

DISPATCHES

News from The Bureau

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Mobi Web Pages for Smart Users

Mobile phone access to the Internet has now overtaken desktop PC viewing numbers and is set to continue that way as mobile phone technology becomes ever smarter. Lower costs and widespread access to wireless technology in the UK has meant that we now prefer to use our phone to go online, with over 13.5 million UK users regularly assessing the Internet on their smartphones.

This shift to mobile Web access is changing the way the general public and business uses and interacts with the Web, resulting in some fundamental changes to Web design and marketing.

Viewing a well designed Website on your Desktop or Laptop PC is fine but when you view it on a smartphone, no matter how young your eyes are, the viewing experience is slow and awkward. Standard Web pages often have too much text and too many navigation buttons for a small phone screen to sensibly manage.

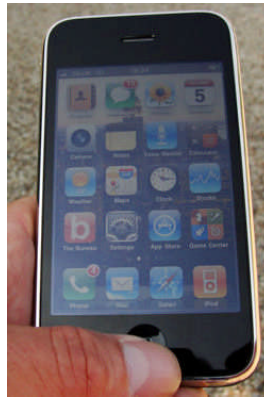
Web pages that are designed for use on a mobile phone, on the other hand, include less text and a far greater use of graphics and icon button links. As a result they give a superior viewing experience and are a lot more friendly to use.

Today Web servers can be configured to understand that they are being called by a smartphone and automatically display their mobi version. This is not to say that every page on a Website must now have a mobi version. Having a small number of mobi pages to display key information is what most companies are focussing on at the moment by publishing key contacts, helplines, claims guidance and plenty more.

Publishing mobi Web pages is an easy first step towards a more mobile oriented programme of customer service and promotion. At a time when smartphone usage is rising, it is clear that in the future customers are set to spend more time online using their phones than at their desks.

Mobi Web pages are an inexpensive way of using mobile phone technology to deliver key information and news to clients wherever they may be and at any time of day.

Of course this is just the start of what will almost certainly become more of the norm in the future. Improved mobile and wireless connectivity will help drive these developments forward with the design of mobile Websites becoming the first choice option for some companies in the foreseeable future.



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