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*Dear Brian,*

## **Why you don't need a smart phone app for your website**



### **Is your audience visiting your website on a smartphone?**

Over one-fifth of Americans access the web on a smartphone such as an iPhone or Android -- and that number increased 31% from 2009 to 2010.

### **Why smartphones don't like your website**

What do more smartphone visitors mean for your website? It means they will typically have a poor user experience -- here's why:

- **Size:** Your website probably isn't designed to display well on a smartphone. Most websites are designed for a 17" monitor -- not a 2" wide smartphone screen.
- **Media:** The elements that enrich your website experience -- the expansive layout, images, and animation -- may be too large for the cellphone network, resulting in frustrating delays; or may not display at all because of incompatible

software.

To evaluate how mobile friendly your website is, [try this tool here](#). Don't be surprised if you get a low rating -- most websites, including ours, scored low.

### **Bridging the mobile gap**

There are 2 ways to bridge the gap between your website and smartphones: apps or a mobile-friendly website. Apps are software that you download and install in your smart phone. Apps are great if you want to help users do mobility-specific tasks. Or if you want to create a branded game, or already have a subscriber relationship with your user, it's a very good way to go.

**But if you just need to extend the reach of your website into the mobile world, apps can be overkill.**

### **The app process**

Apps need to be built to work in the operating system of the smartphone they are intended for: for example iPhone apps need to be built in IOS, while Android phones need Android apps. Not to mention Blackberry, Windows Mobile, and other systems. This adds to development costs, since you are building multiple iterations of the app.

After it's built, it has to be submitted to an app store, accepted by the store, and found by the user, who then needs to be motivated to acquire and download it. So there are barriers to overcome to get your app on a user's smart phone.

### **Mobile-friendly websites**

A mobile-friendly website, on the other hand, is built once for all smartphones. Like your regular website, it resides online, not on your computer or smartphone. This makes a mobile-friendly website more flexible and cost efficient, with fewer barriers between you and your target users.

When a user visits your website using a smartphone, the website detects the mobile device and redirects the user to the mobile-friendly version of the website -- so the experience is seamless.

If you are venturing into the mobile web, a mobile-friendly website is a less expensive first step -- if you find you do need an app, you can always invest in building one later.

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### **FACT OF THE MONTH**

There are 18 different animal shapes in the Animal Crackers cookie zoo.

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## SAVE TIME PLANNING YOUR WEBSITE

We want to offer you, without obligation, our new **Website Planner**.

### **What the Planner does:**

The *Website Planner* is a tool to use before you start your website development process. It saves you time in the crucial planning stage by guiding you through questions you need to answer for a successful outcome. The Planner helps you:

- Define your big picture — audience, message, objectives and actions
- Develop a list of “must-have” and “nice to have” requirements

### **How to get it:**

Just drop us an email [here](#), and we'll send you our new **Website Planner**.

### **About LevinsonBlock**

*WHO WE ARE: LevinsonBlock is in the business of differentiating our clients. We do this through brand strategy, websites, corporate communications, direct mail, and social media integration, among other services. We've worked with healthcare organizations, such as Hospital for Special Surgery; growing businesses, such as s Opportunity Growth Fund; and organizations such as the Public Library of Science. Visit us [here](#).*

*WHAT WE DO: brand strategy and branding; persuasive content; print (such as annual reports, event promotion, periodicals); and usability-focused websites. If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)*

*Thanks for reading!  
Peter*

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