

What Users Want Most From Mobile Sites Today



Mobilise
your site
now.

by Google

Welcome



Mobilise
your site
now.
by Google

The Google team has just completed its survey of mobile users.

We asked dozens of questions to more than a thousand users, and one point comes through loud and clear:

Today's mobile users demand mobile-friendly sites.



Key Findings & Implications



Findings



Implications

Mobile friendly sites are essential to acquire and maintain customers. Australians like mobile sites to provide simple, *immediately useful* functions

- Mobile users greatly prefer the usage experience of a mobile-friendly website
- A good mobile experience improves a user's level of engagement with a brand, and the chances of purchasing from a brand.
- A bad mobile experience harms the user's opinion of the brand.
- It is important for mobile sites to allow users to:
 - 1) Find quick, essential information on a service
 - 2) Perform specialized tasks *while on-the-go*
 - 3) Further engage with a brand

Capitalize on mobile by driving users to mobile-friendly sites and landing pages, it's become a strategic imperative for marketers to reach—and acquire—customers.

1. Build a mobile-friendly site.
2. Make sure your ad campaigns drive users to mobile-friendly experiences, it will maximize ROI by ensuring consumers stay on your site. Your brand's reputation is on the line, too.
3. Know the user. Australians prefer to use mobile for quick, on-the-go usage. Other than acting as an initial touchpoint, mobile websites should also provide functions that fit the specific needs of the consumer.

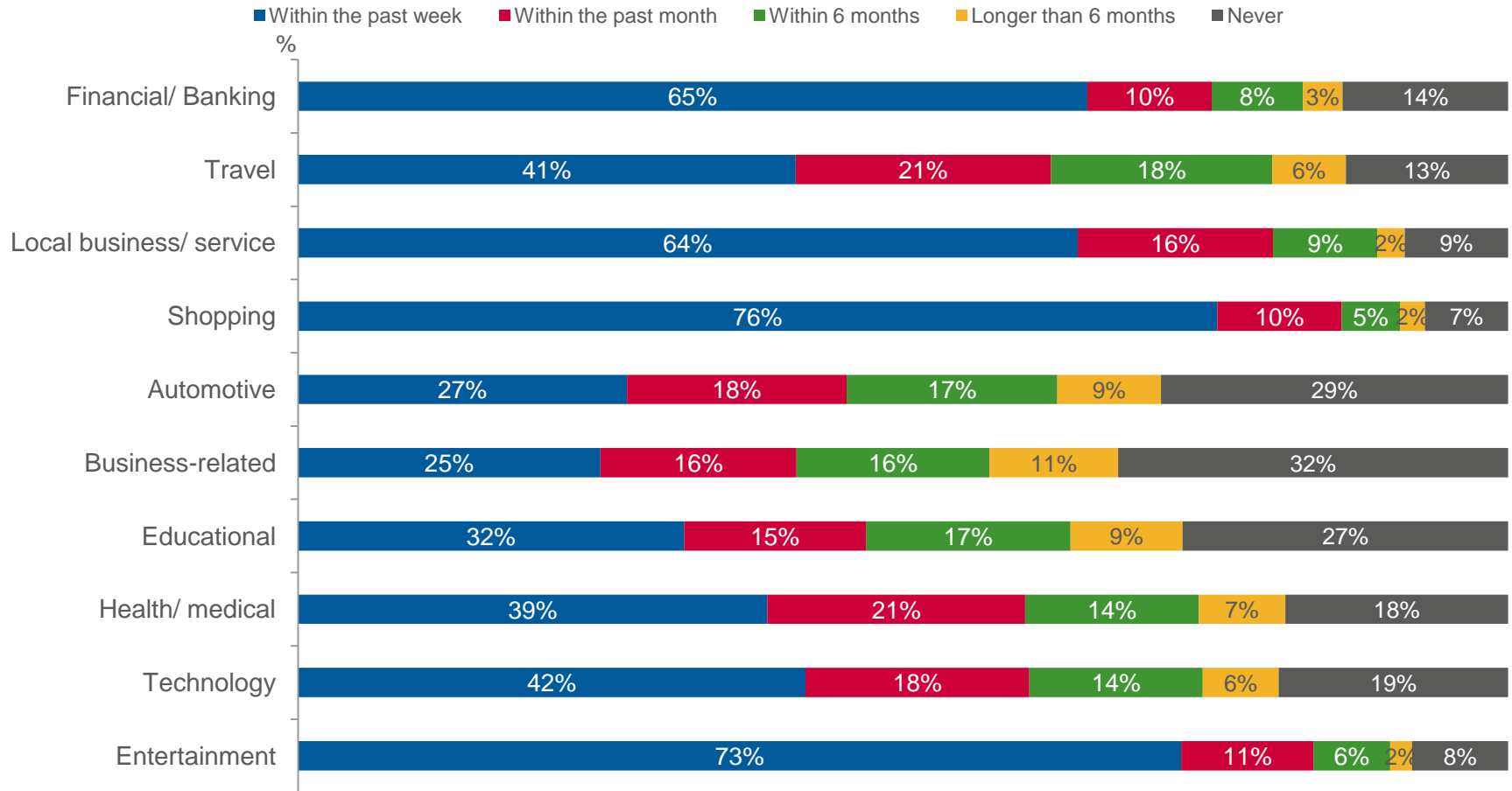
What Users Think About Mobile-Friendly Sites



Mobilise
your site
now.

by Google

Mobile is used extensively for research



Base: All respondents **contacted** (3211)
Q. When was the last time you used a website on your smartphone to look for the following type of information?

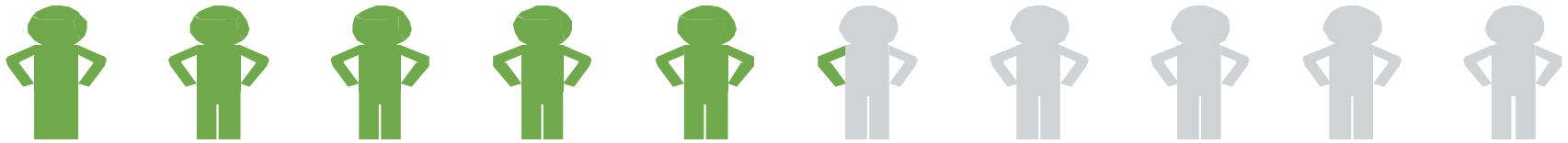
Mobile-friendly sites really matter



Mobilise
your site
now.
by Google

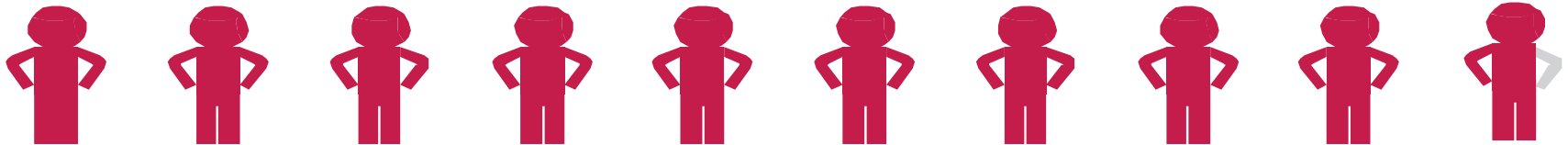
53%

of users say mobile-friendly sites are important to them.



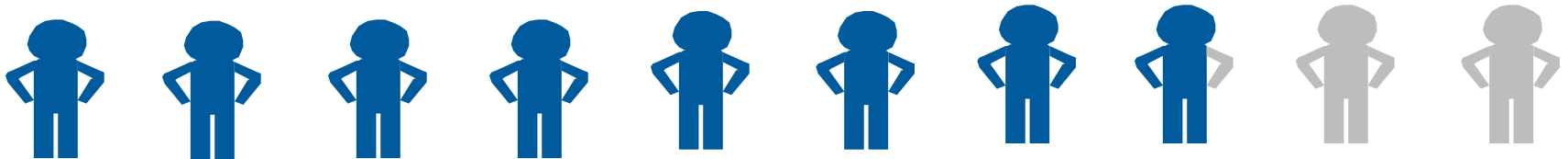
96%

of users have visited a site that wasn't mobile-friendly.



86%

of users preferred to visit a mobile-friendly site.



Base: All respondents (1016)

Q. Using the scale below, please indicate how important it is for businesses that you visit for information create mobile optimized or mobile friendly sites? Top 2 Box responses shown.

Q. How often are the sites not mobile optimized or mobile friendly?

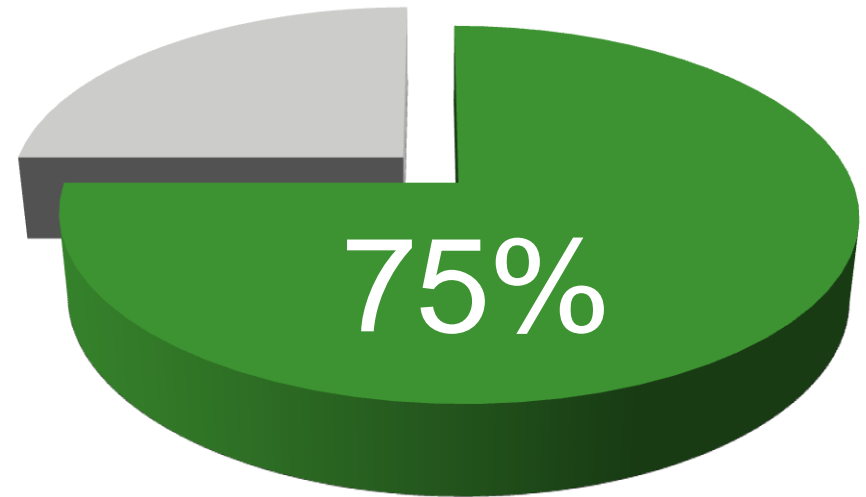
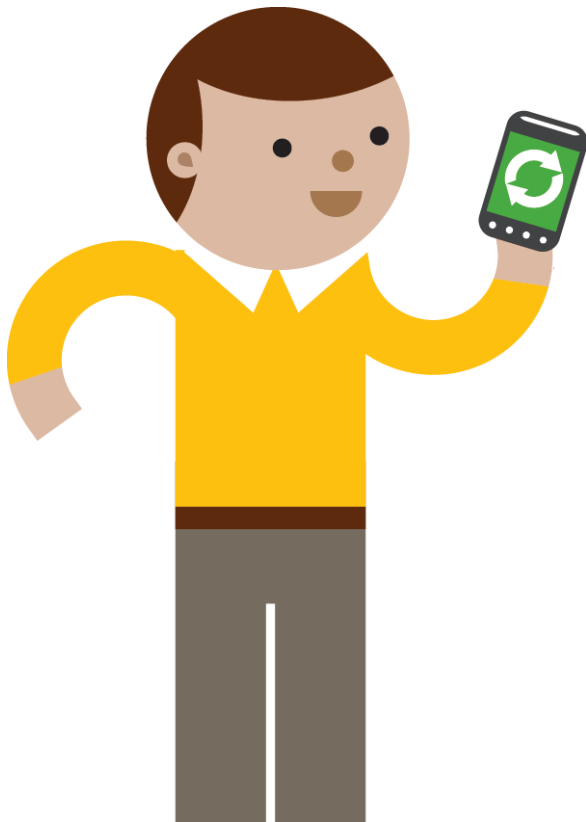
Q. Which site would you prefer to use on your smartphone if given the choice?

Users *come back* to mobile-friendly sites



Mobilise
your site
now.
by Google

$\frac{3}{4}$ of mobile users say they're more likely to revisit mobile-friendly sites.



“If a site works well on a mobile phone, I’m more likely to return to that site in the future.”

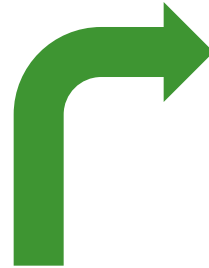
Mobile users are quick to leave unfriendly sites



Mobilise
your site
now.
by Google

68%

Of users find mobile sites through a search engine.



But! If they don't like what they find...



...75% of mobile searchers say they're likely to go back to search and look elsewhere.



...they're **THREE** times more likely to abandon the task altogether.

Q: How do you generally access the websites you use on your smartphone to look for information? (Base: 1018)
Q: When you use a search engine and you find a site that is not mobile optimized or mobile friendly, how likely are you to return to the search engine results page and click on a link to another site. Top 3 Box responses shown. (Base: 668)
Q: Looking at the website shown below, imagine that you landed on this page as a result of conducting a search using a search engine. Based only on what you see here, which of the following are you most likely to do? (Base: 1018)

Mobile-friendly sites mean more customers and longer visits



Mobilise
your site
now.
by Google

Friendly = *More likely to buy*

Unfriendly = *More likely to leave*

65%

“A mobile-friendly site makes me more likely to buy a product or use a service.”



59%

“If I don’t see what I’m looking for right away on a mobile site, I’ll quickly move on to another site.”

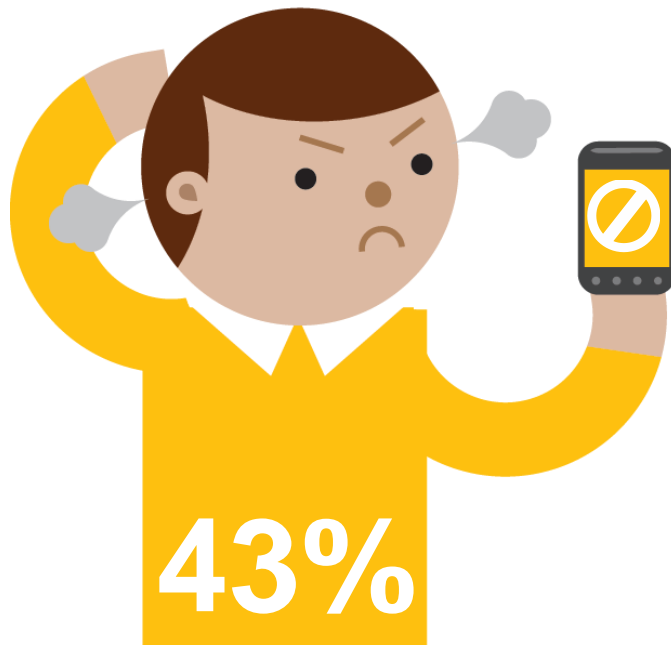


This may be obvious, but mobile users are turned off by mobile-unfriendly sites

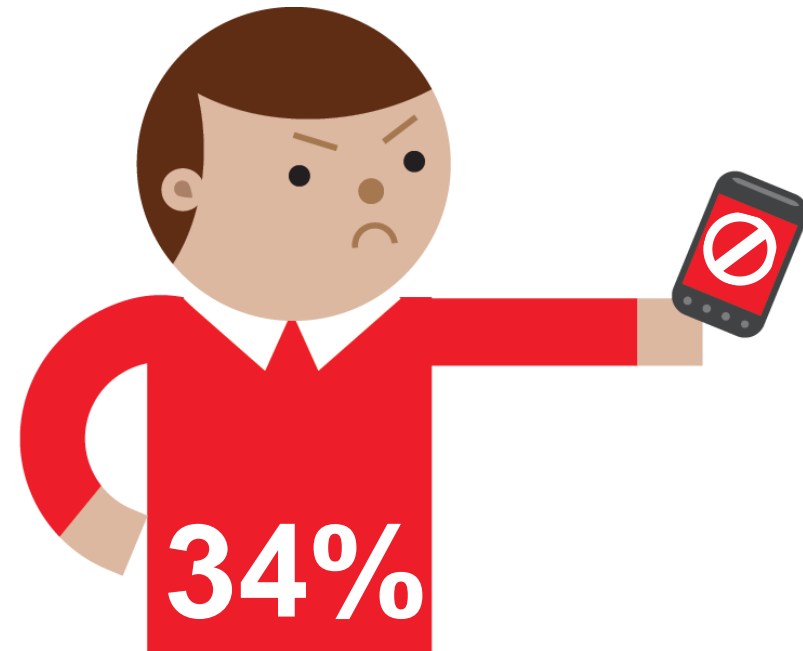


Mobilise
your site
now.
by Google

How do customers feel when they land on a non-mobile friendly site?



feel frustrated
or annoyed



More likely to look
for another
company

Mobile users think less of brands that don't have great mobile sites



Mobilise
your site
now.
by Google

More than half of all users agreed with these statements:



61%

"If I really like the brand or company, I'm disappointed if the mobile site is a bad experience."



53%

"A frustrating experience on a website hurts my opinion of the brand overall."

Base: All respondents (1018)

Q. How much do you agree or disagree with the following statements about using websites on your smartphone?"

. Top 2 Box responses shown

It's better to be mobile-friendly



A lot better!

- A good mobile experience pays off twice: users are more likely to be active on this visit and more likely to return to the site in the future.
- When a site isn't mobile friendly, it hurts twice: users leave to find another site *and* they think less of the brand.
- A company that wants to attract mobile users today simply must have a mobile-friendly site.

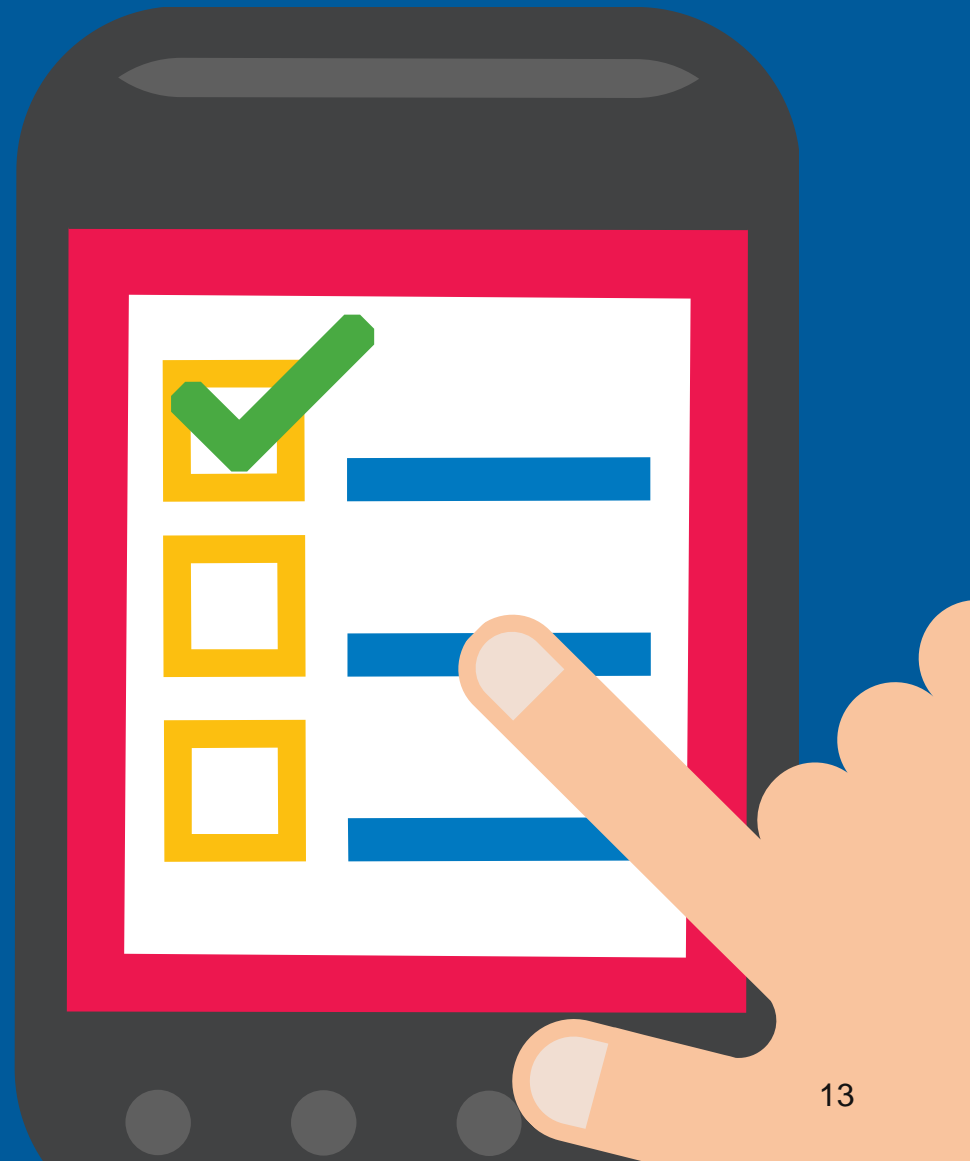


What Users Want Most from Mobile Sites



Mobilise
your site
now.

by Google



We asked mobile users to point out the mobile features they want most.



We asked questions like:

- “How would you define a **non**-mobile friendly website?”
- “What actions do you want to take on mobile sites?”
- “What actions do you prefer to accomplish on smartphone vs computers?”



Mobile users told us: “Fast and easy, please.”



- They want mobile-friendly features like big buttons, simple input boxes, and limited pinching.
- They want quick access to business information like directions and contact numbers.
- Any supplementary information or functions needs to be easily digestible, or immediately useful.



Readability and size of text is essential for a mobile website. Users also notice if a site takes too long to load.

Users feel a site is not mobile friendly if:



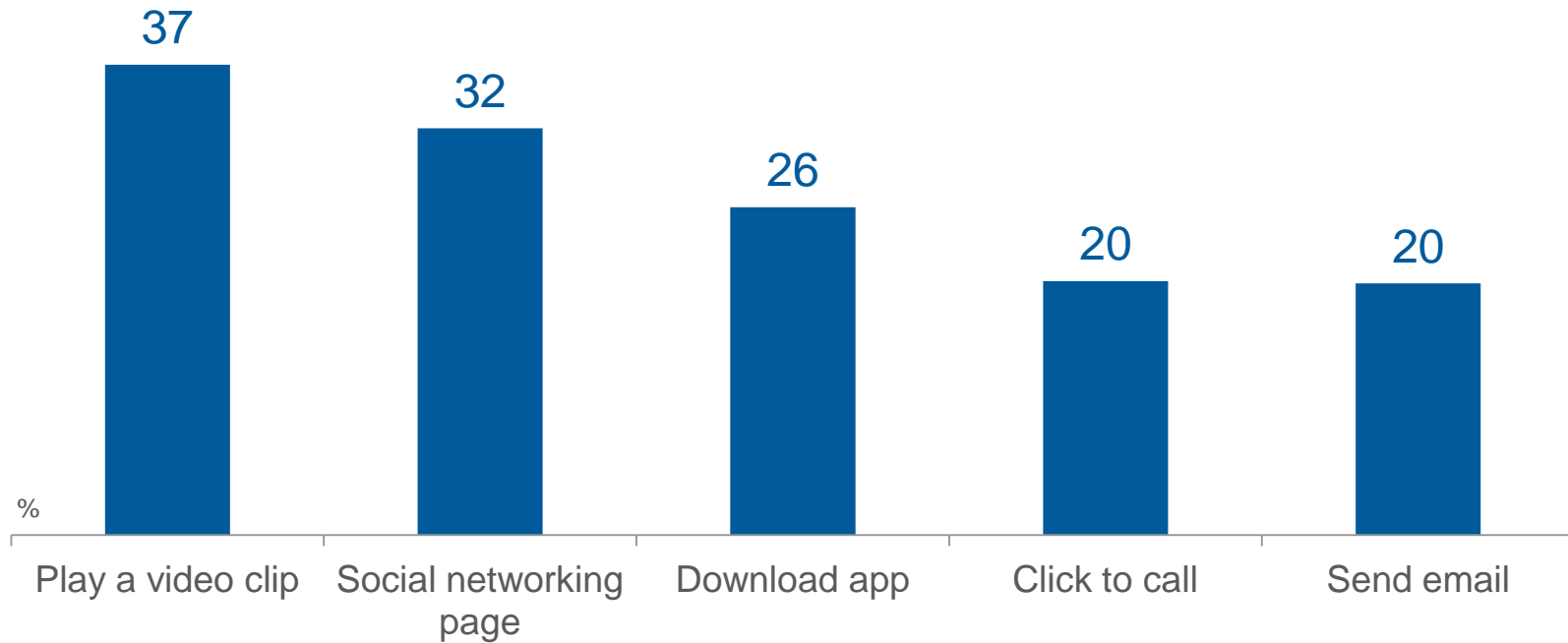
Base: All respondents (1018)

Q.Which of the following would make you feel like a website is not mobile optimised or mobile friendly?

In general, it is important that mobile websites help users to engage further with the brand.



Top 5 most important tasks whilst visiting a website on mobile.

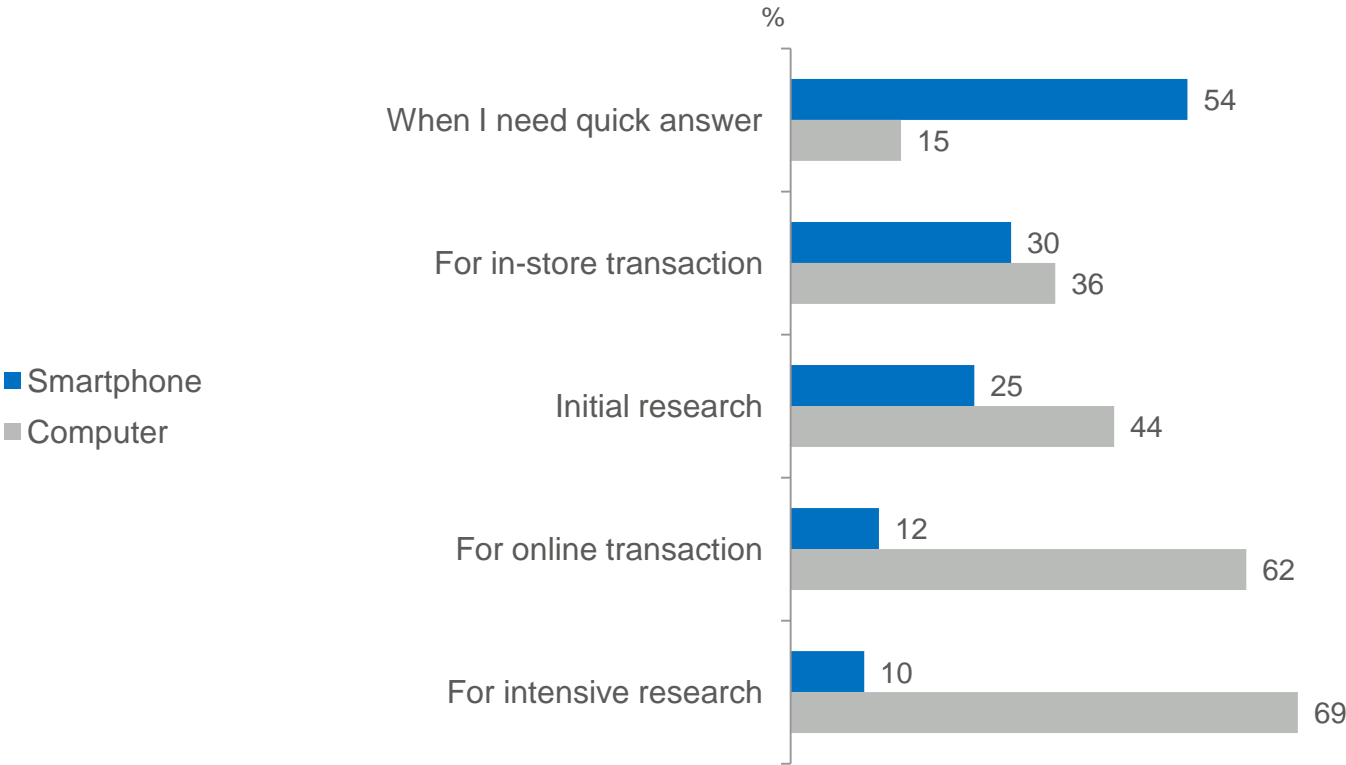


Base: All respondents (1018)
Q. In these cases, how important to you is it that the website let you do each of the following? Top 2 Box responses shown
Note: Respondents evaluated attributes in the context of a specific category, but aggregate numbers are shown

Smartphones are better suited for quick answers than intensive research



Devices preferred for differing situations



Base: All respondents (1018)
Q. Which of these devices do you prefer using in the following situations?



Mobile banking/ finance users want pertinent information on trades, and the option of contacting the brand for further enquiries.



Mobilise your site now.
by Google

Top 5 most important banking & finance tasks:



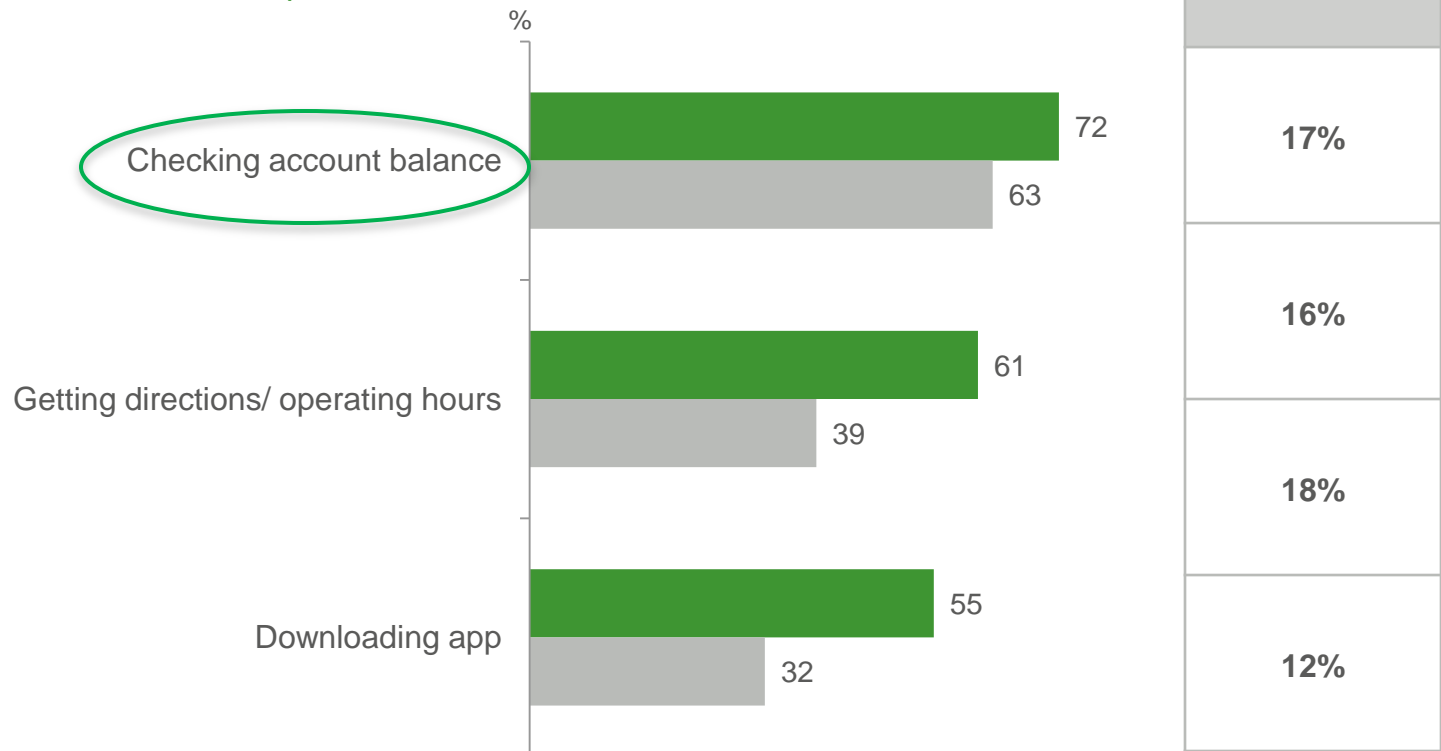
Base: Respondents evaluating banking and finance category (203)
Q. In these cases, how important to you is it that the website let you do each of the following? Top 2 Box responses shown

Banking & Finance users highly value the ability to *check on their account balance* when viewing mobile websites



Banking & Finance tasks where functionality is more important on mobile than desktop
(by % who use each)

■ Smartphone
■ Computer



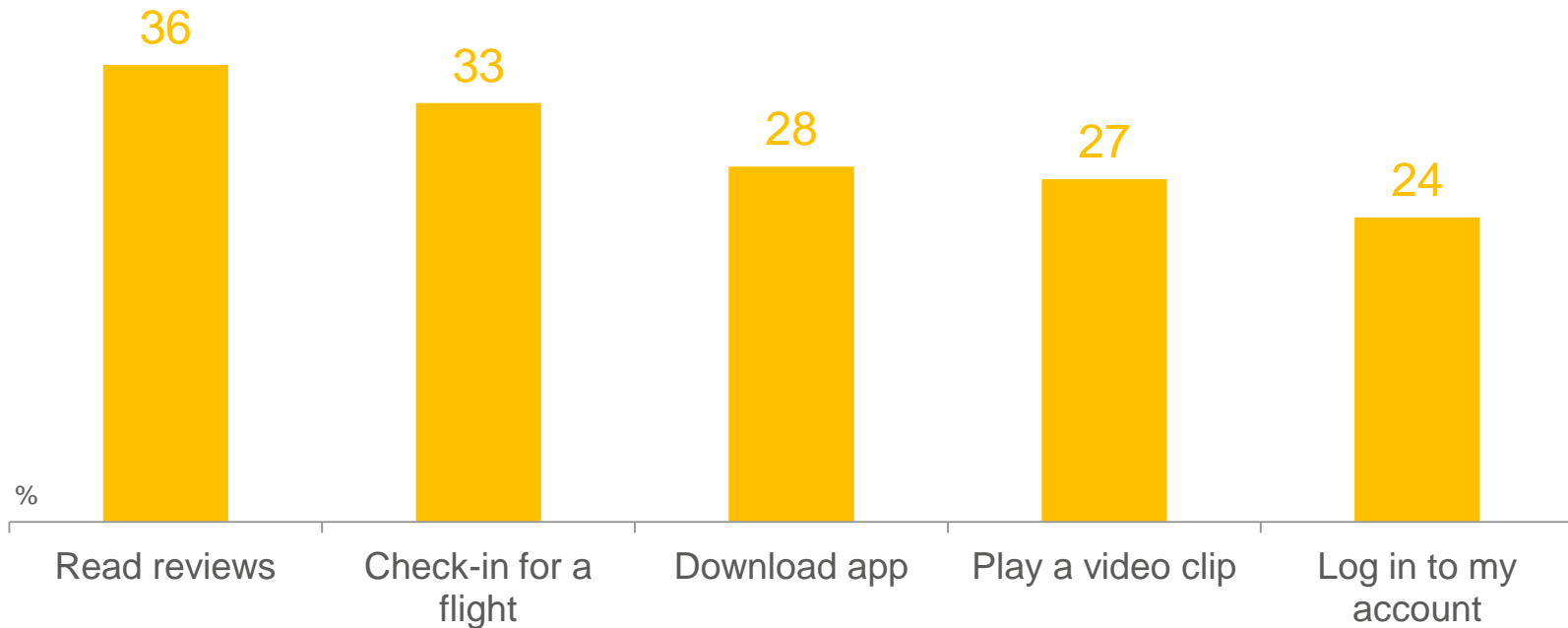
Base: Respondents evaluating Finance category and use device (Smartphone: 203; PC: 198)
Q: Which of the following things are **most important** to you when visiting the smartphone or computer version of a website to look for?



Less-intensive Travel tasks, such as checking-in and reading reviews, are important to Mobile users.



Top 5 most important travel tasks

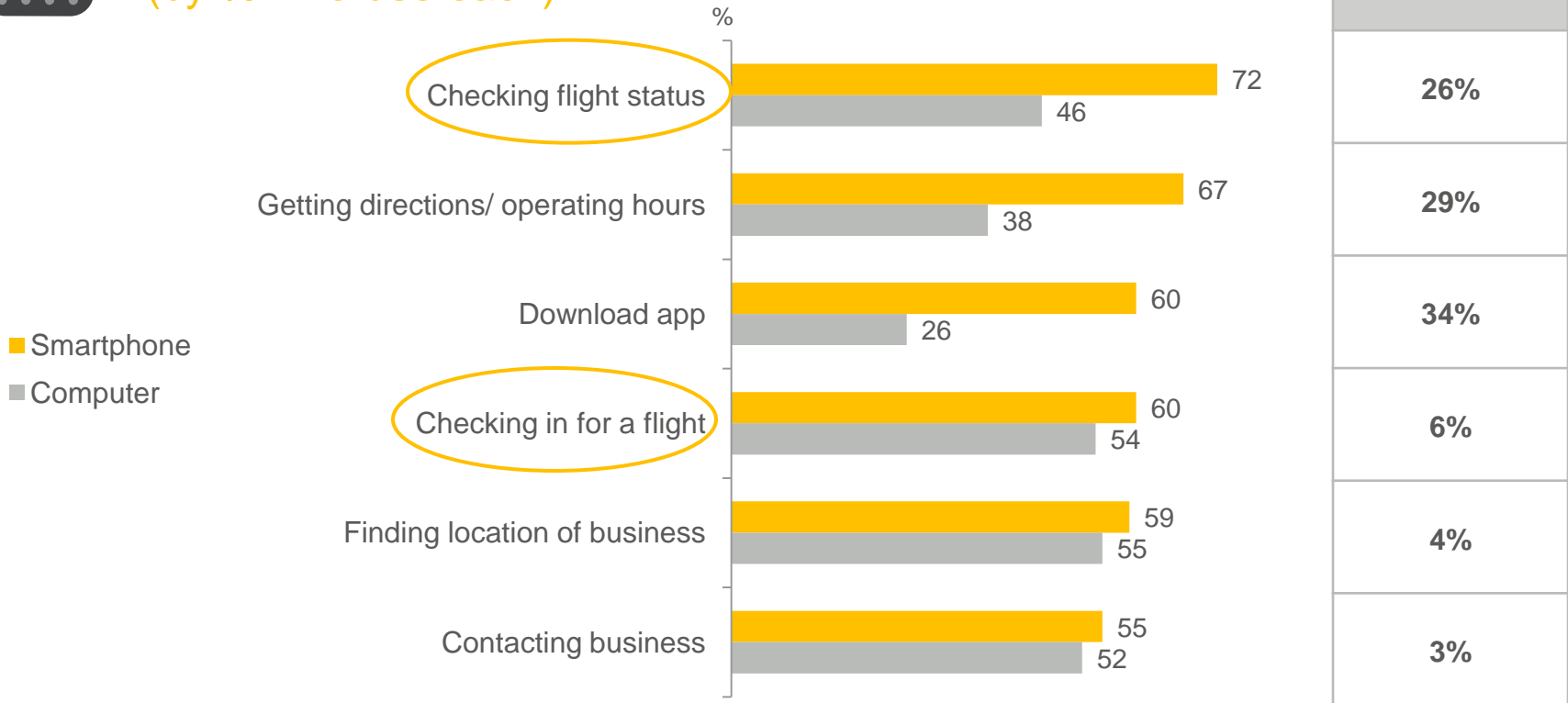


Base: Respondents evaluating travel category(203)
Q. In these cases, how important to you is it that the website let you do each of the following? Top 2 Box responses shown

Travel websites should always provide flight status information, and a checking-in function.



Travel tasks where functionality is more important on mobile than desktop (by % who use each)



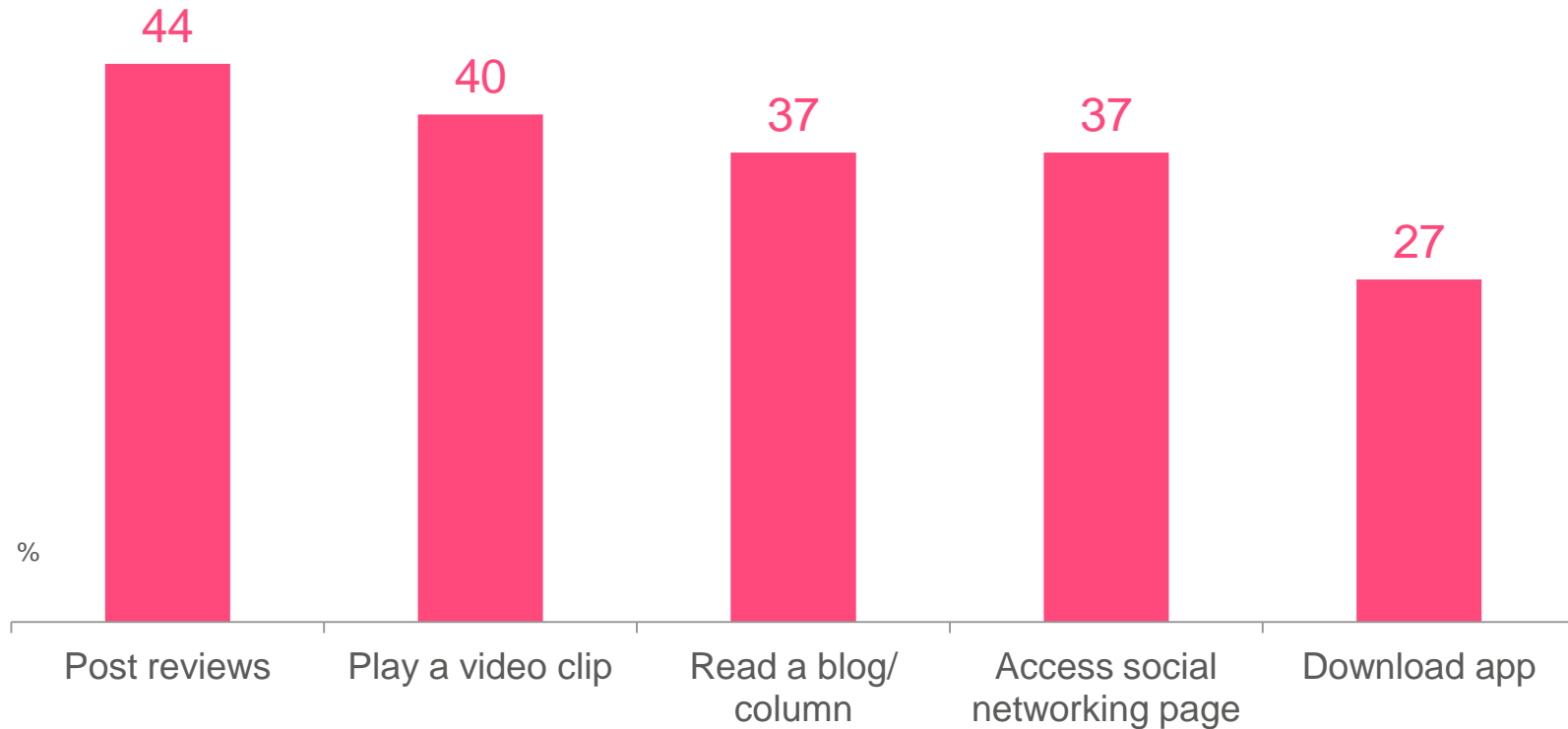
Base: Respondents evaluating Travel category and use device (Smartphone: 203; PC 195)

Q: Which of the following things are **most important** to you when visiting the smartphone or computer version of a website to look for?

Local Users like to be quickly introduced to a brand, and then engage further through social networking, social media, or through apps.



Top 5 most important local tasks



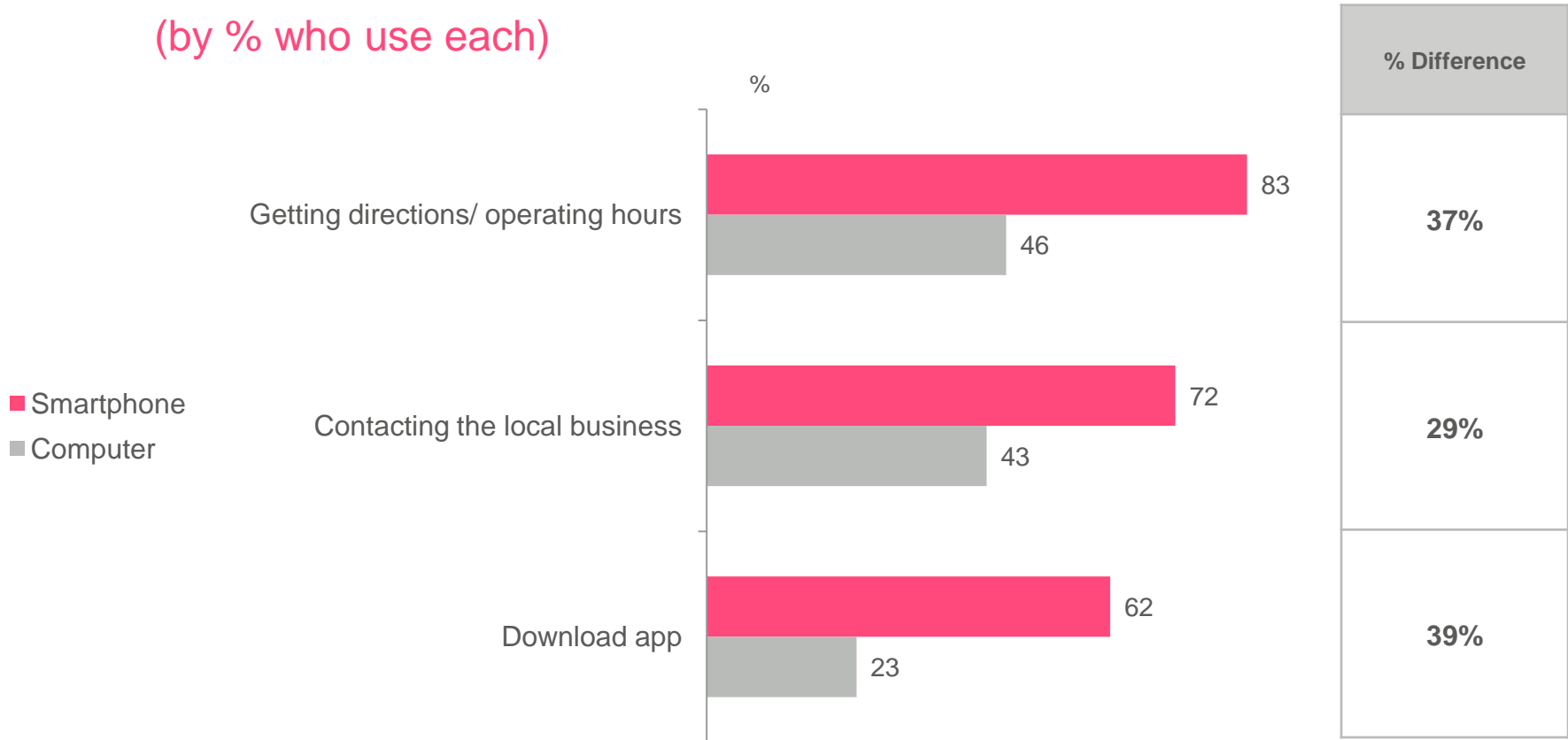
Base: Respondents evaluating Local category (206)

Q. In these cases, how important to you is it that the website let you do each of the following? Top 2 Box responses shown

Most of all, a mobile site for the Local vertical should provide contact information and an app download.



Local tasks where functionality is more important on mobile than desktop (by % who use each)



Base: Respondents evaluating Local category and use device (Smartphone: 206; PC 199)
Q: Which of the following things are **most important** to you when visiting the smartphone or computer version of a website to look for?

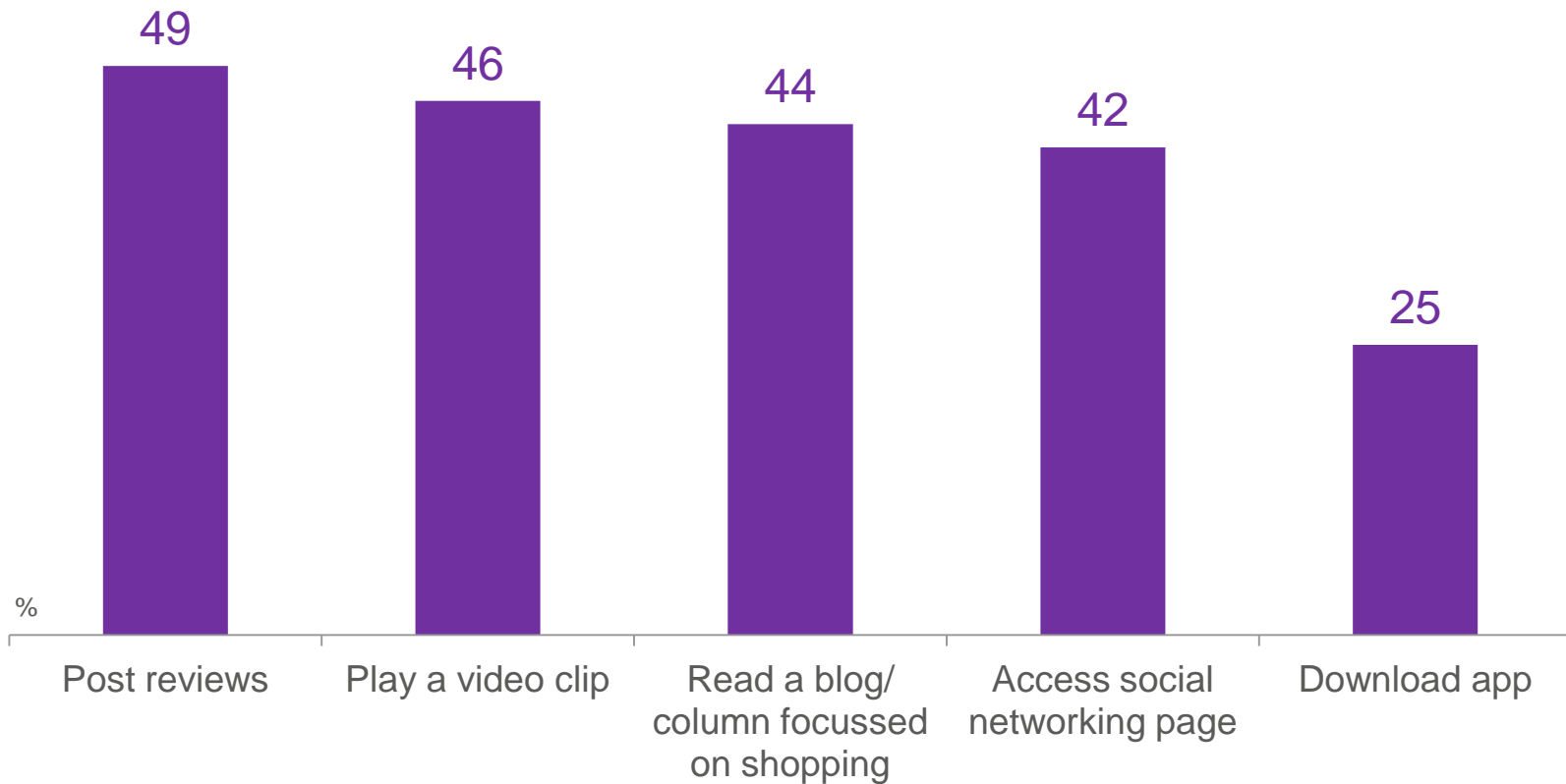


Mobile users want to engage more with the store via being in contact with the brand, or 3rd party research



Mobilise your site now.
by Google

Top 5 most important shopping-related tasks



Base: Respondents evaluating Shopping category (204)

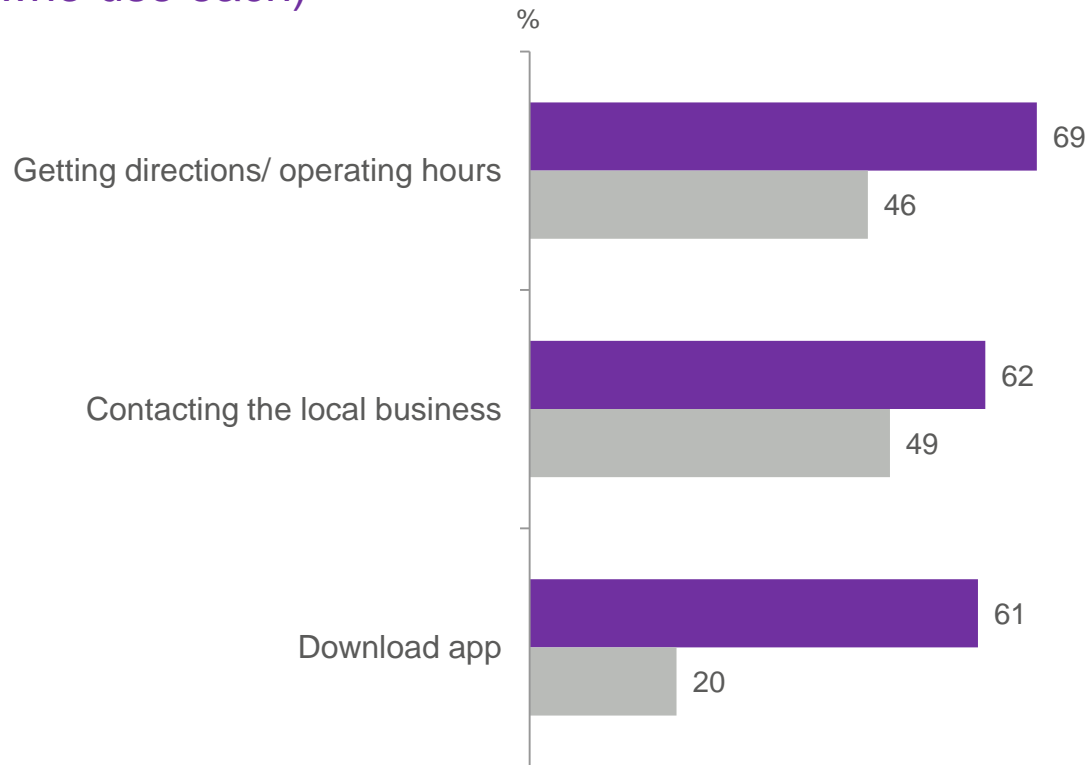
Q. In these cases, how important to you is it that the website let you do each of the following? Top 2 Box responses shown

When it comes to shopping, mobile users find it important to find/ contact the business as quickly as possible



Shopping-related tasks where functionality is more important on mobile than desktop
(by % who use each)

■ Smartphone
■ Computer



% Difference
23%
13%
41%

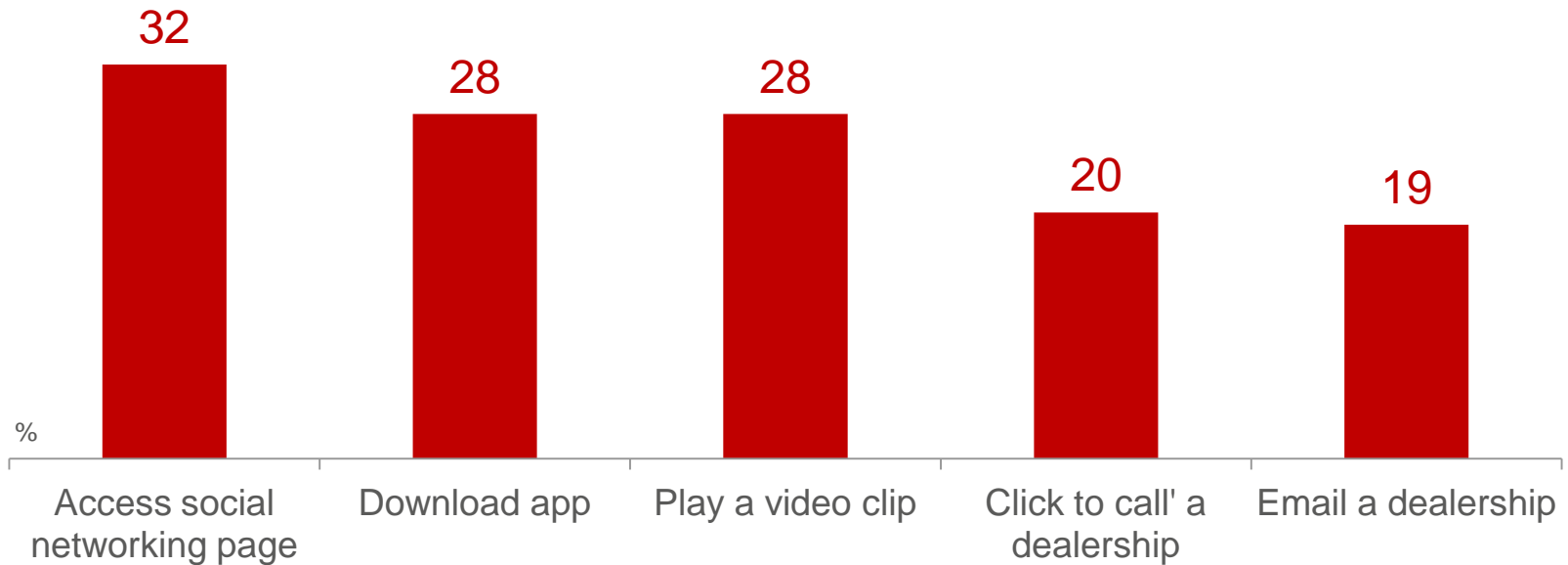
Base: Respondents evaluating Shopping category and use device (Smartphone: 204; PC 199)
Q: Which of the following things are **most important** to you when visiting the smartphone or computer version of a website to look for?



Users look to mobile websites for research, and to further engage with the brand via social networks



Top 5 most important automotive tasks

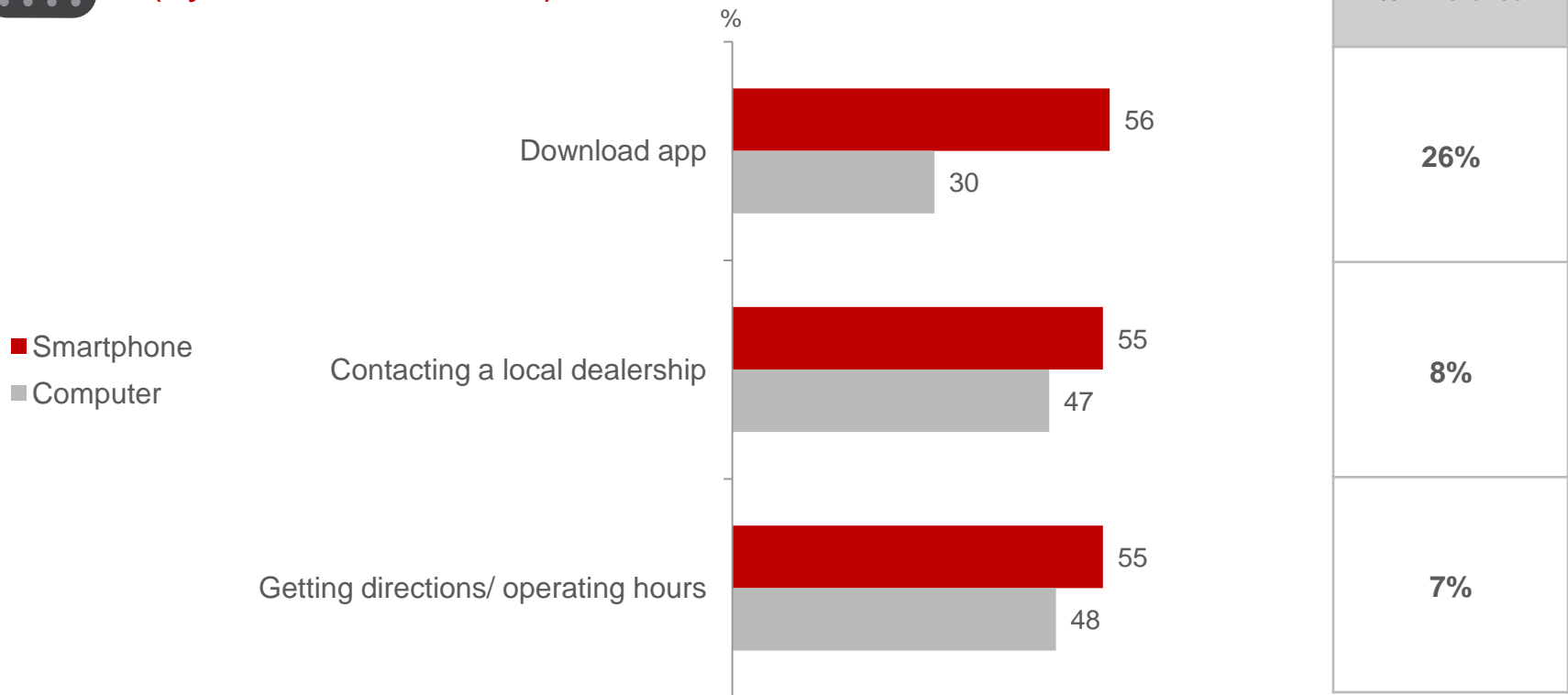


Base: Respondents evaluating Auto category (202)
Q. In these cases, how important to you is it that the website let you do each of the following? Top 2 Box responses shown

Automotive mobile websites must always provide contact information upfront for mobile users



Automotive tasks where functionality is more important on mobile than desktop
(by % who use each)



Base: Respondents evaluating Auto category and use device (Smartphone: 202; PC 193)
Q: Which of the following things are **most important** to you when visiting the smartphone or computer version of a website to look for?

Fast and easy wins the race



Mobile users agree:

- Mobile means *mobile*. They are on the move and looking to make contact and take action. Most-wanted info: locations, opening hours, phone numbers.
- Other than contact information, mobile users want to conduct other less-intensive tasks while on-the-go. For example, Banking users want current information on stocks, and Travel users like to be able to check-in.



Appendix





Quantitative

- An online survey was fielded among smartphone shoppers to understand their attitudes, behaviors and expectations when using the Internet on their mobile device:
 - Probed deeper into behaviors relating to the Banking & Finance, Travel, Local, Shopping and Automotive categories.*
 - Respondents evaluated various combinations of optimized and non-optimized sites
- A total of 1,018 Australian adults (aged 25-54) were interviewed in Q4 2012.