

goMobi

Mobile Website Builder



*Initial***IT***Services*

Initial IT Services Ltd
Kings House
St Johns Square
Wolverhampton
West Midlands
WV2 4DT

T: 0843 206 8288

F: 0843 265 1431

W: www.initialitservices.co.uk

E: info@initialitservices.co.uk



goMobi

Mobile Website Builder

What is goMobi?





goMobi offers website owners a fast, easy to use and compelling mobile website to grow traffic, convert leads and grow revenue.

It's simple icon-driven interface delivers a great experience on any mobile phone and utilizes the unique capabilities of a mobile phone to help convert traffic into customers.

Compatible with any domain name, goMobi is the quickest and easiest way to take advantage of the growing number of mobile internet users.

Overview



- ✓ Works with any domain name
- ✓ Your existing website, just optimised for mobile phones
- ✓ Automatic device detection
- ✓ Doesn't need an existing website
- ✓ Fully hosted solution

Why buy goMobi?

Mobile is where your visitors are

There are 4 billion mobile phones in active use worldwide: 4 times more than PCs. In 2009, mobile web usage increased 148% globally (Source: Quantcast) and the numbers continue to rise. In fact, by the end of 2013, customers using the mobile web are projected to grow to 1 billion.

Optimised for the mobile internet

A goMobi mobile site extends the reach of your business to the mobile Web, allowing you to provide your mobile visitors a fast and easy way to learn about your business and contact you with one click. While your existing web site is aimed at giving a full and comprehensive picture of your business, a goMobi mobile site allows you to deliver immediate access to what matters most when on the go.



The two sites are complimentary and work together to make sure your customers are getting the most appropriate experience for their context and their device.

Increase user satisfaction

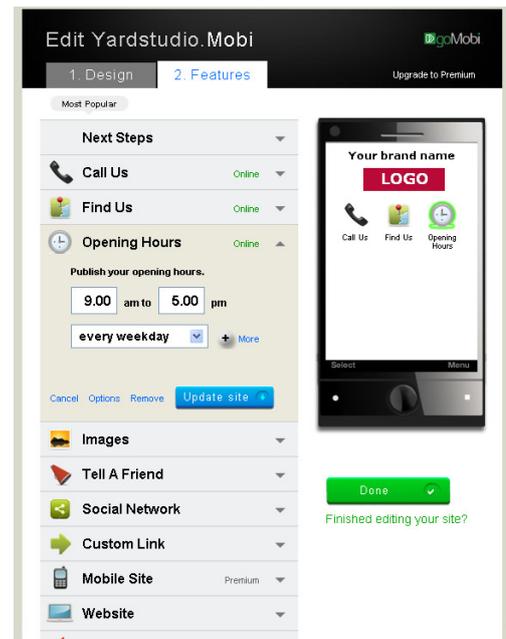
Studies show that visitors who access a full web site on their mobile phones complain about how much time and data is required to load the site and how hard it is to find the information they need. Most of these customers abandon such sites quickly out of frustration and are unlikely to return and, worse yet, look for a competitor with a more mobile-friendly site.

Quick & Easy to get started

The goMobi Setup Assistant provides a quick and intuitive interface to customize your goMobi site. You can add features and adjust the look and feel as desired.

The intent behind its design is to act as a wizard for first time users - guiding you quickly and easily through the process - and yet offer a rich set of capabilities that can be accessed as needed for more advanced or experienced users.

The underlying goMobi infrastructure manages the complexities of ensuring that the experience is optimized across all mobile phones. This leaves you to focus on what content, communications, or interactions are most important for their customers.



Key facts

- There are four mobile phones to every PC in the world, and they are increasingly being used to look for businesses on the Web
- It's estimated that 60% of consumers worldwide have access to the internet via their mobile phone
- Web traffic from mobile devices increased 110% in North America and 148% globally in the past year alone
- Studies show that a mobile-friendly site creates an overall traffic increase of 13%
- Of the mobile users that have a bad experience when they visit a website (e.g. difficult navigation because the site isn't optimized for mobile browsers) 61% will not go back to the site.

Key features

goMobi comes with all these great features to maximise mobile visitor satisfaction and conversions.

 About us - one click and customers know about you	✓
 Opening hours - tell customers when you are open for business	✓
 Products - highlight your products	✓
 Services - highlight your services	✓
 Photos - showcase your photos	✓
 Your news - share your news	✓
 Blog - share your blog	✓
 Full website - link to your full website	✓
 Other content - create one click icons to highlight other content	✓
 Call us - one click for your customers to call you	✓
 Find us - Google map and directions	✓
 Call me back - call your customers back	✓
 Reservations - let your customers request a reservation	✓
 Leave a message - customers can leave a message requesting information	✓
 Information updates - your customers opt-in to receive regular updates	✓
 Coupons - your special offers	✓
 Tell-a-friend - your customers can SMS a friend about you	✓
 Social networking - let your customers connect with you on Twitter, Facebook, and LinkedIn	✓
 Search engine optimization - be found and drive traffic	✓
 Traffic stats - know where your customers are going on your site	✓
 Add 3rd party advertising - create new revenue from your site	✓