

# 02

Why?

## Mobile Technology Is More Than Ready

Mobile technology is on the rise as more and more people search the internet daily on handheld devices (smart phones, PDAs, touchscreen navigators, media players), laptops, tablets, and even through televisions.

Ignoring this medium is a huge mistake that can hurt your business's visibility.

Don't trick yourself into thinking that first impressions aren't a big deal. They are, and you need to look your best regardless of the chosen format.

If your handheld device wardrobe needs a makeover, IC9design can take care of it.

IC9design builds and develops versions of company sites so that they display correctly on small screens.

## Mobile Websites

This IS the future of websites

IC9design ensures your mobile website is easy to navigate, looks fantastic, and is compatible with all of today's handheld devices!

Don't risk having your site look horrible on today's mobile devices. More people than ever surf the web from their phones.

Be in a position to capitalize from it!



IC9design, Inc.  
Internet Solutions For This Generation  
P.O. Box 91 | 55 State Street  
Bloomfield, NY 14443  
585-657-6379 | 800-964-6299  
info@ic9design.com  
www.ic9design.com

# Mobile Ready Websites

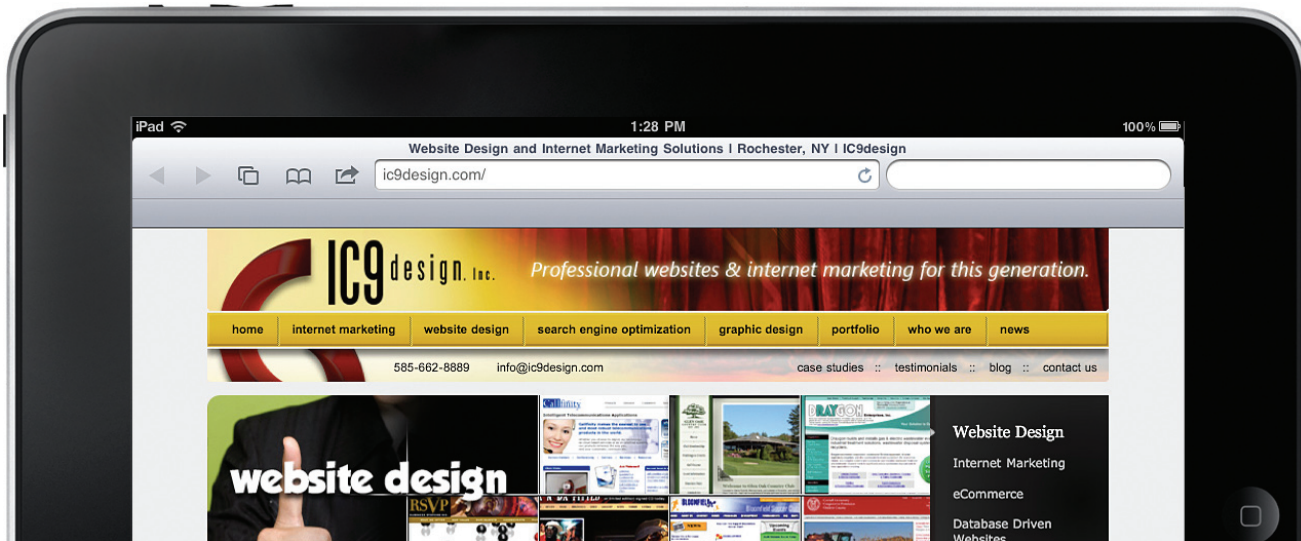
Your current and future potential clients are accessing the internet through their phones, tablets, and other mobile devices.

If a thing's worth doing,  
it's worth doing well.  
- Chinese Proverb

The future of computing belongs to mobility, and for too long we have all pretended that the notebook computer offers just that -- it touches on it, but it never has really gotten the job done.

By Robert Faletta, CRN

01  
Start





## NOT A Mobile-Ready Website

A website is not mobile-ready when it looks like a miniature version of your website on a handheld device (like a phone).

### A FEW OF THE MAIN ISSUES:

- The main navigation of your site is tiny and sometimes words wrap in strange places. It's almost impossible to use without zooming in. It also is hidden as soon as a visitor scrolls down the page.
- The text is tiny and there is too much of it. A person browsing on a small device only wants to see the most important content. They'll hit the back button within seconds if they see too much text.

Zooming in on pages will create vertical AND horizontal scrolling for the visitor.



## Web-Based Company Tools From Your Handheld

Wouldn't it be helpful if your sales reps and employees could access web-based company tools offsite through their handheld devices? Sometimes your employees need information at a moment's notice. That information can be the difference between a sale and a phone call to your competitor.

The good news is IC9design can ensure that your employees have access to all the information they need at a moment's notice. IC9design builds web-based applications and data management centers for use on your phone or mobile device.

**Perfect for employees who need quick access to business information, client records, and reports.**

# 03

## By The Numbers

**iPhone®**  
There are more than 70 million iPhone users and over 425,000 apps in the iTunes® app store.

**BlackBerry®**  
There are over 50 million BlackBerry users and 13,000 apps in the BlackBerry App World™.

**Twitter**  
More than 3 million tweets are sent out through Twitter per day.

**Facebook®**  
200 million active Facebook users access their account almost daily.

**Blogs**  
The internet includes more than 133 million blogs.

**YouTube™**  
YouTube users have uploaded more than 120 million videos. It would take 600 years to watch them all.



## A TRUE Mobile-Ready Website

A website that is mobile-ready includes only the most important content and is easy to read and navigate as soon as it shows on your handheld device. It also loads very fast.

- Phone numbers and email addresses are all linked to your phone and email apps so visitors can contact you on the spot.
- Only the necessary images are kept and optimized to ensure fast page load time.
- Content is in a larger font and broken into lists and bullets for easy browsing.
- The main navigation is always available and present at the bottom of the website.



There is no need to zoom, so scrolling is only vertical.

**Call IC9design Now: 585-657-6379**