

Engage
important
and affluent
internet users

WITH A

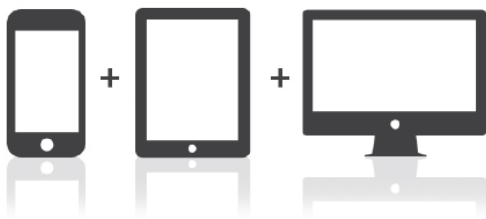
**MOBILE READY
WEBSITE**



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What is a Mobile Website?



A Mobile Website is a ‘responsive’ version of a normal web site. It has more-or-less the same content, but:

- Is designed to load quicker and display content differently on different devices such as phones tablets & even televisions
- Has a touch friendly system of navigation — think tap & swipe instead of point & click
- Takes advantage of specific device capabilities like GPS for map location & directions and camera for scanning QR Codes and, soon, augmented reality
- Has its own distinct URL in the format of **m.domain.com**

Why do I need a Mobile Website?

You need a Mobile Website to serve your web content in a format that will display correctly on mobile devices. It can be very frustrating to navigate your current web site on a phone or tablet.

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A normal web site has issues on mobile devices



A mobile ready web site offers the best experience

M.PURSHOTAM.COM

More importantly, if your web site uses Flash, it will not display at all on many phones and tablets, including the very popular iPhone and iPad.

You should invest in a Mobile Website to address these issues, so that the most important and affluent of your visitors get the best possible experience when they visit your web site using any device.

What information can a Mobile Website display?



Content from the 'About Us' page of your web site



Content from the product and service pages of your web site



Events & activities conducted by your organization



News, announcements, special offers & discounts



Links to files & other resources on your web site or on the net



Contact information, location on map & directions



Form for feedback & to subscribe to your mailing list / newsletter



Photos from your account on Flickr & Picasa



Your organization's updates on Facebook & Twitter


















List of people & their contact info for viewing & searching



Video from your organization's YouTube channel(s)

How do I update my Mobile Website?

You can update the content on your Mobile Website with the services listed below:

News	 RSS	 Dekko
Video	 YouTube	 Vimeo
Photos	 Flickr	 Picassa
Maps	 Google Maps	 KLM
Events	 Dekko	 iCal
Any Page Content	 Website	 RSS
Social Networks	 Twitter	 Facebook
Mailing List	 ListServ Lite	

Your updates will instantly reflect on your Mobile Website making it easy for you to align web content with marketing campaigns & business strategy

What do I need to do to get a Mobile Website?

Getting a Mobile Website developed by us is quick and easy.

Since your existing web site already has most of the content you want to show the world, your involvement in creating a Mobile Website will be minimal, compared to the effort you had to put in for your normal web site.

We will reuse the content in your existing web site, reducing and compressing graphics and summarizing



the text, if necessary, and have your Mobile Website ready very quickly.

It takes about one week to make a Mobile Website: all we need from you is the URL of your existing web site.

Call us today to get started!

How much does a Mobile Website cost?


The cost of creating a Mobile Website is low, compared to that of a normal web site.

The cost depends on:

- The complexity of your existing web site
- The sections you wish to include in your Mobile Website
- The number of images which need to be resized
- The quantity of text which has to be summarized or reformatted

As a general guideline, the cost of creating a Mobile Website from a 5 to 10 page web site is Rs. 12,000.

Call us with the URL of your existing web site for a free estimate of costs.



Mobile Internet & Local Businesses

Watch a quick video about the adoption rate of mobile internet and the opportunity this offers to local businesses such as yours



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