

The Bootstrapper's Guide to the Mobile Web

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Mobile Website Strategy for SocialMediaPower.com Consulting Services/Book Sales/Blog

Social Media Power is a blog site that offers social media tips, resources, and videos. They also have consulting services, WordPress themes, books for sale, and mobile apps. The main goals of their mobile website is to present blog posts in a mobile-friendly environment, increase readership, and direct users to their mobile apps.

I. User Expectations

Why are they most likely coming to your site?

- *To read blog posts*
- *For mobile apps*
- *To watch videos*

What information are they most likely seeking?

- *Social media tips and resources*
- *Video tutorials*
- *Contact information*

What type of actions are they most likely to take?

- *Click on blog posts*
- *View videos*
- *Download mobile apps*
- *Buy books*
- *Subscribe to newsletter*

II. Business Objectives

What are your immediate goals?

Social Media Power's immediate goals are to sell books, get consulting gigs, sell mobile apps, and increase readership.

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)?

Social Media Power has a small budget to put toward their mobile site. Ongoing maintenance and monthly fees need to remain low. However, if lead generation improves, 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 your mobile website:

- *Click-to-call*
- *Social Media Buttons (Facebook, Twitter, LinkedIn, YouTube)*

- *Sharing Badges*
- *Forms (for inquiries and newsletter subscriptions)*
- *SMS (for newsletter and blog subscriptions)*
- *Multimedia (YouTube videos)*
- *Blog Entries*
- *Ecommerce: Amazon book widgets or links*

IV. Mobile Website Options

How will you create your mobile website?

Social Media Power uses WordPress to power their site, and there are no extenuating circumstances that should keep them from using a plugin to power the mobile version of their site.

V. Solution Criteria

The goal at this stage is to find a plugin that fulfills as many of Social Media Power’s strategy requirements as possible. They also need to choose a plugin that closely adheres to mobile website best practices. Many plugins offer nice, aesthetic solutions that seem to work well at first glance, but prove ultimately not to validate or have poor load times.

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 as this is of particular importance for plugins*

VI. Weighing Options

The following solutions are the best fit based on Social Media Power's strategy.

Solution	Pros	Cons
WPTouch	Nice theme designs Has nice touch screen interface	Doesn't validate on W3C
Wapple	Good design options	Navigation is a bit small

VIII. Conclusion

Social Media Power configured and implemented both the WPTouch and Wapple plugins so they could fully evaluate the potential of each solution. Aesthetically the WPTouch plugin was more appealing, but the Wapple plugin tested and validated much better.

Aesthetics are not as much of a priority for the Social Media Power blog as overall functionality on all types of phones. While WPTouch is designed for touch screen devices, Wapple works and validates on touch screen *and* feature phones. Social Media Power needs to reach the largest possible audience, so opted for the Wapple plugin.