

June, 2015

Is Your Website Mobile Responsive?

By Naren Arulrajah

Close to 2 billion people around the world own smartphones today. Many of them prefer to view websites on their mobile devices, which makes it critically important to optimize your chiropractic website for mobile users. Google recommends that webmasters build mobile responsiveness into the main website, rather than creating a separate mobile site independent of the regular site.

Why Mobile? Cost-Benefit Analysis

Many small businesses and professionals continue to be skeptical about the value of a mobile-responsive website, and whether it is worth their time, effort and money to turn their existing website mobile compatible. To make an objective cost-benefit analysis, it is important to understand the profile of your average site visitor and whether they may be viewing your website on their mobile devices.

People in the age group 20 to 50 typically prefer to review websites on-the-go via their mobile devices, or even within the comfort of their home or office. If your chiropractic website does not download efficiently on their mobile screen, or they find it difficult to navigate pages, view images or read through the text, it may prompt them to leave the site and look for alternate sites on the web with similar information.



Quality over Quantity
Use your Content to Build Practice Value

Today's audiences are savvy and they simply expect more from your content. Generic content is no longer. Remember, not every piece of content is going to resonate with all of your audience.

Don't Bubble your Content

Content creation can prove to be a struggle even on your best days. But the best thing you want to do is to ignore your audience's needs and bubble your content.

What you need to do:

- Focus on creating content that delivers reader value.
- If you want to be heard above the noise, use feedback from your readers to direct your content strategy.
- Check your content for search-based content insights, or information gathered from surveys and interviews.
- Create content specific to different reader personas. Not everyone is going to be interested in the same thing. Some of your readers might come to you for advice on diet, or exercises and therapy, and if your content is not relevant to them, they will not read it.

Content Formats that Deliver the Most Value

Content type #1: How-to's

These are one of the most popular types of content. They deliver fantastic long tail search potential and are most effective when you want to provide a solution for a particular issue.

Content type #2: Videos

If you want to deliver your messages in a succinct and persuasive way, then video is your answer. If done strategically, they can leave an impression and help social lead generation.

Content type #3: Blogs

They require both time and effort, but blogs if done correctly can be absolute crowd pleasers.

Content type #4: Social Media Content

Social is big and your audience is very active within this realm. Not only do you need to post more, but more importantly you need to post consistently. For big impact from all your actions on social, do this:

- Include images in all your posts.
- Customize your content for each platform.
- Create more relevant content.
- Use more social media.

Content type #5: Lists

This doesn't have them? Transformational Tips for a Healthy Lifestyle. "5 Benefits of Chiropractic Care." The list for "you" items is simply limitless. This is one content format you can't ever give up on.

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Furthermore, **search-engine optimization** (SEO) value is better for sites that are mobile friendly. Search-engine algorithms increasingly attach value to such websites and tend to rank them higher in their search results. Therefore, overall online exposure and visibility would improve for your website for targeted, localized audience with a mobile-optimized site.

How to Achieve Effective Mobile Optimization

Consider the following tips to ensure your mobile-compatible website is appropriately optimized.

Mobile Optimization Is a Continual Process: Building a website that incorporates mobile responsiveness is not a one-off activity. Once your mobile-responsive website is up and running, you need to continually review the latest insights and improvisations provided by Google and other search engines to make the site more effective.

Google Analytics will also provide you with periodic data to analyze which elements of your mobile-responsive site are still weak and cause readers to leave the page or abandon the site abruptly. Changes must be applied appropriately to enhance the impact of your website as a continual process.

Focus on Efficient Mobile-Responsive Design: Your website design should include elements that are useful from the perspective of a mobile device user. Your choice of font types, sizes and colors should be such that it makes the viewing and navigation experience easier for mobile users. A search box may be included on each web page to allow the mobile user to retrieve the most relevant information quickly and efficiently.

Mobile users generally are more predisposed toward making a call directly from their mobiles or sharing information with others via social media networks. Therefore, the site may include a clear call to action prominently in the top area of the page, prompting more users to convert. A visible phone number with a click-to-call function should be included to make the calling experience easier.

Must-Haves for Your Mobile-Responsive Site

Take the following must-haves into account when building your mobile-responsive chiropractic site:

- **Branding consistency:** Visitors should feel familiar whether they visit your website via their PC, tablet or smartphone.
- **Sharper images:** Smaller screens require superior image quality for the sake of clarity and impact.
- **Wrapped text and legibility:** Text on a mobile screen of any size should be clear and readable.
- **Easy scrolling and swiping:** Dragging, pinching and zooming requirements on your site should be minimized for a smooth mobile viewing experience.
- **Site download speed:** Website speed and performance is more important for mobile sites because the viewer's data usage may be involved, and quick download is necessary when the user is on the go.

Over time, an efficiently optimized mobile-responsive website can lead to greater traffic of target audiences and improved reader loyalty while boosting the bottom line of your practice.

Editor's Note: The author thanks Vikas Vij, who assisted in the writing of this article.

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