



10 Reasons Why Your Website Must Be Mobile

hibu



1

61% of Americans now have smartphones

2



96%

use their
phones at
home



88%

use their
phones on
the go



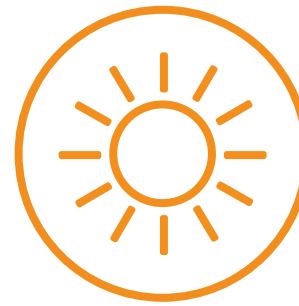
63%

use their
phones in
stores



82%

browse the
internet on
their phones



69%

browse the net
multiple times a day



4

25%

Browse the internet **ONLY** on their phones

A background image showing a person's hands holding a smartphone, with a blurred urban setting in the background. The person is wearing a light-colored sweater. The image is used as a backdrop for the text and statistics presented.

5

94% have searched for information about
LOCAL businesses and services



6

90% took action after searching for information about **LOCAL** businesses



7
70% of mobile searchers take action
within **ONE HOUR**

After searching for a LOCAL business, consumers connect.



48%

called a
business



51%

visited a
business



47%

visited a
business'
website

After searching for a LOCAL business, consumers buy!



29%

made an
in-store
purchase



24%

made an
online
purchase



10

61% will **ABANDON** a mobile site
if it's hard to use

1 Easy, affordable way to get the **mobile website** you need...



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We'll write and design a business website that will make you look great – on **smartphones, tablets and desktops** – and get you found.



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