

**Scroll Down To Find Out How!**

If you want discover how you can make money with mobile websites then you have to get your hands on a copy of our brand new ebook:

**Here's what you'll discover inside this ebook:**



- ✓ **The tricks you don't know about microblogging that may seriously damage your web credibility**
- ✓ 3 Facebook hazards that can cost you more than you'd ever believe
- ✓ **The single most common problem that causes serious security breaches - and why it's tragically avoidable**
- ✓ The single most fatal mistake you can make, when designing your mobile site
- ✓ **2 key tips for making your mobile user's screen "user friendly" – that 80% of marketers inevitably "get backwards"**

- ✓ The dark side of spam - and why taking this for granted can cost you money and aggravation
- ✓ **The truth about CPA Ringtones - and how to avoid CPA mistakes a large majority mistakenly make**
- ✓ 2 vital tasks to make sure your Ringtones really do make money (and why they might not, if you ignore these!)

[Claim Your Copy Of Mobile Website Guide](#)

**Success!**

*Fred Lotgering*

[LotCon Biz Solutions](#)

Fred Lotgering is a professional marketing consultant working from multiple locations around the world. He is also a successful internet network marketer dedicated to help others do the same! He is the owner of ["LotCon" Biz Solutions](#). ("LotCon" comes from **Lotgering Consultancy**; LotCon is registered in the Netherlands).

# Internet Business Resources

## Webhosting and Domain Names

Here is a good resource for [affordable quality hosting](#) Excellent hosting! Also very competitive on domain names.

## Merchant Account

[PayPal](#) – Start with using Paypal as a Merchant account. Later you can consider other options such as [Clickbank](#), Authorize and 2Check

## Autoresponders

[Aweber](#) - Offers the most reliable autoresponder on the net!  
[Getresponse](#) is a close second. If email deliverability is important to you, then signup with one today! Don't save money, access to your list is your income.

## Business Tools and Training

If you need to start on a low budget we can offer you free business tools. Get them [HERE](#) free. Tools include Autoresponder, Ad and Link Tracker, URL Rotator, Lead-Capture Webpage Creator, Online Conference System, Training and much more...

## Home Office Business Products

Our [Home Office Products](#) website offers many resources to start your home (internet) business. Free Reports and Expert Guides on many subjects are available to you.

## Profitable Business Niches

How to build a HIGHLY profitable business around your passion, hobby or expertise! How to identify if there's a HIGH demand for your expertise in the Internet marketplace! Discover how to find [profitable niches](#)! Many other resources available at [Niche Product Reviews](#).

# Internet Marketing Resources

## **GiveAway Updates**

A lot of FREE products can be found on giveaways. Get the latest updates on giveaways on our GiveAway Portal for [Members](#) or for [JV Partners](#). More details available on our [blog](#).

## **Product Creation**

Product creation has never been so easy and virtually guaranteed to be a success! If you have ever wanted to create your own product but was unsure of how to do it then check our resource: [Product Creation](#).

## **Turbo Membership**

The best membership for Internet Marketers – by John Delavera. [Join Here](#). Most complete membership available. Make instantly 85% commission on 200+ products. Monthly PLR reports and products and so much more...

## **Free Report Subscription.**

Get all the free reports we issued and receive all the new ones we issues every month. Use them for your information or you may give them away. The only subscription you need from us! Get your free subscription [HERE!](#)

## **Special Offers**

Regular we will find special products we can offer you free or at a very special price. Check [OUR CURRENT SPECIAL OFFER!](#)

## **Twitter Marketing Products**

Need up-to-date information on Twitter and Twitter products, then check our [Twitter Marketing Products Blog](#).