

# WHY YOUR BUSINESS NEEDS A MOBILE WEBSITE

**FROM 2011 TO 2012, U.S. MOBILE ONLINE SALES NEARLY DOUBLED**

2011 – 6.7 billion 

2012 – 11.6 billion 



At the end of 2013, people are expected to use their mobile devices more than their PCs to access the Internet.

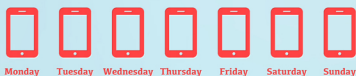


**88% OF CONSUMERS**

who search for a type of local business on a mobile device call or go to that business within 24 hours

**67% OF USERS**

are more likely to buy from mobile-friendly sites.



Monday Tuesday Wednesday Thursday Friday Saturday Sunday

**SEVEN DAYS A WEEK, 62%**

use their smartphone to go online.

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## SOURCES:

- <http://googlemobileads.blogspot.com/>  
- Google research studies – Think Insights  
- Google Mobile Movement Study, 2011

- [www.gartner.com](http://www.gartner.com)  
- [www.99MediaLab.com](http://www.99MediaLab.com)

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