MOBILE WEBSITE PROFITS

Mobile Website Profits

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Section I: The Overview

It's not enough merely to have your own website mobile-ready for contact purposes. You need to look into the many other ways in which mobile websites can help you maximize your profits. We're going to quickly look at all the ways we can utilize them, and then zero in specifically on ones that you may be less familiar with.

The first and most basic way, of course, lies in making your websites mobile ready, so that people can access your sites and email links just as easily when they're out and about as when they're sitting in front of a computer.

But why stop there and neglect this rapidly-exploding trend, when it's gaining ground over personal computers in leaps and bounds? People are not going to abandon their mobile devices any time soon – far from it: Mobile usage has increased, and it's here to stay.

This being the case, it pays to examine all the ways in which mobile websites can help you increase your income – and, more importantly, your profits.

How Does Mobile Technology Actually Work?

Before we get into ways to make money with mobile websites, let's hit the most basic high points of how mobile technology works.

First of all, it's wireless. No plugs, no cords. You can take it with you. In your pocket, most of the time.

It does run on different operating systems than personal computers. The different features adapted for mobile use such as thumb-wheels, styluses, wireless security, text message and third-party applications especially for wireless demand this.

You'll usually find either Symbian OS on your mobile device, or Windows Mobile, depending on which specific model you choose. (Palm Pilots have their own operating system, Palm OS. In fact, they were the first to provide their mobile devices with internet access – and there are a few newer and older mobile operating systems in play, too.)

Symbian OS has up till now cornered over 75% of the market in powering mobile devices, but Windows Mobile is fast catching up, perhaps because it is available on both GSM and CDMA networks.

What Is GSM and CDMA?

GSM stands for "Global System for Mobile Communications", and CDMA stands for "Code Division Multiple Access. These are just mobile network system technologies used by cellular carriers. It encompasses such issues as **coverage** and **data transfer speed**.

There is no real advantage of one system over the other – it depends strictly on which mobile devices you are using: And in the case of internet marketing, which mobile device users you wish to target. (Obviously, if you were planning to write an app slanted towards a particular model and type of device, you would want to know if there were any key points about the network system technology you need to know.)

Does all this affect your ability to make money through mobile websites?

The fact is, it's good to know what these acronyms mean, but unless you personally are developing web apps, you don't need to know much more about the hardware and how it works than this – or be intimidated by it.

Thinking Outside the Box

Most of us develop preconceptions about areas of modern life, originally based on relevant data… Yet if we revisit these preconceptions even a year later, we often find to our surprise that conditions have changed, and those assumptions are no longer true.

Nowhere is this more true than when it comes to mobile technology – and websites. These utilize web 2.0, interactive web modalities that allow internet applications and sites to be viewed on mobile devices, as well as on full-sized personal computer screens.

Keeping in mind we may be making assumptions as to what is currently do-able (and what is not), let's reassess the ways we can use mobile technology – and websites – to boost our business and profits, directly and indirectly…

1. **Blogging –** The easiest way to go mobile with your website: Switch to blog format. Many WordPress themes are optimized for Web 2.0 – and you can even make them mimic a static website, if you prefer.

You can easily adapt your existing website headers and logos to fit your new theme, and set your colors to those of your old website, if that's an important part of your branding. Even if you're not design-oriented yourself, it's not a huge web-design job in any sense of the word to have a header re-designed to fit your theme; or even have your theme customized.

2. **Social Networking** – Sites such as Twitter and Facebook make it easy for mobile users to receive messages and notifications from fans, followers and those in the know. One click of your button, and you can read the latest Tweets – and even click on Bit.ly URLs to access outside articles and links.

   You can also send Tweets and Facebook messages, as well as receive them. Applications such as TweetDeck, Utterli and HootSuite make managing social networks easy, no matter where you are.

   You can catch fast-breaking news in real time, contact your VA instantly, send a quick email out to your list, purchase a fantastic deal, check your stats and do a whole host more business-related tasks, using your mobile device.

3. **Social Bookmarking** – You can also store, access and share links easily, right from your cell phone or mobile handheld. No more trying to remember links, or scribbling them down, while you're out and about.

4. **Digital Media** – Mobile devices make it easy for you to utilize audio and video for marketing and business purposes. YouTube is already mobile-ready – all you have to do is upload your video, and let your subscribers know about the link (via text message, email, Tweeting, or posting on your blog).

   The same goes for audio interviews: You can actually upload them to .MP3 directories. (Not many people have caught onto this yet – <u>do it now, and you're in on the leading edge of a trend</u>!)

5. **Mobile Advertising –** One of the most important things to be wary of is that marketing techniques work differently on mobile web. You have to be aware of these "rules" in order to use them to your maximum financial advantage.

6. **Mobile Application Creation –** This is easier done than you might think, thanks to outsourcing: Creating a game, puzzle, contest, interactive information source or all of the aforementioned is a powerful way to make your mobile website "sticky" and set it ahead of your competitors. If people enjoy something on their mobiles, they will bookmark it and return to it again and again.

   "Mash-ups" are another phenomenon unique to Web 2.0: these are commercial apps taken, mixed and customized by users, and made available to other users.

7. **Using Mobile Coupons** – Offering your viewers a coupon discount or eGift not available through personal computers is a proven way to encourage them to bookmark you on their phones and handhelds.

   Coupons are also used in pay-per-click promotions.

Perhaps one of the most important differences to remember about mobile websites is that they are <u>user-driven</u> – meaning that backlinks created by bookmarking and heavy usage determines which sites are the favored ones.

This in turn determines which sites developers and fans create apps for. These new apps in turn boost the usability and popularity of these favored sites.

But before we get into all the wild and wonderful things you can do, in order to make money through mobile websites, let's first tackle the weighty issue of <u>how to convert your existing website(s) into mobile-ready ones</u>…

Section II: Getting Your Website Mobile Ready

One step to take before you tackle the mechanics of how to create your mobile website: Consider the design…

Does Your Design Help – or Hurt – Sales?

There have been so many changes in HTML, CSS, XHTML and other programming languages over the last couple of years that even those who have long had solid proficiency in creating their own websites are throwing up their hands in despair, and outsourcing to full-time web designers. (And that's without even thinking of Web 2.0 design!)

Yet some principles and "rules" stay the same: Unless you're an artist or photographer with a portfolio site, making your site graphics-heavy is likely to please no one except other artists (and your graphic designer).

The same major rule of avoiding Flash and frames is essential (unless you've created a Flash game for people to play, of course!)

The most important two principles to remember with mobile web design?

1. **Remember that people are viewing your site on an incredibly small screen**. Keep it simple and uncluttered – and set your <u>font sizes</u> as large as you can. When writing code, don't make them "fixed" or absolute – using percentages that are always to scale, no matter what the browser screen size, is better.

2. **Keep it consistent**. People should see more or less the same content laid out in a recognizable way whether they are looking at your site on their mobile devices or on their home computers. The principle is reminiscent of "branding" – your site should be instantly recognizable by its layout, colors and appearance. Having sites that are different for different technologies just confuses people, and you won't "stick" in their mental list of favorites.

3. **Put space between your buttons and make them as large as possible**. Remember it's hard on some phones to hit the right spot, if you make them too small.

4. **Never, ever try to "copy" your regular website exactly**. Movie makers never follow books exactly: Books just don't "translate" successfully on screen, word for word. Instead, keep key elements looking the same (even if they're reduced and resized) and make sure your sites are consistent.

5. **Try to make your site as "clean" and fast to load as possible**. You may lose connections and experience high bounce rates, if it takes too long for mobiles to access your site.

Elements to Avoid:

In order of severity…

- **Frames**

- **Pop up windows**

- **Mouseovers**

- **Embedded images**

- **Scripts**

(Flash, too, if you can possibly help it!)

You can either make your primary website mobile-ready, use a redirect ("yourmainsite.com/mobile/") or purchase a .MOBI version of the domain name. (Some people swear by .MOBI – others believe it's not as effective as making your site mobile-ready.)

But whatever you do, making sure that all links work consistently in sending people to the same place is important on all platforms.

(You might want to check out <u>Designing Web Usability</u>, a book which you can read for free online by Dr. Jakob Nielsen.)

Differences between Mobile and PC Browsers and Operating Systems

There are a few key differences to keep in mind:

- Search is the main way the mobile user utilizes the web via mobile

- Search bot algorithms don't seem to work the same way

- There is a multitude of different mobile browsers, screen sizes, processor capacity, keypad sizes, download speeds – and operating systems. Keep them in mind, as you design. Don't assume that because your mobile phone makes your website look readable, all will. (That's why virtual testing on different browsers is a good step to get into the habit of taping.)

- Screen rendering is greatly simplified, to accommodate the small size

- Readers are usually on the go or bored: They want instant results!

Finally, don't assume your old HTML Transitional 3.1 is going to work on a mobile browser. If you do your own coding, use XHTML for your websites – believe it or not, it's not that hard to learn.

Easy Ways to `Mobilize' your Site

Convert it to a Blog

We've mentioned converting your site to a WordPress blog theme as one way to make sure your site is consistent on both mobile devices and personal computers. Specifically, you need to:

- Host your WordPress blog on your own site, with your own domain name

- Make sure the Theme you choose is Web 2.0 ready

- Remove the date stamp from posts, as well as disabling comments, If you want it to mimic a static site. Use pages instead of posts.

But creating a blog is by no means your only option…

Use a Mobile Website Builder

Mobisite Galore

This is a highly effective – and free – Web 2.0 mobile website builder. You can have a mobile website up and running in an hour or two at most, and you don't have to know a thing about web design. All you need to do is input your data and preferences into the Quick Start Wizard to create the basic framework. Once you've done that, you will be able to customize it further. (Be sure to check out the demo video.)

Advantages:

In every screen of the Quick Start Wizard, there's a "Help" movie. It's really hard to mess it up, with such user-friendly help. There's an easy uploader interface for your header or footer graphics (reminiscent of the one on blogs), and you can easily customize the colors.

Other advantages:

- You can also add forms with just one click

- It will test your new site and rate it for you

- Free online 24 X 7 support

- Fully compliant with W3C Mobile Web Best Practices guidelines

Disadvantages:

The interfaces are very basic.

Mofuse for Blogs

If your blog theme is not web 2.0 optimized, you can "launch and optimize a mobile version of your blog or website". Not as simple as Mobisite Galore.

One thing to watch for: If it can't convert a page properly to a formatted mobile version, Mofuse seems to default it to revert to your original PC home page.

If you are mobilizing a blog, you may wish to add the **WPTouch** and **Wordpress Mobile Edition** plug-ins to your plug in section.

Worth noting: There is also a more functional paid version of this particular website builder, [Mofuse Premium](#), which will offer you a sophisticated set of designs equal to anything you'll get from a top web designer.

SEO and your Mobile Website

It's important not to neglect search engine optimization for your mobile website. While much of it remains the same as with a PC-slanted website, there are a few unique tasks you have to perform for your mobile website, in order to increase the chances of the right potential subscriber or customer finding it…

1. Make sure your site detects visitors accessing it via mobile phone, and automatically redirects them to your mobile-optimized mirror or alternate version. (Remember that many will type in ".com" rather than ".mobi".)

   (How do you get it to automatically redirect? If you don't have the web development skills, using a mobile site builder such as Mofuse will automate it for you.)

2. Keep the mobile version name easy to remember. For example, if your site is "purpleturtle.com", make the mobile version "purpleturtle.mobi"

3. Remember that keyboards on phones are tiny. Reduce interaction as much as possible for your purchaser. During transactions, let customers log in with the username and password they use on your PC website. If they don't have a username and password, allow them to create an account

4. Make a point of pointing out that your site is secure – even though more people are using mobile devices to complete purchases, security is still (rightfully) an issue.

   But first – make sure your payment processing and information collecting site functions are secure! (In other words, don't assume.)

5. Integrate with third party payment processors such as PayPal and Amazon, so that customers need enter only their usual payment processor log in information

6. It's vital to create a sitemap for your mobile site, as well as your "main" one. When you've done it, you can submit it through the Google Webmaster Tools dashboard

7. Provide tracking and transaction confirmation for your customer

8. Don't forget to create that sign up form!

What to Do About Network Coverage Issues

One problem unique to mobile device users is the "dropped call" phenomenon, due to network coverage issues. This becomes especially stressful if your customer is in the middle of a purchase when it happens.

There's nothing you can do about coverage – but you can increase your customers' peace of mind during a shopping transaction and help turn them into repeat shoppers by following a few simple steps for your mobile website:

While there's not much you can do to improve mobile network coverage, you can mitigate the effects of dropped connections by:

1. Save transaction details at every step completed

2. Capture contact info at the start of each transaction so that you can send instructions to help minimize the stress of broken transactions by helping them easily pick up again

3. Set it up so or ensure that transactions can be "picked up" at the point they were involuntarily disconnected

4. Make transactions as short and clean as possible

Section III: Money Making Ideas

1. Become a Mobile Website Reseller

If you master the basics of developing simple mobile websites, you can resell these as easily as you can resell regular sites. (If you already have experience in domain or website sales, so much the better!)

You will need a reseller hosting account, so you can transfer both the domain name and the site itself – or continue to make money hosting the site on your reseller account for your purchaser.

Komunitasweb offers links to 29 mobile website development tutorials, suitable for varying levels of web development expertise: And don't forget you can always create them using simple WYSIWIG editors such as MobiSite Galore and Mofuse.

Check out the DigitalPoint Forum to get a feel for how much domains and sites go for. (This is one recognized place to advertise them.)

2. Create a Strictly Mobile Blog

Foneblog allows you to publish a blog directly from your mobile phone without ever having to touch a computer (though you can update it on your computer, if you like.)

You will be able to upload images and other digital media such as audio files and videos – and it also support text messaging (with the usual SMS rates).

Foneblog allows you to

- **Move entries**

- **Change your blog Title and Address**

- **Edit posts**

- **Manage comments**

- **Update it while you're away from your computer**

- **Upload images or graphics**

- **Use a thumbnail generator**

- **Add subscribers**

And where does the money-making part come in? Not only is it naturally mobile optimized and efficient, but you can optimize any Foneblog blog with mobile Google Adsense.

3. Specialize

So far, seasoned marketers seem to consider adding mobile websites as nothing more than another marketing avenue. Think what would happen if you were to begin now to specialize in serving the mobile device market!

It's all about getting in on the leading edge, instead of the tail end, of something new.

And that's not the only area you could choose to specialize in, of course. What commonly-searched mobile subjects could light your fire?

4. Create Websites with Free or Paid Mobile Phone Ringtones

Face it – the mobile ringtone craze has long since settled back into reality, and the trend is on the decline. That being said, it's not exactly dead: Rather, what you're seeing is a market sick of all the CPA "free ringtone" scams, which turned out to be heavily data mined for anything from gambling to porn.

But even with this drop-off, mobile ringtones are still in hot demand. (Think about it: How many people do you know that leave default ringtones on their mobiles?) Given the sheer size of the market, there is still a lot to be said for creating a mobile website that offers quality ringtones, even if you want to avoid the traditional CPA sort.

But which to feature – free or paid?

Most people look for free ones – but they are quite capable of buying "high demand" specialty ringtones. The customer who wants a unique ringtone is all about stressing his or her individuality: Remember that, and you're off to a good start.

(You can also monetize this sort of site with Google AdSense).

Remember that <u>solving a problem</u> is the best way to attract loyal repeat customers. What is the problem that most free ringtone sites repeatedly give people? Lack of trustworthiness, and spam. Address these fears, and your chances of success soar.

Where do you get ringtones for your site?

One simple way is to create them yourself. This is one way to do it:

1. Check out "free sound clip" posts, and see what people are <u>asking for</u>

2. If it's not something already under copyright - provide it

3. Create-Ringtone.com is a good place to experiment with creating ringtones – but remember, unless you have commercially licensed any piece of music you've found on the net, it's safest to assume it's not copyright-free. Don't use it.

You can also elevate yourself to popular authority status by providing a mobile friendly ringtone sharing site.

One tip: **Require that those who wish to upload a ringtone to your site <u>digitally verify</u> that they have the right to do so and are not violating any copyrights**. (A simple web form, which you can create using a WYSIWYG platform such as Mobiform Galore, can do the trick – but make sure you archive or otherwise keep the responses you get.)

Get creative: Provide prizes for the reader who submits your "Ringtone of the Week" pick – something as simple as a free premium ringtone download.

Invite comments and feedback with calls to action, and make each reader feel valued as a person who understands what makes a good ringtone better than the average mobile user.

5. Create a Mobile Website Blog Specializing in All Things Mobile

This goes back to specializing in general (if you'll pardon the irony in this sentence). Provide the answers to all your readers' and subscribers' mobile questions, and you'll quickly become that most prized of all money making generators – an authority site.

Think about it: If you yourself already feel like you'd rather leave all the mobile stuff to someone else, thanks, how many other thousands of marketers are doing the same? But if you find the courage to face this, you'll also find that the whole subject of mobile technology is a hot one – there are now, in 2010, more mobile device users than computer users – for the first time in decades! (This snowball started in 2009 and is only just still up near the top of the hill.)

Subjects that seem to be evergreen or "hot" topics:

- Cell phone radiation

- Cell phone security

- Cell phones and children

- Alzheimer's and mobile phone

- Cell phone safety

- Cell phone etiquette

- Making Websites Mobile

- Free Mobile wallpapers

By keeping an ear on the mobile market, you can also provide your mobile readership with hot tips, such as the availability of a [YouTube mobile downloader](), so they can easily watch videos on their mobiles… or tell them about Mobipocket readers – and where to find ebooks for it. Becoming a recognized authority site allows you to create products that don't need social proof to instantly sell – it's already there in your blog pages.

Not only will providing articles on mobile technology create loyal mobile user readers, but it will provide you with important market research as to what your next topic – or product – should be. It will show you what gaps exist in the market, and spark ideas as to how you can fill those gaps.

(The best way to figure out what the "hot" posts are? By the number and flavor of comments! The more comments – and the more impassioned they are – the "hotter" the subject. And don't forget to invite these by including a call to action at the end of each post.)

6. Build your Mobile Sites around "Most Searched" Information

Mobile websites provide the perfect platform for cashing in on the most common uses of mobile devices. Ask yourself "What do people look for, when they're on their mobile phones?"

We've already covered **ringtones**. **Travel information** is another biggy – people like to research vacation destinations, book flights or quickly find hotels that fit within a budget for business trips.

Games and puzzles are something people do develop a habit of playing on their mobile devices, particular when using public transportation, waiting in lines or waiting for appointments.

Directions, weather and **retail** or **market information** are other popular mobile search subjects. (This is one case where a website built around your direct geographical area can really boost your usefulness, when appropriate to the type of services you provide.)

Entertainment, social bookmarking and networking and **microblogging** are huge.

ELearning is also on the rise – though the emphasis should be more on entertainment and fun, with learning sections broken into manageable "chunks".

7. Create an eBook specifically for a Mobile reader such as Mobipocket.

As of yet, the competition is nowhere near as huge as in other eBook sales site – but if you visit mobile reader sites such as [Tradebit](#) and [eBookMall](#), you'll see that several top marketers have discreetly placed products there – and that's something they haven't told you about.

Download the free [Mobipocket reader](#) - try it out on your particular mobile device. (It's free, and the download page lets you know which models and makes Mobipocket will work on.)

If you then think you'd like to start specializing in eBooks for mobile readers, you will be able to download more information (and the Mobipocket Creator) at the [Mobipocket Devices](#)
Page.

8. Upload your Podcasts to Mobile Directories.

Surprisingly few people think of doing this – and the competition is still relatively low!

9. Create a Widget

Creating useful widgets is a sure-fire way to brand yourself as an expert, make people sit up and take notice – and sometimes even make you some money. Now big companies like Nokia and Yahoo are encouraging people to develop widgets, and even providing the tools.

10. Make Money with CPA, Mobile Ads and Apps

If you want to make money with mobile ads, your best bet is to go with a specific mobile service such as [GetJar](#), the company that has provides GetJar ads. It allows you to monetize apps downloaded from GetJar – a number in the millions.

Placing an app on GetJar is free, and this is how revenue is created for developers.

GetJar has also included a Pay Per Download option for better placement. Minimum bid is 1 cent per download – and you only pay when a customer downloads your app.

[AdMob](#) is another mobile advertising network. So far, a survey of results reported in several blogs and reviews on the net and in Warrior Forums seems to have been on the disappointing side.

The reality? Placing mobile ads is rather like Google Adsense: You are not likely to get spectacularly rich that way, no matter what anyone tells you – but you can make modest amounts of money, if you observe certain basic precautions:

1. **Make sure the site you are sending people to is actually mobile-ready**. This might seem like a no-brainer, but you'd be surprised how many folks get caught out on that one

2. **Be aware that there is a $50 minimum fee to start placing your ads in AdMob**, in addition to what you pay per click. And you'll need a credit card.

3. **Research and tracking are absolutely crucial.** You need to make sure that your ad has the best chance of converting possible – and thoroughly researching the ideal customer is your best bet. You won't do this without thorough, well-tested research – the sort that allows you to identify not just a group, but your typical ideal customer, down to the last detail. (You also need to make sure your budget hasn't exceeded itself with non-converting clicks.)

The drawback of mobile ads lies in the fact that it is quite possible to get an indiscriminately high number of clicks. With pay-per-download rather than pay-per-click, this is not a good thing – unless your ad is perfectly targeted and placed.

Watch the conversions diligently, and <u>pull the ad out of circulation quickly</u> if it is not making money for you.

With AdMob, you're allowed 35 characters. With every word, every syllable, do your best to target your ideal customer and – even more important – disqualify those who won't convert to sales.

The big thing you need to do with a 35-word ad? <u>Stir up curiosity</u>.

If you don't feel equal to the task, hire a direct response copywriter to write the ad for you. Unlike the clicks on your ad, their "per word" fee is only a one-time thing, and it could be the perfect investment for you. (Expect to pay $1-10 per word, depending on who you use – and remember, you <u>will</u> need to provide a mobile-ready page to house your ad.)

The bottom line seems to be… don't expect to make money with pay-per-click or pay-per-download ads unless <u>you are already experienced in that area</u>, and know all the nuances to tweak. However, <u>this is going to be one of those "assumptions" you may need to revisit</u>, a year from now. As more people become comfortable with mobile technology, ads may well start to convert more profitably.

If you are familiar with Google AdSense, be aware that not only does it work with mobile sites, but it pays a higher cost-per-click than regular AdSense! (The theory is that advertisers will pay more because mobile users are supposedly fewer than web users – but the latest data coming in from various sources, including Nielsen Mobile, don't support the "fewer" supposition.)

Finally, a word of caution about CPA: Unless you're already a master at it, it's one of the worst ways to make serious money on mobiles. You really need to know:

A. What you're doing

B. How to track it

Don't let any "make money with your mobile!" gurus fool you: Unless you really know how to research your target market exhaustively and pick sure-fire winners, or run multiple mobile sites (an exhausting endeavor) you most likely won't even clear any fees; and due to the nature of the mobile universe, you're likely to pay triple what you earn on unfocused click throughs that don't convert.

What To Do If you Don't have the Skill to Develop an App

Who says you have to turn into a web developer? What you really need to do is:

  A. Start out with a great idea for an app

  B. Make sure it's one that really fills a need

If you want to produce your own money-making app, simply go to Guru.com and post a project "job offer". Hire a developer to create one for you as a one-time, work-for-hire project… and be aware, the more you know about app creation, the less this process will cost you.

What do people like to do with their mobile phones? Entertain themselves. Games are far more popular on mobiles than on PC's, nowadays. So don't forget game development as a money-making possibility. Again, you can outsource this – and reap the profits directly.

The best game to develop would be some sort of puzzle. You may or may not know that this is by no means an easy feat, but if you create each puzzle as a new, self-contained app that is automatically erased on its solution, that not only keeps it simple, but solves the problem of "updating" it – each version is the most current one. (This is the sort of idea you'll need to explain to your developer).

Above all, your new app has to be simple to use – and fun. People are looking for entertainment.

And you can set it with both a Pay-Per-Download option, or by subscription. (The latter is good for self-contained, self-erasing puzzles as this solves the problem of value for the customer. Unless you keep the pay-per-download cost ridiculously low, they are liable to feel miffed if they realize the App only allows one download.)

Testing your Apps

You can use a browser simulator such as [Testiphone](#) for iPhone to test your apps. [Software Informer](#) also offers a wide list of various mobile phone test browsers.

Using Mobile Technology to Attract Customers

I mentioned earlier the idea of providing your subscribers or mobile website visitors with either special eGifts or mobile coupons for visiting the mobile version of your site.

There are other types of mobile coupons; one which depend on bar codes. Companies such as [TMS](#) act as service providers for these ads.

The main advantage seems to be in the fact that the user doesn't have to download an application to be served the coupon.

Third party payment processors sometimes have coupon options too. Even if they don't yet have them for mobile, considering the 14 billion mobile users at last count in the U.S. – they soon will have them.

Serving up mobile ads can be tricky, particularly if you're thinking of promoting affiliate products – but they are essential for promoting your own sites. Remember, even if most people still read about something on their cell phones, many are still not quite used to purchasing via the net. If they are interested in buying, this group tends to wait till they get home; then look it up on the web.

If you are selling the product yourself, it's not a problem: If you are selling an affiliate product, it can mean losing credit for the sale.

Types of eGifts you can provide:

- Discounts

- Wallpapers

- Ringtones

- Mobile eBooks

Mobile Websites and Affiliate Marketing

Mobile technology provides less competition from other affiliates, yet the total number of mobile web users doubled in the period between January 2008 and 2009… which provides both affiliate managers and marketers with lots of opportunity.

There is <u>one key point you should know</u>, when planning to use affiliate marketing via a mobile site… it looks as if many older <u>iPhones do not support cookies</u>; therefore, you will may not get credit for a large number of clicks their owners make over their iPhones.

However, one thing you can do with a mobile phone is check your ClickBank stats, using a free [FlickBank](#) account. (Yes. That was "FlickBank" with an "F".) You only have to input your name and password once, which makes it especially easy to use if you're out and about.

Mobile websites are relevant to affiliate marketers both as managers and affiliates.

If You're an Affiliate Website Manager…

Make sure your website is mobile-ready, so that your affiliates can access it from anywhere!

If You're an Affiliate…

Are you active yet in the mobile arena? Whatever product you're affiliated to, make sure its possible to track your click-throughs and that the cookies are recognized by mobile phones.

Make sure the product or service provider you're affiliated with has a mobile ready website (and banners, etc.) If she doesn't – ask. Chances are, she may not have given much thought to this.

A final word of caution, when affiliate marketing: Remember that the default target market out in Mobile-land is incredibly broad. You'll need to be hyper-diligent in setting your promotions up to pre-qualify and disqualify the right and wrong visitors.

This can mean all the difference between silence and success.

Where to Submit your Mobile Site

Mobithinking.com said recently: "we are continually surprised by how many mobile sites – big brands included – are not listed in mobile search engines, portals and directories."

They then go on to provide several solid directory links – as well as a dotMobi emulator for testing your site (since certain directories require this).

In addition to the main links provided on Mobithinking's page, don't forget to submit your mobile site to:

- Abphone http://www.abphone.com

- Bango http://www.bango.com

- Crispy http://www.crispyweb.com/submitmobile.htm

- Dotmobi http://mtld.mobi/sitesubmit

- JumpTap http://www.jumptap.com/content-publishers-submit-content

- Medio http://medio.com/partners/addyourmobilesite/

- Mobiseer http://www.mobiseer.com (social bookmarking)

- Nokia: http://europe.nokia.com/A4568518

- Sprint https://developer.sprint.com/site/global/home/p_home.jsp

(Don't forget iTune directories too, if you have an audio product to list.)

6 "Mobile Must" Profit Maximizing Tips

1. Don't forget Google's own mobile support section. Here, you can do things like set up your own mobile phone for gmail. Keeping an eye and ear on your business is vital to not missing any money-making opportunities

2. Bookmark the Mobile Marketing Association. You'll find breaking news and solid links and tips at this site.

3. Check out the Google Mobile Product Ideas Blog – it might spark some mobile website product ideas of your own, and it will tip you off about what's needed. (As of this writing, **34,965** people have submitted **10,367** ideas and cast **421,379** votes.)

4. Pay attention to your Mobile website security

5. Focus on your user – not on the technology (tempting as that will be!)

6. Actively encourage your viewers/readers/listeners to **social bookmark** your site. Give them an incentive to do so.

In short, provide your mobile website users with a fun, easy to use interface, slant it directly and specifically to their interests and needs, pay attention to their feedback and don't be afraid to keep on top of the ever-changing mobile market.

Do any of these suggestions – the more, the merrier – and you'll be miles ahead of the crowd in monetizing and maximizing the profits on your mobile websites.