[The Bootstrapper's Guide to the Mobile Web](#)
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Mobile Website Strategy for QuillDriverBooks.com
Retail and online book sales
Quill Driver Books

Quill Driver Books is an independent publisher of nonfiction books. The main goal of Quill Driver's mobile website is to sell books.

I. User Expectations

Why are they most likely coming to your site?
- *To find information about books*
- *To learn more about authors*
- *To inquire about submissions*

What information are they most likely seeking?
- *Book or author details*
- *Submission guidelines*
- *How to purchase books*

What type of actions are they most likely to take?
- *Buy books*
- *Subscribe to newsletter*
- *Contact publisher*

II. Business Objectives

What are your immediate goals?

Though the primary goal is to sell books and direct mobile device users to Quill Driver's ebooks, the mobile website can also serve as a way to increase newsletter readership, gain more book reviews, and draw the attention of potential authors.

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)?

Quill Driver has a small budget to put toward their mobile site, but monthly costs should be kept as low as possible. They have a skilled staff who can invest a reasonable amount of time toward the set up and maintenance of the site.

III. Features

Features that should be included on your mobile website:
- *Click-to-call*
- *Social Media Buttons (Facebook, Twitter, LinkedIn)*
- *Sharing Badges*
- *Forms (to send inquiries and join newsletter mailing list)*
- *SMS (for newsletter subscriptions)*

- *Ecommerce: PayPal to sell print books, links to ebooks, links to Amazon*
- *Blog Entries*

IV. Mobile Website Options

How will you create your mobile website?

Quill Driver's desktop website is not suitable for responsive web design techniques, nor is it a good match for a conversion service. A stand-alone mobile site or a hosted service are both viable options since they have staff on hand who can manage either solution.

V. Solution Criteria

The goal at this stage is to find hosting services that fulfill as many of Quill Driver's strategy requirements as possible, and weigh those options against the stand-alone site solution. Of particular importance is the shopping feature – visitors need an easy way to order print books and find ebooks. Rather than offering an actual shopping cart solution, it may be best to find a way to direct visitors to Quill Driver's books on Amazon, or to a mobile optimized page on 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 change colors and add a logo*
- *Offers an acceptable ecommerce solution*
- *Allows the use of a sub-domain name like m.quilldriverbooks.com*
- *Provides a way for mobile device users to be redirected to the mobile version*
- *Offers a convenient method to track analytics and metrics*
- *Provides features like custom QR Codes to help market their site*
- *Adheres to or helps accomplish mobile website best practices*

VI. Weighing Options

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

Solution	Pros	Cons
Google Sites	Free Service Customizable design Shopping/Amazon options	Platform is a little clumsy No marketing features Shopping solution requires a bit of set up
Wapple	Sophisticated platform that can accommodate shopping cart Customizable	Charges by page view, so could get expensive Interface is somewhat complicated
goMobi	Easy set up Customizable, mobile-friendly design	No free version – minimum $6/mo. No easy solution for shopping cart
Stand-Alone Site	Freedom to design as desired Shopping cart not an issue	Requires quite a bit of expertise High set up and maintenance costs required to keep up to standards

VIII. Conclusion

Quill Driver Books ultimately decided upon a stand-alone site so they would have the freedom to add design elements and features now and in later phases of their strategy. To help them along, they chose an HTML5 template to serve as the initial basis of their mobile site.

They plan to maintain a basic mobile site for now, and add shopping cart capabilities in future phases.