

# MOVING MOBILE:

IMPORTANCE OF MOBILE OPTIMIZATION  
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90%

OF PEOPLE LIVING IN THE UNITED STATES TODAY HAVE A MOBILE PHONE.

AMOUNT OF AMERICANS WITH MOBILE BROADBAND

81%

23%

HAVE FIXED BROADBAND ACCESS IN THEIR HOMES



25%

ONLY USE MOBILE INTERNET



50%

OF LOCAL SEARCHES ARE VIA MOBILE DEV.



30%

WILL SCAN MOBILE TAGS

AMOUNT OF USERS WHO WATCH TV WHILE USING THEIR DEVICE

86%

## MOBILE OPTIMIZATION WILL BOOST SALES

51%

ARE MORE LIKELY TO DO BUSINESS IF THE COMPANY HAS A MOBILE SITE



71%

OF SMARTPHONE USERS THAT SEE TV, PRINT, OR ONLINE ADS, DO A MOBILE SEARCH

70%

WILL RESULT IN ACTION WITHIN ONE HOUR

WHAT WILL THEY SEE?

## MOBILE OPTIMIZATION INCREASES ENGAGEMENT



AS MUCH AS 85% MORE ENGAGEMENT



6.5 AVERAGE VISITS

COMPARED TO 3.5 AVERAGE VISITS TO AN UN-OPTIMIZED BUSINESS WEBSITE

## TODAY MORE THAN EVER YOU NEED A MOBILE WEBSITE



>35%

OF YOUR VISITORS ARE USING A MOBILE DEVICE

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SOURCES: INTERNATIONAL TELECOMMUNICATION UNION, MOBITHINKING, GOOGLE