[The Bootstrapper's Guide to the Mobile Web](#)
by Deltina Hay

Mobile Website Strategy
Personal Branding
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As an author, speaker, educator, and developer, Deltina has a lot on her plate. The primary goals for her mobile website, however, are to sell books, promote her video tutorials, and encourage enrollment in the college courses she teaches.

I. User Expectations

Why are they most likely coming to your site?
- *For information on books*
- *For information on Deltina*
- *For information on social media courses and videos*

What information are they most likely seeking?
- *Social media book information*
- *Information on courses*
- *Contact information*

What type of actions are they most likely to take?
- *Watch videos*
- *Click on social media links*
- *Buy books*

II. Business Objectives

What are your immediate goals?

Deltina's main goals are to sell books and get exposure for classes and video tutorials. Another goal is to explore ways Deltina might get some extra exposure for herself and her books in a new target market area.

How much money/time can you invest in the set-up of your mobile site? How much money/time can be budgeted for hosting and maintenance of the site (per month)?

Deltina has a small budget to put toward her mobile site. Ongoing maintenance and monthly fees need to remain low. Deltina has the resources and know-how to set up and maintain the site on her own.

III. Features

Features that should be included on your mobile website:

- *Social Media Buttons (Facebook, Twitter, LinkedIn, YouTube)*
- *Sharing Badges*
- *Forms (for inquiries)*
- *Multimedia (YouTube videos)*
- *Ecommerce: Amazon book widgets or links*

IV. Mobile Website Options

How will you create your mobile website?

Deltina uses WordPress to power her site, but she also would like to explore other mobile website solutions that may give her some extra exposure.

V. Solution Criteria

The goal at this stage is to find a plugin that fulfills as many of Deltina's strategy requirements as possible and weigh that option against some others that could possibly give Deltina more exposure. Deltina does not want to limit her options, though, especially if utilizing more than one solution could get her added exposure.

Redirection and custom domain names are not as much of an issue, here. Exposure to a broader audience is more important.

Specifically, a solution that:
- *Satisfies user expectations*
- *Aligns with business objectives, including initial cost and maintenance*
- *Has all - or the most important - desired features*

Preferably, a solution that:
- *Offers a way to customize the design*
- *Adheres to, or helps accomplish, mobile website best practices*
- *Offers marketing or an SEO advantage for more exposure*

VI. Weighing Options

The following solutions are the best fit based on Deltina's strategy.

Solution	Pros	Cons
Mofuse	Could get extra exposure through their marketing features	No free option $8/month to start
goMobi	Good opportunity for extra exposure	No free option $7/month to start
Wapple	Free WordPress plugin is easier to set up Since they also offer a hosted site service, it may be worth doing both	Doesn't give extra exposure – unless use their hosted service as well
Winksite	Free Community based for exposure	Platform is somewhat limited

VIII. Conclusion

Given the type of social media or "community" exposure needed in this case, Winksite seems the best initial solution for Deltina. The first phase of her plan is to create a number of sites on Winksite, since they are free. The sites include one for her social media book, one for her mobile web book, a couple landing pages for her consulting efforts, and a site to promote her video series and classes.

The second phase will include either a Mofuse or goMobi site that her current WordPress powered site can redirect visitors to.