

MoreVisibility Leads Way in Development of Mobile Websites

Firm Ramps Up To Meet Demand Created by Need for Mobile Presence

Boca Raton, Fla. (PRWEB) April 14, 2010 -- You've got the latest and greatest smart phone that allows access to the World Wide Web. But wait. You bring up a website and it drives you crazy trying to navigate around the site.

"If a website is not specifically designed for smart phones like the iPhone, Blackberry, Imagio, Intrepid or Droid, then the site may be very difficult to navigate," said Danielle Leitch, executive vice president of MoreVisibility one of the world's leading [search engine marketing/optimization](#) and design firms.

With more than 173 million smart phone units sold in 2008 according to iSuppli, an El Segundo, Calif. research firm, many firms are finding that they need to create Websites specifically designed for the "small screen."

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for mobile search, regardless if they are B2C or B2B.

Leitch said that the first step can be a limited version of your website developed with the mobile user in mind and doesn't have to be an onerous or expensive task.

"In many businesses it isn't necessary to develop a complex and robust mobile website at this time," said Leitch. "Obviously it is still important to invest in your online strategy including your main website's design, functionality, [SEO](#) and user friendliness. But given the surprisingly affordable options to develop a condensed, mobile version of your site, it makes sense to establish that presence now."

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Leitch recommends that every firm secure their .mobi URL, but it is not necessary to have one if you desire a [mobile version of your website](#) to render for mobile users typing in your website address. She said Java Script on the website can detect when the connection is coming from a mobile browser and serve up the appropriate version of the site.

"As early adopters of Internet marketing got a head start on their competitors, those who embrace a mobile presence early on will be that much further ahead of others in the same space."

About MoreVisibility

Founded in 1999, MoreVisibility is one of the world's leading Search Engine Marketing and Search Engine Optimization firms, having helped hundreds of Fortune 1000 companies and small businesses increase qualified traffic to their Web sites. In 2005, 2006, 2007, 2008 and 2009 MoreVisibility was named to the Inc 500/Inc 5000 list of the nation's fastest growing privately owned firms. MoreVisibility is a Google AdWords Certified Company, Google Analytics Authorized Consultant, Yahoo Ambassador and a member of the MSN Search Council. MoreVisibility boasts high client retention through a team of 35 senior professionals who deliver superior performance and measurable results. Notable clients served include The Metropolitan Museum of Art, The Mayo Clinic, Travel Nevada, Direct Marketing Association (DMA), Clemson University and Profound Beauty. The company is based in Boca Raton, Fla. and can be found on the web at www.MoreVisibility.com

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"With the proliferation of small screen technology we have increased efforts to encourage our clients to design a version of their websites for smart phone users," said Leitch. "It may not be as robust as their actual website, but in most cases mobile searchers have very specific needs that can be met with a consolidated version of their comprehensive website."

"A recent Forrester Report indicated that smart phones reached a 17 percent share of U.S. adult subscriptions up from 11 percent the previous year," said Leitch. Most important, analysis firms from Gartner to Morgan Stanley estimate that mobile phones will statistically overtake desktop computers in terms of Internet usage volume within the next 3-5 years. This all points to the need for companies, both large and small, to be prepared

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