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IS IT NECESSARY TO MAKE YOUR WEBSITE MOBILE OPTIMIZED?

Introduction. Nowadays you can assume that if your customers are active Internet users, they own a smartphone as well. So if you run a website and try to address your target audience with all the possible means of digital tools, be sure that some users will get in touch with you via their smartphones. Moreover, 83% of mobile users want to get a seamless experience across all mobile devices. This is the reason why tech giants such as Apple are striving to master this outstanding user experience through all their devices.

Mobile optimization is the process of adjusting your website content to ensure that visitors that access the site from mobile devices have an experience customized to their device. Mobile devices now dominate a significant portion of the online space. To be effective marketers, you need to make sure that your content is ready for these users and easy to engage with regardless of the device.

Objective. The main objectives of this research are:

- ✓ to prove how important is to make mobile optimized websites
- ✓ to lead the main advantages of mobile-friendly websites
- ✓ to identify problems of not mobile optimized websites

Analysis of statistics. Recent studies by Google confirm that any business – small, medium, or enterprise – needs to have a mobile-friendly website if they want to gain a competitive advantage now and maintain it later. Look at these mobile marketing statistics: 57% of users say they won't recommend a business with a poorly designed mobile site [5]. 57% of all US online traffic now comes from smartphones and tablets (Bright Edge, 2017). 69% of smartphone users also say that they are more likely to buy from companies with mobile sites that easily address

their questions or concerns (Bright Edge, 2017). People today have twice more interactions with brands on mobile than anywhere else (Google, 2017). 50% of B2B search queries today are made on smartphones and will grow to 70% by 2020. Three from four smartphone owners turn to mobile search first to address their immediate needs (Google, 2017) [1].

Presenting main material. Over 57% of people searching for items and services are using mobile devices. That means that if you don't have a mobile website, more than half of your potential customers are going elsewhere. It is necessary to consider the money loss if your potential customers sign up with your competitors.

Though a website is very important for all retailers, a site that is not mobile-friendly might cause more harm than bring benefits.

Nowadays mobile browsing is more common than desktop browsing. According to the report by ComScore, people are spending more time looking at your website on their phones than they are on their desktop computers.

Google has released an updating that punishes non-mobile-friendly websites. Web sites that aren't mobile-friendly are pushed farther down on Google's search results, which means you won't be found. Moreover, they put a penalty on sites which cannot be loaded within 1 second. Additionally, Google survey in 2012 found that: 74% of visitors were more likely to return to mobile friendly websites; 61% were likely to leave if a site wasn't mobile friendly, and 67% were more likely to buy at a mobile friendly website [3].

Last year Google announced their mobile first index plan that meant crawling any website from a mobile perspective first. *Garry Illyes*, Webmaster trends analyst at Google, said: «We're thinking about how we can make sure that we only include in the mobile-first index sites that won't be hurt by the mobile-first index. Most social media activity prevails on mobile devices. People spend about 69% of their social media time on smartphones. And as a marketer, you need to meet the customer's behavior. You have to be sure that your website offers the best mobile experience possible because more than 50% of users consuming media via phones.

The 57 % of traffic heading to your site from mobile devices should be reason to make you want to optimize your site for mobile devices. Also Google will prioritize surfing mobile sites over desktop sites» [2].

Mobile optimized websites are designed and built using a mobile-oriented approach. Rather than using a previously developed design where the mobile design has already been programmed, a mobile-oriented design starts by developing an own mobile wireframe and layout.

A mobile design will take a number of important factors into consideration:

- Design for mobile-specific behavior
- Minimization visitors' mental load and distractions
- Incorporation of mobile-driven design elements
- Optimization for mobile SEO
- Application of current data for users' adaptation

So, understanding that mobile users comprehend, navigate, read, and act differently on your website than those viewing the desktop is decisive factor when developing a mobile-optimized website [6].

Conclusions. Nowadays people prefer doing on-line business and shopping using their smartphones. This is why marketers are looking the ways for mobile optimization and focusing more on mobile marketing. Therefore, a lot of money are spent on digital advertising that is targeted towards mobile. And it is actually necessary to make your website mobile optimized, to think mobile-directed in all our digital marketing, to optimize users' data continually, to be creative and anticipate your customers to meet their requirements! Ukrainian web business and consumer market are still on the early stages of its development, so we hope that web design will continue to improve and become more mobile-friendly.

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