

Is your business ready for the explosion in mobile search?

Sally Tomkotowicz, Marketing Manager for names.co.uk, explains the benefits of building a HTML5 website to small businesses and how it can help them take advantage of the increasingly popular use of mobile devices for all online activity.

Worcester, UK, 20 June 2013: Many small businesses feel that having, at the very least, a basic website is important; however over the last few years there has been an explosion in mobile search, resulting in over half of all Internet access now happening through mobile devices such as a smartphone or tablet.

This increase in mobile search is especially important for SMEs because mobile device users regularly search for local services and businesses online. According to Google one-in-five mobile searchers make an instant phone call and 68% call or visit a business within one hour of conducting their mobile Internet search, making it increasingly important for SMEs to optimise their website for mobile devices.

What challenges have SMEs faced when trying to harness the growth in mobile traffic?

The widely varying capabilities of browsers, desktops and mobile devices connecting to the web today has made it increasingly challenging for small business websites to serve these mobile needs.

Whenever you look at a web page, you see a browser's understanding of HTML, which is the code that defines the content and layout of web pages through web browsers such as Microsoft Internet Explorer, Apple Safari, Google Chrome, and Mozilla Firefox.

Now, although all browsers are designed to read code like HTML, many (especially mobile devices) interpret and display it differently creating a bad user experience that can make it difficult for customers to find the information they need.

At some point, you almost certainly have experienced this for yourself when trying to access information through your mobile phone. HTML5 is the first step in finding a solution to this issue.

How can HTML5 help?

HTML5 is a type of coding that is changing the mobile experience of the web. It not only helps websites function more consistently across all mobile and desktop devices, it also helps them load faster.

It attempts to stay compatible with old versions of browsers and current ones whilst providing the ability to achieve advanced effects and functionalities. This gives businesses the opportunity to offer exciting new features to their entire customer base, even those who have not upgraded to the latest Internet browsers. HTML5 has multiple benefits and many web technology companies are acknowledging it as a crucial part of the web's future and their business plans and so should SMEs.

The benefits include:

- Smooth functionality across all browsers irrespective of how old or new they are
- Websites look fantastic on mobiles and tablets
- Web pages load faster
- Better content optimisation
- Visual content can be viewed directly in the browser, no need for plugins

Is HTML5 a financially viable option for SMEs?

Whilst the benefits of mobile marketing are clear and undisputed, many SMEs feel they just don't have the budget available to build their site in HTML5. Fortunately for them though, there are tools available which can offer a fast, simple and efficient way to create a mobile site, without the need for any coding skills required.

What's more you don't need to be an artistic genius or a technical wizard as the right tool can offer a range of templates to choose from and a step-by-step guide to implement it. This includes the ability to add images, video and sound to make any website as interactive as possible on all devices.

Our **SiteMaker HTML5** product is one of these tools. It automatically re-sizes and re-shapes the layout of your site to fit mobile devices and it can adapt your site to display a single column layout on smartphones, making it easier for users to read and scroll through the content and objects on your web pages. Mobile visitors can then navigate your site using a roll out menu, so that the majority of screen space is dedicated to content.

Products like **SiteMaker HTML5** can be an affordable solution that allows you to edit website content yourself through an online application. This means you can keep your website up-to-date, even when you're on the go!

HTML5 is certainly something that SMEs who rely on their websites to drive their business should consider. Being optimised for mobile clearly gives a business more opportunities to engage with customers from expressing a professional image to encouraging purchases, so it's essential to get it right.

About names.co.uk

names.co.uk provides professional online services for businesses and individuals including Web Hosting, Domain Name Registration, Email services, Ecommerce solutions and Business Servers. names.co.uk has over 15 years' experience in the Internet industry and employs a team of nearly 200 expertly trained individuals across the UK.

names.co.uk is part of the DADA Group, an international group of companies who specialise in providing professional Internet services. As a group, they currently have over 1.7million domains registered in over 250 extensions, 500,000 websites hosted on our platforms and over 520,000 clients using their products and services.

For more information please see www.names.co.uk

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