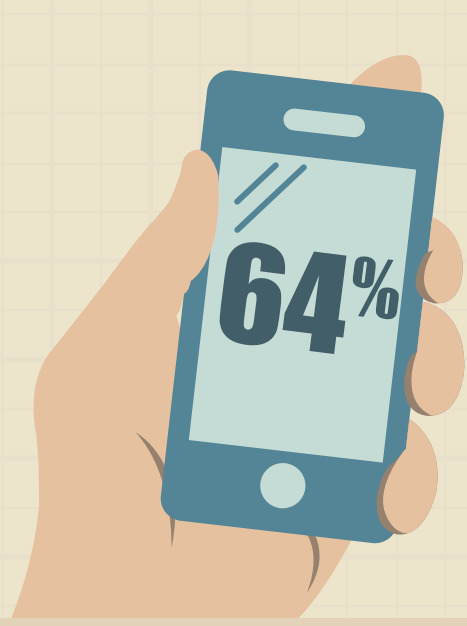


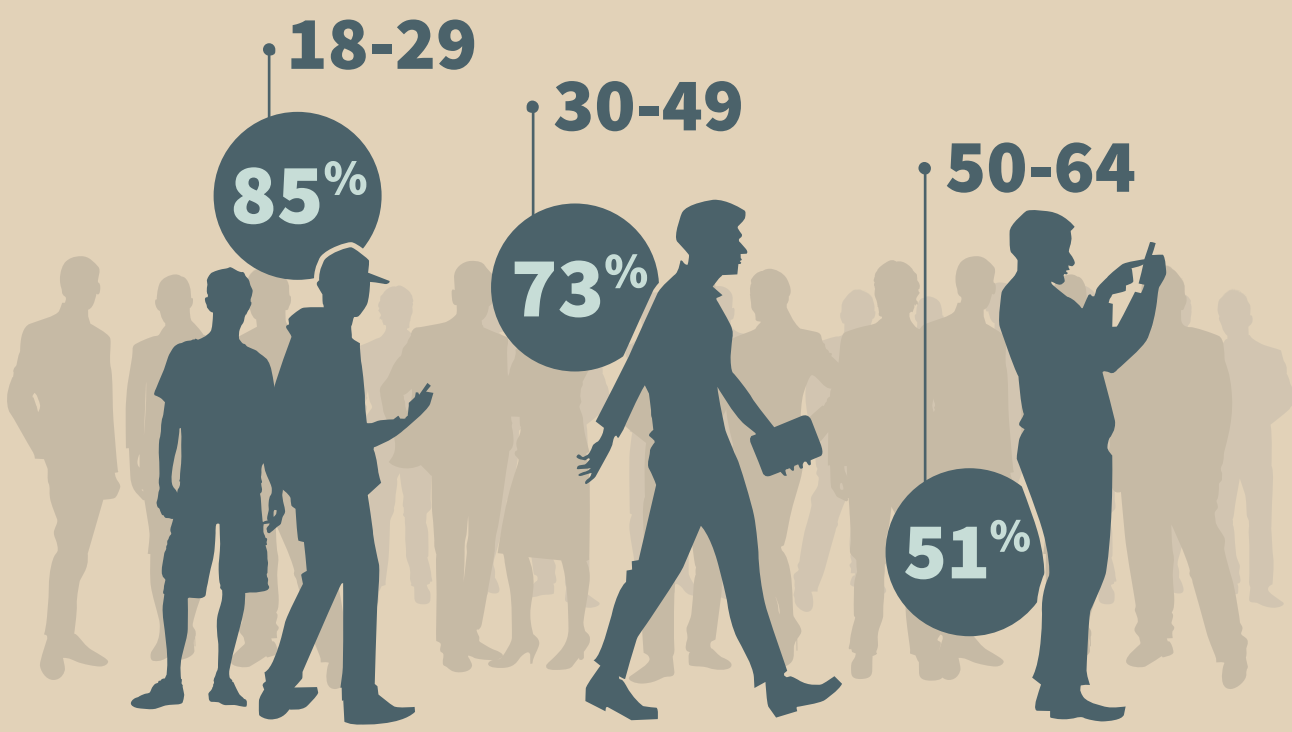
Why You Should Move Forward With Mobile



An impressive **2/3** of all mobile phone owners now use their device to access the web.*



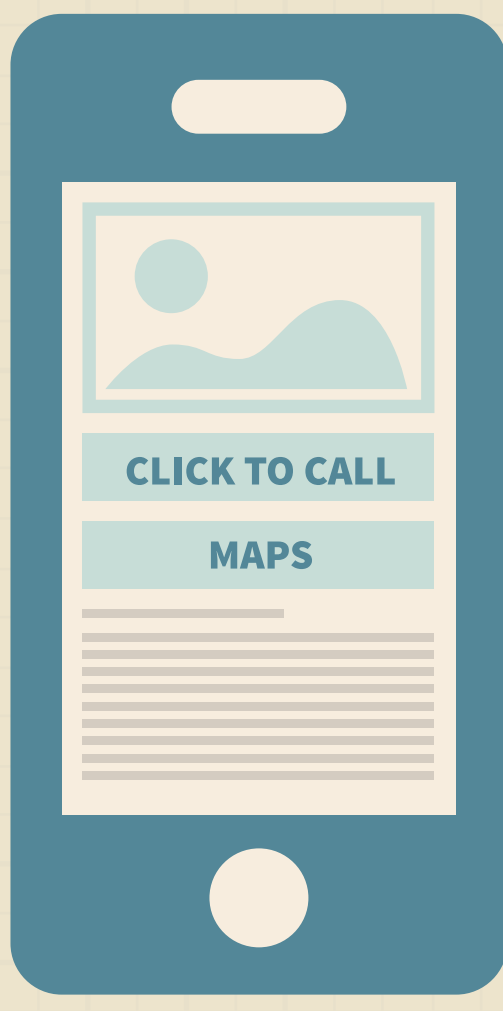
And This Includes People Of All Ages



*Pew Internet, Cell Internet Use 2013, Sept. 2013

Ready Or Not, Here They Come!
It's now a guarantee that if you have a website, your customers are searching for it on mobile.

SO HOW DO YOU WANT TO HANDLE IT?



CHOOSE YOUR BUSINESS' PATH

Create A Mobile-friendly Site

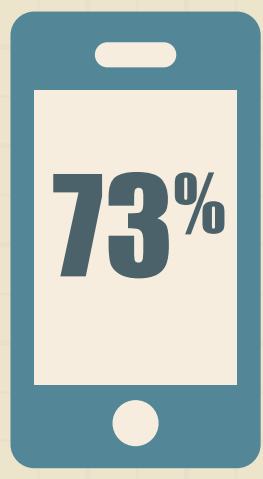
or

Stick W/ Your Standard Website



First Impressions

What customers see when they visit your site matters



of visitors prefer a mobile-friendly website that design for the small screen and simple to use*



will abandon a site right away that isn't optimized for mobile because pinching and zooming through a site is a pain*

*Google, July 2013

Making your phone ring

It's all about Click-to-Call



of consumers say the ability to easily call a business is critical to the decision to make a purchase*



of people say they get frustrated when unable to call a business directly from a phone and will go elsewhere*

*Google, Sept. 2013

LONG STORY SHORT

If they're happy with your site, mobile customers mean business



of mobile searches trigger an additional action like making a phone call or visiting a business



*Nielsen, xAd, 2013