# How Mobile Search Can Help You Find Your Next Great Customer

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**17%**

do most of their online browsing on their phones

## Making the Case for Mobile

It's easy to see how pervasive mobile technology has become. Take a look around and you'll see people with their faces buried in their mobile phones. Mobile is everywhere...in our hands, on our nightstands and desks, on the news...everywhere. Mobile is at the intersection of all the most important aspects of our lives — family, work, socialization, fun, and business.

If you need more convincing, here are a few statistics that will make the case:

- eMarketer estimates the number of U.S. consumers with a smartphone will more than double from 93.1 million at the end of 2011 to 192.4 million by 2016, when 58.5 percent of the total U.S. population will have a smart phone.
- 55 percent of adult phone owners now go online using their phones, and 17 percent do most of their online browsing on their phone rather than on a computer or other device. Most do so for convenience, but for some, their phone is their only option for online access. (Source: Pew Internet).
- Research has also shown that more people have mobile phones than toothbrushes worldwide (Source: The 60 Second Marketer).

**What does this rampant use of mobile mean for your small business? Let's take a look.**

**75%**

**used a mobile device to get real-time location-based information**

**90%**

**of mobile searches lead to an action**

**70%**

**who ran a local search via mobile acted within an hour**

## Why Mobile Matters for Your Small Business

The way consumers find and choose restaurants, contractors, spas, stores, and entertainment has evolved dramatically.

In addition to search engines like Google or Bing, consumers use city guides like Citysearch, review sites like Yelp, and other mobile apps to discover new businesses.

They use sites and apps like these to help them make decisions in the moment while their purchase intent is incredibly high.

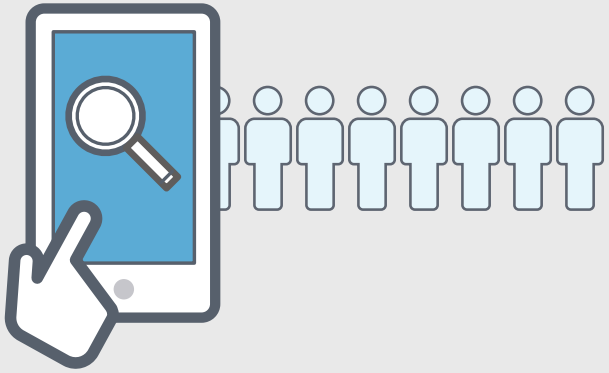
### Consider the following:

- 75 percent used a mobile device to get real-time location-based information. (Pew Internet).
- 90 percent of mobile searches lead to an action. (Source: searchengineland.com).
- 70 percent who ran a local search via mobile acted within an hour (Source: CMO Council).

We live in a mobile society. Potential customers are making decisions based on their mobile behavior. If you don't capitalize on this behavior, you may lose business to your competitors who have embraced this new reality.

BOTTOM LINE

**So how do you use this mobile behavior to your advantage to get new customers?**



## How to Get New Customers from Mobile Search

### STEP 1 Take control of your online listings

In the last section, we briefly mentioned the many ways potential customers can find your business online — search engines, mapping services, Internet yellow pages, local and vertical directories, social media, and mobile apps.

This is great news because there are now even more ways for new customers to find you. But, it also creates a bit of problem.

There are now more places for you to manage. Many of these online listings are automatically generated and can often contain incorrect or out-of-date information. This incorrect or out-of-date information is not what you want as the first impression someone has with your business.

What this means is that you need to stay on top of your business listings to make sure all information is correct and current. That way you're not missing out on potential new business because of an incorrect listing.

**Here are some action items to get you started:**

- Do a search for your business online using a search engine like Google. Also, search for your business on popular sites like Yelp and yellowpages.com
- Make a list of the places your business turns up. Are you in all the places you expected? Do any of the results surprise you?
- Confirm that all of your information is correct and current.
- Make a list of any places your business isn't listed but should be.
- Update your information as necessary to keep listings current.

STEP 2

## Enhance your online listings

After you've made sure your basic location/contact information is accurate, you'll also want to give potential customers what they need to make a buying decision. The information you can include will vary by the listing site.

**Here are some examples of important listing information:**

- Hours of operation
- Parking options
- Description of your business
- Your service area
- List of products and services or menu
- Specials/promotions
- Logo
- Photos of your storefront, interior shots, staff, products, food, etc.
- Your website address (URL)
- Contact information including email, phone number, etc.
- Payment options
- Social media pages like Facebook, Twitter, etc.

STEP 3

## Provide a mobile-friendly experience

The good news is that many online listing sites have stand-alone mobile apps. These apps are designed specifically for the mobile phone, and if a potential customer is using the app to find your business, the mobile experience is taken care of.

But, as you probably already know, there's nothing worse than trying to view a website that isn't optimized for mobile on your phone. If potential customers can't easily navigate your site and find the information they're looking for...they'll get frustrated and leave. That's a lost customer.

### How do you keep this from happening?

- Visit your website from a mobile device and try to accomplish a task as if you were a potential customer. Are you able to easily find and view the information you're looking for?
- If the answer is yes, great! If the answer is no, you'll need to think about creating a mobile-friendly version of your site. It doesn't have to be complicated. Often times all you'll need to do is simplify your current site design. Another more technical option is to create a mobile-responsive site. A mobile-responsive site will adapt to the device it's being viewed on

**The businesses that start preparing now will be the ones best able to compete.**

## Mobile is the New Reality

As consumers continue to use their mobile devices to discover new businesses and make purchasing decisions, you can no longer afford to ignore this mobile behavior. The businesses that start preparing now will be the ones best able to compete.

Publish your most important information everywhere that consumers are making decisions online. If you don't, consumers might form a negative perception of your brand and eventually find another place to spend their money.

Put the tips in this ebook to use so your business can capitalize on this mobile behavior and never miss an opportunity to bring in new customers!