

The Bootstrapper's Guide to the Mobile Web

by Deltina Hay

Mobile Website Strategy for PlumbWebSolutions.com Consulting Firm seeking mobile Lead Generation/Landing Pages

Plumb Web Solutions is an Austin-based firm specializing in search, social media, WordPress, and mobile web consulting. Their main goal is to use mobile optimized web pages for lead generation and to serve as landing pages for their mobile ad campaigns.

I. User Expectations

Why are they most likely coming to your site/pages?

- *In response to an ad*
- *To download a white paper or enter a giveaway*
- *For information on consulting*

What information are they most likely seeking?

- *Information on consulting*
- *White papers or books*
- *Contact information*

What type of actions are they most likely to take?

- *Download white papers or enter contests*
- *Fill out forms*
- *Inquire about consulting*

II. Business Objectives

What are your immediate goals?

Plumb Web Solutions is seeking to create mobile campaigns to promote consulting services. The main goal of the mobile web pages they create are to serve as landing pages for mobile ads or for lead generation.

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)?

Plumb Web Solutions has a small budget to put toward their mobile campaigns. Ongoing maintenance and monthly fees need to remain low since they are also budgeting for advertising. However, if lead generation proves fruitful, more money can be budgeted. They have the resources and know-how to set up and maintain the site on their own.

III. Features

Features that should be included on mobile landing pages:

- *Click-to-call*
- *Forms (for gathering leads)*
- *Special offers or coupons relevant to ad campaign*
- *Links to more information*

Features that should be included on mobile lead generation pages:

- *Click-to-call*
- *Forms (for gathering leads or entering contests)*
- *Button to download white papers*
- *Links to more information*

IV. Mobile Website Options

How will you create your mobile website?

Plumb Web Solutions is not limited to a single solution. They can test several hosting services, and even some plugin solutions, since their site is powered by WordPress. This allows them the opportunity to find the platform that will work the best for them in the long run.

V. Solution Criteria

The pages do not require a lot of features, but they do need to be compliant. Most mobile ad services – Google Adwords and Admob in particular – require that mobile ads link to landing pages that have valid mobile markup.

Redirection and custom URLs are not priorities in this situation, since the landing pages and lead generation pages do not necessarily need to be linked to their desktop site.

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: especially validation*

VI. Weighing Options

The following solutions are the best choices for landing pages and lead generation pages for Plumb Web Solutions.

Solution	Pros	Cons
Google Sites	Free Has landing page and lead generation templates	Platform is a little clumsy
Wapple Platform	Feature rich templates No compliance issues	Hosted pages can get expensive if a lot of hits are expected
Mofuse	Affordable hosting solution at \$7/month	Can only have one page
Wapple Plugin	Good design options	Limited to one page

VIII. Conclusion

Plumb Web Solutions decided on a few solutions. First, they used Mofuse as their main mobile website solution. Since Plumb uses WordPress as a CMS rather than as a blog site, the plugin solutions were not ideal. They decided that the Mofuse platform gave them more flexibility and greater room to grow their mobile presence.

Plumb created a number of landing pages as well using Google Sites. Since these sites are free and link very well with their Google adwords and Google analytics accounts, they can create as many as they need on the fly if necessary.

Plumb plans to experiment with other platforms in later phases for future landing pages and lead generation efforts.