



Why should I make my web site mobile?



Here are ten reasons why you should get a .mobi domain name and make your site mobile:

1. There are four times as many mobile phones sold as PCs. That's 1.3 billion people who can access the internet on their mobiles.
2. The mobile web is a new marketing channel that's predicted to generate \$150 billion by 2011.
3. 28% of mobile Americans would use their phone for purchases, but the companies with whom they do business make it difficult to do so. Make it easy for your customers; they will thank you.
4. ".mobi" means "**mobile**" like ".com" means "**commercial**" on a "**computer**."
5. .mobi is a trustmark that tells your customers your site works on mobile phones and that your content is relevant to their mobile context.
6. There are more than 80,000,000 .com, .net and .org sites, but only 0.03% are mobile friendly. With a .mobi name and free dotMobi guides, your site will work on any phone with any operator.
7. You can have first mover advantage in the mobile space with the domain name want. dotMobi has registered 800,000 names but great ones are still available if you secure your names now.
8. Unlike m.domain.com or domain.com/m, a .mobi address guarantees a site will work on mobiles because dotMobi's free site-building guides ensure that mobile sites adhere to enforceable, but open, standards.
9. Mobile advertisers will spend more than \$1.5 billion in 2007. Your mobile site can take advantage of that and turn a profit from advertising.
10. Microsoft predicts most people's first computing experience will be on a mobile. If your brand is one that people see during that formative experience, you will leave a positive, long-term impression.

Find out more at <http://dotmobi.mobi> or read <http://blog.mobi>.

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