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## Feature Article

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### The World Has Gone Mobile Crazy... Have You?

Morgan Stanley released a report in 2011 stating that only 45% of the time spent on an iPhone is used making calls, the rest is Internet browsing, games, emails and messaging. We are all aware of the huge growth of smart phones, what we can do with them and how most of us feel naked today without our trusted iPhone or Android smart phone in our back pocket. The way the world is now using mobile devices is re-shaping how individuals find the information that they want.

In 2012 alone, searches in Google from a mobile device quadrupled and for many items, 1 in 7 are now bought from some sort of mobile device. The growth of mobile Internet searching is increasing at a faster speed than the Internet did in the nineties.

So the world is going mobile crazy. What does it have to do with the cosmetic and aesthetic healthcare industry? Better question... how does it affect your business and future revenues? This article will discuss the growth and the importance for your business to embrace this mobile boom and how you can be one step ahead of others by supplying mobile friendly information to your potential clients through several different mobile Internet mediums specifically mobile websites, but touching on mobile search.



A recent study from econsultancy.com stated that nearly two thirds of businesses today still do not have mobile friendly websites. This study also claimed that approximately 50% of Internet users aged 34 - 45 are using their mobile device to browse the Internet and just fewer than 35% of users aged 45 - 54 are doing the same. These statistics prove that the target age group for any clinic or cosmetic / aesthetic professional is using mobile devices to get the information they want. Although the growth is slower within the 45 - 54 age bracket, the importance of you supplying your potentials clients with the information they want in a mobile friendly way is consistently growing and right now the most cost effective and easiest way to do this is making your website mobile friendly.

However, "mobile friendly" is a very broad term and it is important that when you enquire about this with any supplier, you must obtain clarity on what they mean by mobile friendly. Another term thrown about in the world of websites is 'responsive development'. The lack of understanding between 'mobile websites' and 'responsive websites' can cost you, so make sure you are clear on the two and the benefits of either option. Although both can be just as beneficial for your business, only one is required. Below is a brief explanation and illustration for you to make sure you get exactly what you want and need.

#### Responsive Website

Today screen sizes and resolutions vary across several different devices. Specifically concentrating on mobile devices, the width of a smart phone is dramatically smaller than the width of a tablet device or desktop computer. It is these variations that have introduced 'responsive design'. Responsive design displays all elements of your website in different formats and order depending on the screen resolution (width) it interacts with.

This illustration explains it perfectly. If you imagine that each colour in the different screen sizes represents a specific element of your website. For this example, let's say the red box is your logo, the bright blue box is your menu tab, the smaller square grey boxes are images and the narrow grey horizontal lines are text.

To ensure the end user can access the same information from your website on a mobile device as easy as they can on a desktop computer, a developer will implement what



is called a 'responsive code' which can read the width of each screen the website falls on and adjust accordingly.

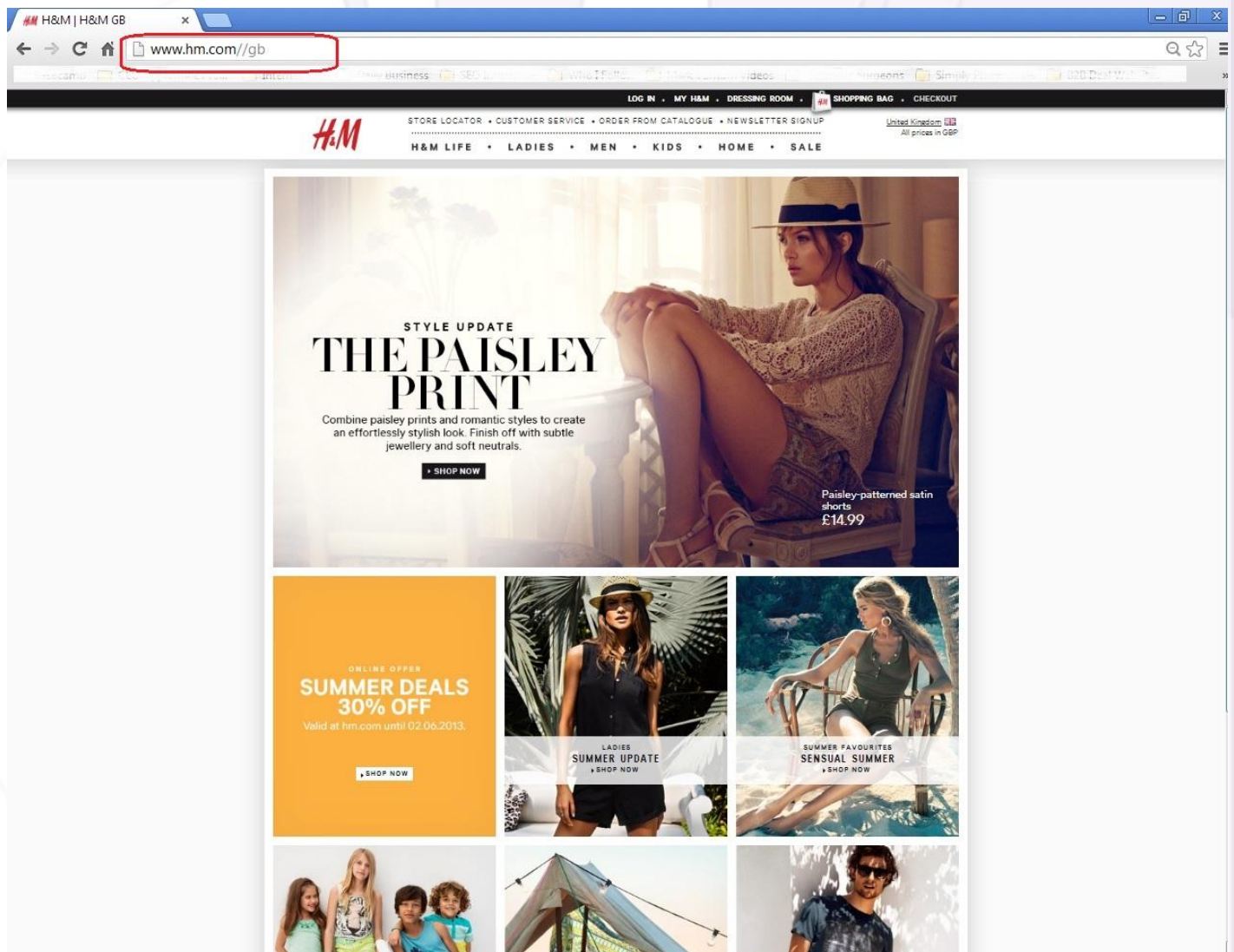
Responsive is purely a way your site elements are re-arranged to fit the specific device you are viewing the website on. Although it sounds simple, as explained above nearly 70% of business websites today are not even responsive and it does encounter extra development and designing. Responsive is becoming the most popular way to make websites mobile friendly.

## Mobile Websites

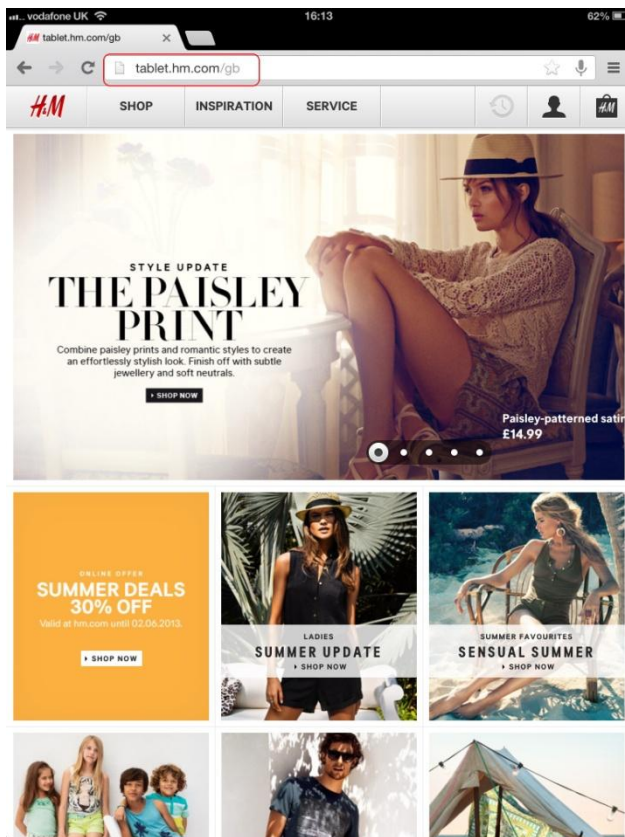
Mobile websites are a completely different website all together. It requires a full re-design and re-development. A mobile site will completely focus on giving the visitor the most user-friendly experience and be able to access everything they want through simple one click operations. Mobile sites usually provide limited information and are lead by images and badges (one click call to action buttons) i.e. click here to get this offer.

Below you will see one of the best examples of mobiles sites out today by the global clothing brand H&M. Although not the industry we are focusing on, you can see the difference of each website for each device.

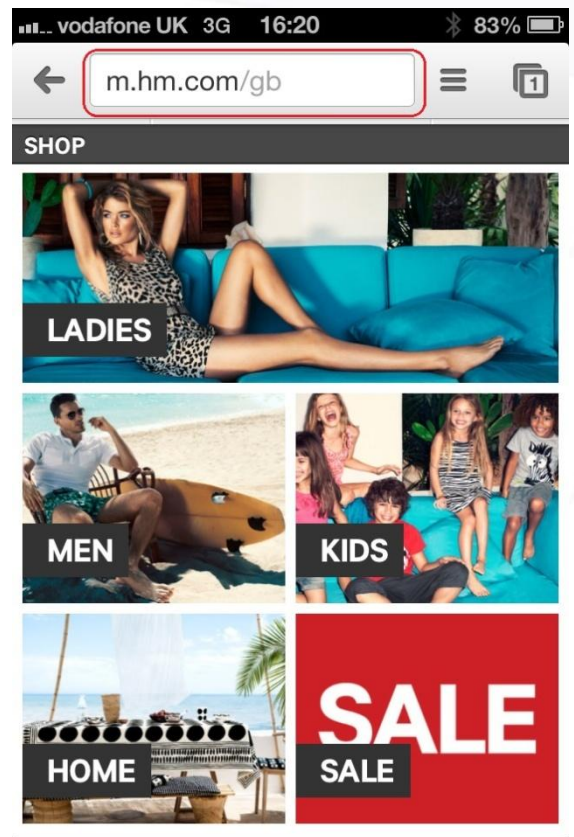
## Desktop Experience – www.hm.com/gb



## Tablet Experience – tablet.hm.com/gb



## Mobile – m.hm.com/gb



The thing to look out for here is the URL (web address) circled in red. You can see each time the website recognises what type of device it is being viewed on, the website adapts and changes. You can also see how specifically for the mobile version design has changed completely. What they have done here is analysed the best way to present their product on all type of devices. This is one of the best examples in the market today.

My thoughts on this are simple. Both options are good. Both options can benefit any cosmetic clinic or aesthetic business; however the important thing to remember is what message are you trying to get across in your website? What do you want the user to do? This is what I feel should determine your preferred choice.

The essential points to make is how each option can be effective and add to your business on a monetary level and if you choose to invest your money in either option how does it help you long term in your business?

## Cost Comparison and ROI

Overall responsive websites will be the most cost effective in the short term. Most quality website agencies today will implement the responsive process within their pricing and offer this as pretty much standard. Whereas a mobile site, due to it being a whole re-design and separate development process altogether, the costs are usually separate and you will be paying anything from £900 upwards for a good quality bespoke mobile site. In my agency mobile sites start at £950 and I have found this is a good price point for such a service.

If you consider that if only 10% of your potential customers look at your website through a mobile device and in the space of 10 seconds cannot access what they want to access, what will this cost you, £10,000 a year, £15,000 a year? That revenue has gone from your business because the font is too small, images are blurry or they can't find your phone number to enquire? My view is spending that little extra to make your website responsive at the bare minimum could help your revenue long term.

## Mobile Search

When talking about the growth in mobile internet use, we cannot forget to mention how the growth of searching for something we want with our smart phone's internet browser has also become the growing trend.

eMarketer released an article last year that stated mobile advertising revenue has reached \$2.6 billion to the advertising providers. Google released a statement this year claiming they expect over \$2 billion of their overall revenue to be from their mobile advertising platforms.

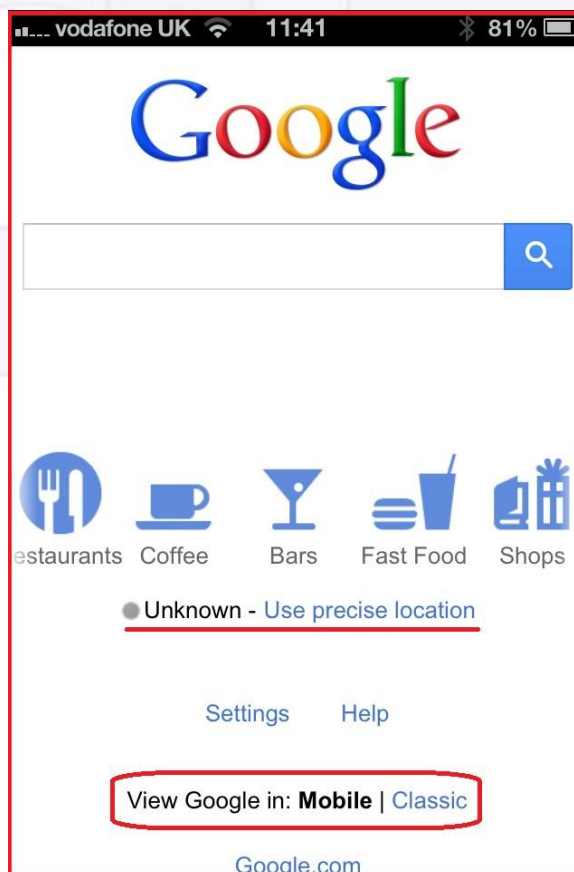
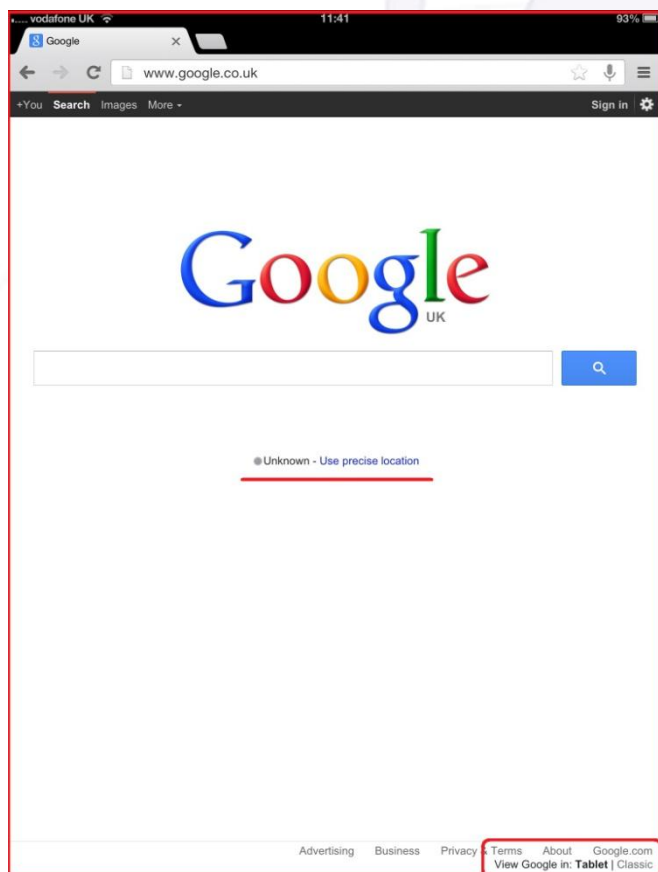


Statistics like these cannot be ignored when you take the growth of mobile Internet and the money being ploughed in to this from advertisers worldwide. What does this mean for you? Similar to what I stated before, your potential customers are now using mobile devices to find their information and YOU need to be in front of them. This is done through various means of 'Search Marketing', but the most popular right now is 'Search Engine Optimisation' (SEO) that is optimised for mobile search. Again, the better-quality agencies out there will have this as standard within their SEO marketing packages.

Mobile optimised search marketing is not too dis-similar to developing a mobile website, in the sense that there are some specific techniques to implement to make sure if you rank well in Google that will also see rank ability in mobile device searching. Google, when searched on a mobile device is different to the desktop PC version. It can also supply you with different search results than when searching on a desktop. This is because Google have now introduced a different style of search engines for each device. See below illustration:

### Tablet Version of Google:

### Mobile Version of Google:



From the above images you can see the differences between Google on a tablet device and a mobile device, plus you can see circled in red they give you the option to switch back to the 'classic' version, which is basically the standard desktop version of the search engine.

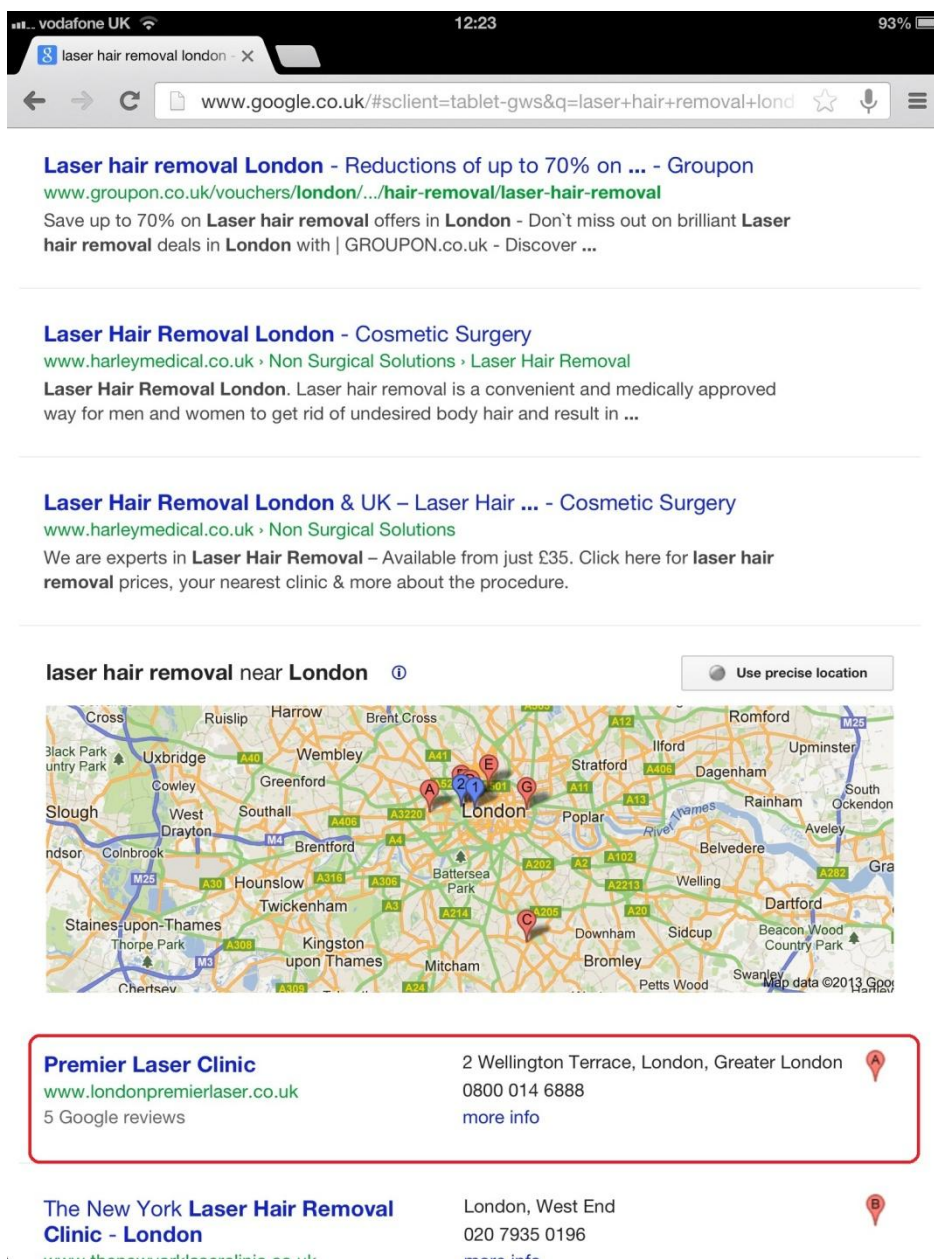
The major difference between Google on a mobile device and on a desktop device is that Google are aware that most people that search on a mobile device are searching for something in a specific location, hence the option to use your location (set by the GPS function on your device) to further narrow down your search by being specific about your location (see the red underline in the above image).

By default, most searches on mobile devices use your current location and provide you with what you are looking for local to you. See below illustration.

What I am showing you here is how Google has changed how it supplies your search results and we have found that expansion in this area is ongoing.

How can this help you though? As you can see in the image, Google is not just supplying you with websites anymore, but Google Places Local listings (see red outline). This is an ever growing area and something that can easily be implemented by anyone. A Google Places Local Business listing is free ([www.google.co.uk/local/add](http://www.google.co.uk/local/add)) and the first step to being found in mobile searches is setting this listing up.

Although, just setting it up is not always enough and using a specialist marketing agencies that can set this up and manage the listing for you is something to consider. The way your listing is set up and 'optimised' can be the difference between you ranking page one in Google or being non-existent to your potential clients. Enquire with a Google specialist agency to find out the finer details of this service.



## Mobile Apps

I couldn't write an article on the growing trend of mobile device use without mentioning mobile apps. While researching for this article it was impossible to miss out on the massive growth statistics out there on the mobile app market. However, I can't help but feel the mobile app world, right now, is not going to affect any cosmetic and aesthetic professional's bottom line. Although, cost effective options are out there and available, mobile apps are still going to cost you in to thousands to make and will it really be something your ideal client will use in the cosmetic industry? Right now, my thoughts are no.

Presently, I can only see a mobile app being used more as a loyalty application that supports existing clients with news and offers so they get more value for money by using their mobile. An [App by River Banks Clinic](#) is the best example of this that I could find.

Personally I do not feel this will produce a return on investment for the majority within this industry at present. The aesthetic industry is a service business and mobile apps are not a tool that people buy services from, but buy products, get news updates, network etc. If you have a successful online shop for your skincare ranges, then it may be worth it however, but you need to weigh up the pros and cons carefully.

Although the growth is huge in the app market we are not selling games, but medical treatments. Mobile apps are certainly not a marketing tool I would insist you spend some money on just yet.

## Conclusion

Overall I hope this article has given you a much clearer idea of how the growth of mobile device usage can affect your business and help its profitability in the long run. We now understand that a mobile website is your first step and that being able to supply potential clients with mobile friendly information is imperative in today's world. More users are expecting to see "mobile friendly" websites and mobile web users are typically prepared to only make a few clicks when accessing a website on their mobile device than users accessing sites from a desktop PC.

The important point to remember is we cannot avoid this growth of mobile browsing and just like when your clinic has to invest in a new technology to supply a new or advanced treatment, the same goes for your website. Recent statistics from gartner.com say 2013 is the year that mobile internet browsing will overtake PC desktop browsing. Don't let yourself get left behind.

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### John Castro

John Castro is the founder and director of [websitesforcosmetics.com](http://websitesforcosmetics.com), a specialist web marketing agency that focuses on websites and web marketing for the cosmetic and aesthetic healthcare industry.

John has over six years experience in sales and marketing. He launched his digital marketing agency only 2 years ago and has gained vast traction. 2013 sees John and his team launch [websitesforcosmetics.com](http://websitesforcosmetics.com). His 100% focus is to now supply cosmetic and aesthetic professionals with website and digital marketing services.

His expertise now sees him become a regular contributor to The Consulting Room's blog and newsletter, plus becoming a speaker to the industry on this very subject. His charisma, clarity and transparency will only see him become a valuable contributor to this industry.

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