

## The Importance of Being Mobile-Friendly

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Last year ASME (the American Society of Magazine Editors) changed its editorial guidelines. It explained, “The new guidelines have been expanded to cover all forms of magazine media—including mobile, video and experiential...”

The key word in that sentence is “mobile”. American consumers have gone mobile and it’s critical your publishing company follows their lead. I say follow, since in this instance consumers led the way, outpacing businesses and marketers, big and small, in embracing mobile consumption.

So I’ll ask you the same question I ask small business owners when I lead workshops and webinars—how mobile-friendly is your publishing business?

Let’s start with the basics—your website. Are you still running your publication with a website that was designed in 2010? I’m assuming your website promotes your publication, posts original content, in addition to publishing the articles in your current issues. (If not, that’s a discussion for another day.)

Whether you’re you trade on consumer publisher, your website needs to be mobile-friendly to compete—not only with other publications, but with the scores of other online sources consumers turn to for information.

It shouldn’t be news to any of you that consumers have been using mobile devices—smartphones and tablets—to read, research, shop and buy products, which is important to your advertisers. In fact, if you publish trade publications, you should know B2B buyers are increasingly turning to mobile. A study from DemandGen shows more than half of B2B buyers “frequently use” mobile phones and 42% “frequently use” tablets to either get information about possible business purchases or to make purchases.

If your website it not mobile-friendly—meaning it can be easily read on all device screens, from smartphones to desktops, it will cost you—literally. Last April Google changed its search algorithms giving an organic boost in mobile search rankings to websites that were mobile-friendly and penalizing those that weren’t.

Is your website mobile-friendly. To find out you can take Google’s free mobile-friendly test. If it’s not, you need to convert as soon as you can. What you don’t want to do is create a separate, mobile-only website. That approach is outdated and wastes time and money, since you’d have to update and manage two websites. Plus, having two sites also results in being penalized by the search engines in their search results.

Does you publication use video? It should, surveys have shown consumers like to actively engage with video. According to Gary Cowan, a senior vice president at DataSphere, 50 million people use mobile devices to watch video content. He says, using video on your site makes it “more compelling, grabs attention across social media networks and enhances the impact” of your advertising. (And of course you should also post any video to YouTube, which has a huge mobile audience.)

## **Email Marketing**

It's not just your content that needs to be mobile-friendly. Are you sending emails promoting your publication or advertisers? What about e-newsletters? If you are (and again you should be), it's critical your email messages be mobile-friendly. Here are some reasons why:

Campaign Monitor reports the number of email opens on mobile devices increased by 30% between 2010 and 2015.

According to a study from Movable Ink, 67% of all U.S. email opens occur on mobile devices.

Email that isn't mobile-optimized loads slowly. And a delay of even one second can cost you 7 percent of your conversions.

The Radicati Group reports that the number of mobile email users is predicted to grow by 23 percent in 2016 and that by 2018, 80% of email users are expected to access their email accounts on mobile devices.

And what's worse, according to a study from BlueHornet, if your email messages aren't mobile-friendly, 80% of recipients will delete the email, and 30% will unsubscribe from your emails altogether.

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