

GALLERIES ON THE GO

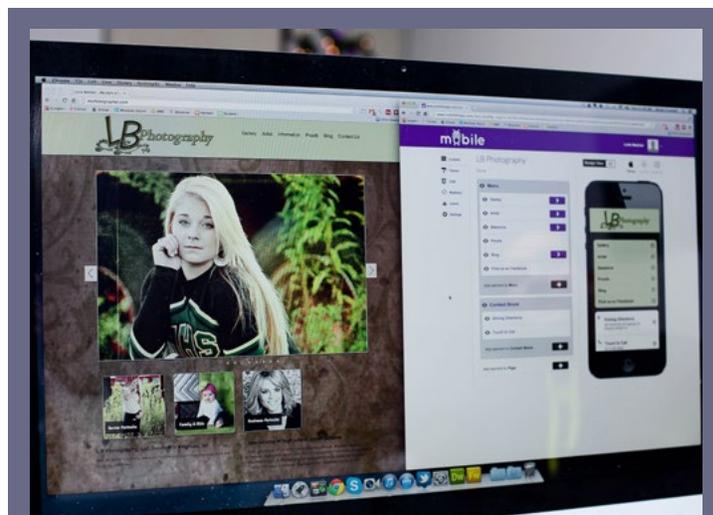
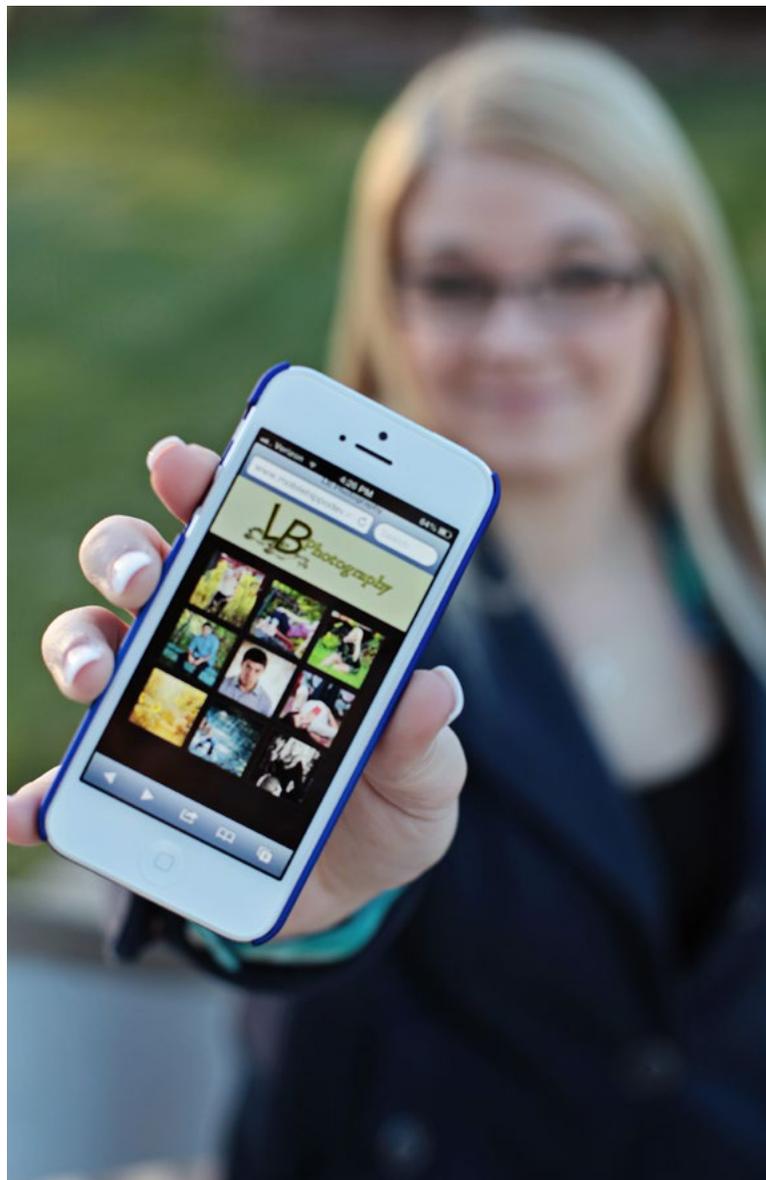
We are a society of convenience. We want information at our finger tips, now! People have their mobile phones with them at all times. As a business owner, it is important to have our websites readily available, and user friendly... mobile friendly!

WORDS & PHOTOGRAPHY Lorie Belcher

We're all aware that mobile device usage is exploding as a means for viewing web content, and making our daily lives run smooth. Many photographers and graphic designers have not taken advantage of the transition to mobile. Most don't even know how their website looks on a smartphone. Sure, it may be viewable, but not at a size built specific to the device currently being held in your hot, little hands! Is your website mobile friendly?

Many photographers and graphic designers utilize website technology that does not render well on mobile devices. In cases where websites are built with Adobe Flash, they don't work at all. The potential client might see a broken page or error message. An attractive mobile website, that is easy to navigate, insures that your customers will have an experience that is optimal for any device they are using. And the best part is you can become mobile friendly without abandoning the full website in which you have invested so much money and time. Yes, even if you have a Flash website.

I'm guilty of not being aware of the "mobile-friendly" world. I recently had my website updated with a new design, new features, galleries, map directions to my studio, etc. I enjoyed my website for a few months until I learned from my new web designers that my site was not mobile friendly to my clients. I said, "what do you mean? I can see my site just fine on my phone." ■



To give you an idea of how important smartphones are in every day life: A striking 87 percent of smartphone owners check the Internet or email on their phones, including 68 percent who do so generally every day, and 25 percent say they "mostly go Online using their phone, rather than with a computer."

Source: Pew Internet Project via MSNnews.com/technology

SOME FEATURES OF THE MOBILE HIPPO PLATFORM:

No need to rebuild your full website

Works on all devices, including iPhone and Android

Customizable appearance, without automatic content "smashing"

Comprehensive photo galleries

Video

Touch to call

Touch for map and driving directions

Social media integration

Ability to link to any service such as Online proof viewing and photo purchasing

Completely AD-FREE, so no worries on having your clients view annoying ads while trying to look at your website

Once they explained and showed me the difference, I was aware that my clients weren't able to view the information I wanted to relay to them. For me, and I'm sure many of you, the amount of current and potential clients I have are using their mobile devices for information on everything. This includes looking for photographers to hire. It is important as a business owner to readily have our websites available to mobile users.

My web guys opened me up to an awesome, user-friendly, reasonably-priced website builder called Mobile Hippo. Comparing the competition left me with the obvious choice of Mobile Hippo. They offer a fantastic solution for photographers looking to create a mobile-friendly presence on the Internet. Mobile Hippo's websites are completely customizable, so you can put exactly what you want on your mobile website.

The software eliminates the need for a native app, like some companies require to get to a mobile ver-

sion of your website. All the client has to do is enter your website url, and it's automatically formatted to fit their mobile device. Another bonus is that Google is pushing for mobile websites. So, it helps with search engine optimization (SEO). And we all know the importance of a presence on Google.

In a nutshell, the goal of mobile websites is for our clients to have a quick look at our website. We want to grab their attention, get them to tap that "touch to call" feature, and call to book a session. Better yet, having your clients use the "touch for map & directions" feature. BAM! They are on the way to your location.

I was curious so I took the liberty of checking out some of my favorite photographers' websites. And well, I think they may want to go to www.mobilehippo.com, or have your web developer do the checking for you! Either way, you do not want to wait any longer for your website to be "mobile friendly!"



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