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THE NECESSITY OF MAKING OPTIMIZED MOBILE WEBSITES

Assuming your customers are active Internet users, they definitely have a smartphone. So, if you run a website and try to appeal to your target audience by all possible means and digital tools, no doubt that users will get in touch with you via their smartphones. Moreover, 83% of mobile users want to get a seamless experience across various mobile devices. This is the reason for such tech giants as Apple to strive to master this outstanding user experience through all their devices.

Mobile optimization is the process of adjusting your website content to ensure that visitors accessing the site from mobile devices have some experience customized to their device. Mobile devices now dominate in a significant portion of the online space. To be effective marketers, you should make sure that your content is appealing to your target audience and user-friendly regardless of the device.

The main objectives of this research are:

- to prove how important is to make optimized mobile websites
- to present the main advantages of mobile-friendly websites
- to identify problems arising with non- optimized mobile websites

Recent studies provided by Google confirm that any business – small, medium, or enterprise – needs to have a mobile-friendly website if they aim to gain a competitive advantage now and maintain it later. Look at this mobile marketing statistics: 57 % of users say they will not recommend a business with a poorly designed mobile site (socPub). [5] 57 % of all US online traffic now comes from smartphones and tablets (BrightEdge, 2017). 69 % of smartphone users also say that

they are more likely to buy from companies with mobile sites easily addressing their questions or concerns (BrightEdge, 2017). People today have twice more interactions with brands on mobiles than anywhere else (Google, 2017). 50 % of B2B search queries today are made on smartphones and will grow to 70 % by 2022. Three out of four smartphone owners turn to mobile search first to address their immediate needs (Google, 2017) (1)

Over 57 % of people searching for items and services are using mobile devices. That means that if you do not 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 are not mobile-friendly are pushed farther down on Google's search tools, which means you are not likely to be found. Moreover, they put a penalty on sites which cannot be loaded within 1 second. Additionally, Google survey of 2012 found out that: 74% of visitors were eager to return to mobile friendly websites; 61% were intending to leave if the site was not mobile-friendly, and 67% were going to buy on 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 trend analyst at Google, said: «We're thinking about how we can make sure that we only include in the mobile-first index sites that will not 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 being a marketer, you have 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 are consuming media via phones. 57 % of traffic heading to your site from mobile devices should be a reason to make you want to optimize your site for mobile devices. Besides, 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 with developing an own mobile wireframe and layout.

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

- Design for mobile-specific behavior
- Minimizing visitors' mental load and distractions
- Incorporation of mobile-driven design elements
- Optimization for mobile SEO
- Current data application for users' adaptation

So, realizing that mobile users comprehend, navigate, read, and act differently on your website than those viewing the desktop is a decisive factor when developing a mobile-optimized web-site. (6)

Nowadays people prefer doing on-line business and shopping using their smartphones. This is why marketers are looking for the ways of mobile optimization and focusing more on mobile marketing. Therefore, a lot of money is spent on digital advertising that is targeted at mobiles. So, it is an actual necessity to make your website mobile optimized, think mobile-directed in all digital marketing, update users' data continually, be creative and ensure customers meet their requirements! Ukrainian web business and consumer market are still at early stages of their development, so we hope that web design will continue to be improved and become more mobile-friendly.

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