

25 Top Reasons You Must Have A **MOBILE WEBSITE**

WARNING! The following list is intended for serious, ambitious trades people looking to radically reinvent their business's. It is **NOT** intended for those with teeny-tiny calcified, crippled imaginations.

1. If you have no website, higher quality customers will never find you, but they **WILL** find your competitors.
2. Customers expect it.
3. A website is working **24/7/365**. You will never have a more loyal, hard working employee than your website. The ROI can be mind-blowing.
4. A website enables you to target a more specific customer.
5. **84%** of today's consumers think a website makes your business more credible than companies who only have social media profiles.
6. You can clearly showcase your products and services, thus attracting the **right** customers to your business.
7. A website can encourage customers to contact you right away.
8. If your competitors aren't online yet, they probably will be soon. Establish yourself as a leader in your field by building a high-quality mobile website first.

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9. The better your website, the better your chance of getting found on Google.
10. The first organic listing in Google gets **33%** of search clicks. Number two gets about **18%** while 7th only gets about **3.5%**.
11. The Local 3-Pack specifically gets **61%** of the total clicks.
12. **78%** of local, mobile searches result in an offline purchase.
13. **86%** of people find the location of a business using Google Maps.
14. **61%** of people who perform a search on a mobile phone are more likely to contact local businesses who have a mobile-friendly website.
15. Page **ONE** of google gets a whopping **95%** of all search traffic.
16. **88%** of consumers view online reviews as trustworthy as a personal recommendation from a friend.
17. **18%** of local, mobile searches result in a sale within 24 hours.
18. There has been a **900%+** growth in mobile searches using “near me” and “today/tonight” (for example “electricians near me” and “concerts near me tonight”).
19. **70%** of smart phone customers (and **77%** of tablet consumers) believe the “call button” (or one click calling) to be critical on a mobile website (Clients Calling).
20. **61%** of mobile searches result in a phone call (because they’re addressed at local businesses, like yours).

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21. Over **50%** of mobile consumers are in the process of researching a purchase, or seek to make a purchase when they call a business directly.
22. More than half of all search volume results from smart phones, according to Google mobile search stats.
23. **51%** of searchers are more probable to purchase from a mobile optimized website.
24. Google reports that **40%** of mobile consumers turned to a competitor's web site after an unsatisfactory mobile Web experience, and **57%** wouldn't recommend a business with a bad mobile website.
25. **71%** of mobile searchers expect mobile site pages to load as fast or faster than desktop.

I could go on and on with the numbers. But I think you get the idea. There has never been, in the history of business, a marketing and sales tool with this much raw profit power. EVER!

By investing in a great mobile website and a well mapped out **SEO** (Search Engine Optimization) plan, it can only do one thing for your business. Generate a steady stream of the **RIGHT** customer knocking down your door.

I have yet to meet a business owner who **DIDN'T** want that.

Now, after reading this, there will emerge two types of business owners. **Action Takers** and **Procrastinators**.

If you are an **ACTION TAKER**, here is your next step.

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Grab your phone, right now, and dial **913-286-4161** and leave me a message with your full name, phone number, email address and the best time to call you back. If you would prefer to reach me by email, just email me at: rick.nielsen@thetradespersion.com and include all the aforementioned information.

If you currently have a website, please include your website address as well and I will perform a complementary website audit before our call. **(A \$497 VALUE)**.

And, before you hesitate or freak-out , relax. This will **NOT** be a high pressure, pushy sales call. I am only interested in working with trades people who are **EAGER, EXCITED** and **READY** to transform their business's from ordinary to extra ordinary.

All I need is about 15 minutes. You can tell me what you have now and what you'd like to have going forward. We can determine at that point if we are a good fit or not. Then, we'll go from there. Fair enough?

Now, if you are a **PROCRASTINATOR...** then sorry, I can't help you.

Thanks for taking the time to read this. Even if we never do business together, I hope the information in this list will help you prosper wildly!

rock on...



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