

Mobile Web Success Stories

Examples of How A Mobile Optimized Website
Will Enhance Your Marketing
And Reach A Wider Audience

With “Before And After” Screenshots

Updated: September 2010



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Mobile Web

m.mobilewebup.com

Case Study: A Return To Health – www.areturntohealth.com

A Return To Health is an acupuncture practice based in San Francisco, CA. Its principal, Angela K. Lee, founded the service in 1996. Because of the unusually high level of competition faced by acupuncture clinics in this city, Lee is always seeking new ways to improve the marketing effectiveness of her business website, which has been a key originator of clients for years.

“As a business owner I was excited to see what my company website would look like on my [new] phone. I was sadly disappointed.... I nearly flipped because I knew if I was having trouble loading my website, so was everyone else.”

While www.areturntohealth.com is a beautiful and functional website on desktops and laptops, it was at first impossible to read and use on tiny, pocket-size screens. This motivated Lee to engage Mobile Web Up.

Not Mobile Optimized

Loads very slowly. Forces visitors to wait – many will give up and leave

Text is too small to read

Navigation menu buttons are small and close together, making it easy to accidentally click or touch on the wrong link



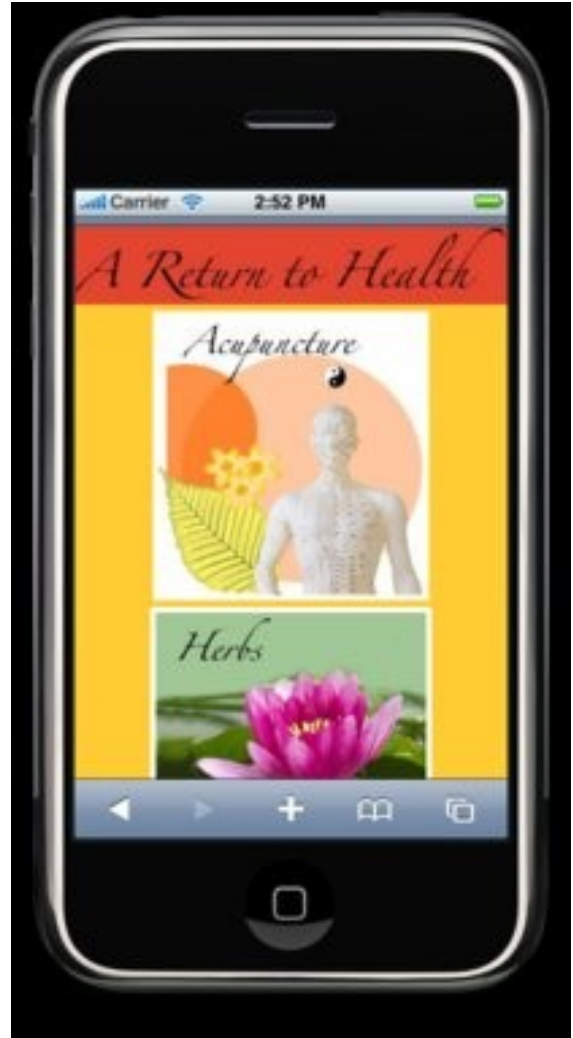
Mobile Optimized View: m.areturtohealth.com

To address these shortcomings, Mobile Web Up created a mobile phone version of the A Return To Health website. The result? A web presence that promoted this business for all visitors – whether they are using a desktop, a laptop, or any of the *hundreds of mobile devices* American consumers use to go online.

“They worked remarkably fast. Within a few days, Mobile Web Up had a beautiful prototype ready for me. It looked just like my regular site for desktop visitors, yet automatically adapted itself for visitors using handheld devices. It really was a load off my mind to know anyone can reach me for consultations and appointments anywhere.

“If your online presence matters for your company, I highly recommend asking Mobile Web Up to make your website transition smooth and easy to the mobile universe.”

Angela K. Lee, L. Ac.
A Return To Health



Case Study: The Church of MSIA – www.msia.org

MSIA is a church and spiritual organization based in Los Angeles, CA, USA. For over a decade, their website at www.msia.org served well both as a powerful fundraising tool, and in providing information and other services to their congregation. In 2009, they decided a full rebuild of the web site was in order. Being aware of the rapid growth in Internet smartphones, Web manager Deborah Martinez decided that the new website must be mobile friendly.

“I'm the manager of all web offerings and websites for a non profit spiritual organization. We were building an entirely new website and upgrading our web offerings and wanted to include a mobile version of our new website to keep up with the advancements in mobile technology and appeal to mobile users.

“We are appealing to the younger generation who enjoys the use of mobile for web browsing, and we're keeping up with technology, advances and changes, and planning for the future as well.”

The new www.msia.org website features a rich and modern design, integrating social media, audio and video. By virtue of this richness, the new web site as designed would be nearly unusable on even high-end smartphones. Mobile Web Up was engaged to find a solution before the new website's public launch.

Extremely Long Loading Times (over 2 minutes)

Complex navigation menus fail to work on most mobile phones, preventing visitors from accessing pages

Broken functionality - unresponsive video boxes and other interactive features

Over-rich design rapidly drains mobile phone batteries, driving visitors away



Mobile Optimized View: m.msia.org

An extra challenge with this project was related to timing: building an outstanding mobile site *while the full version was still being created and refined by a separate team*, yet ensuring the mobile site would launch on schedule. To quote MSIA Web manager Deborah Martinez:

“Mobile Web Up kept on top of the site development, let us know when they needed any information or design approvals, and completed the site in time for our launch.”

“How was the process of working with Mobile Web Up overall?

Fantastic! What impressed me was the personal responsibility [our Mobile Web Up rep] took in working with our site, his follow through, that he kept on top of what needed to get done, all of the details, and that he was accountable for getting it done, and he was entirely friendly and easy to work with throughout the project.

“He also explained technical things in a way that my staff could understand, which is a very valuable ability in the IT world.

“Mobile does appear to be the wave of the future, and the earlier you get on the wave the easier in the long run.

“I highly recommend Mobile Web Up, without reservation!”

Deborah Martinez
Manager of Web Offerings
MSIA



Next Case Study: YOUR Website!

Recent research by comScore shows that over 74 million Americans look at websites in their mobile phones, as of May 2010. And Morgan Stanley predicts that by 2015, a full half – 50%! - of all web browsing will be done on handheld, mobile smartphone devices.

Mobile Web Up is on a mission to help your organization *achieve greater success*. It's no secret that the mobile web exploding, bringing remarkable opportunities for every business and organization. The only question is, when do you want to take advantage of this phenomenon? Later, when you'd be “catching up” in a rush? Or now, when you stand to benefit most from the fast growing mobile web trend?

We are here to assist outstanding organizations like yours. Our innovative service is why we have received coverage in great online publications like Inc. Magazine and Mashable. Call us at (877) 707-6624, or email us at service@mobilewebup.com. We also invite you to visit our website and “Mobile Tech & Business” blog at www.mobilewebup.com.

Sincere Best Wishes,

A handwritten signature in black ink that reads "Aaron Maxwell". The signature is written in a cursive, flowing style.

Aaron Maxwell
Founder, Mobile Web Up