MOBILE OR BUST:

BUSINESSES NEED TO KNOW THESE MOBILE SEARCH STATISTICS

78% OF MOBILE USERS HAVE DISCOVERED NEW BUSINESSES WHILE SEARCHING ON THEIR PHONES

MOREPRO
Design - Marketing - Sales

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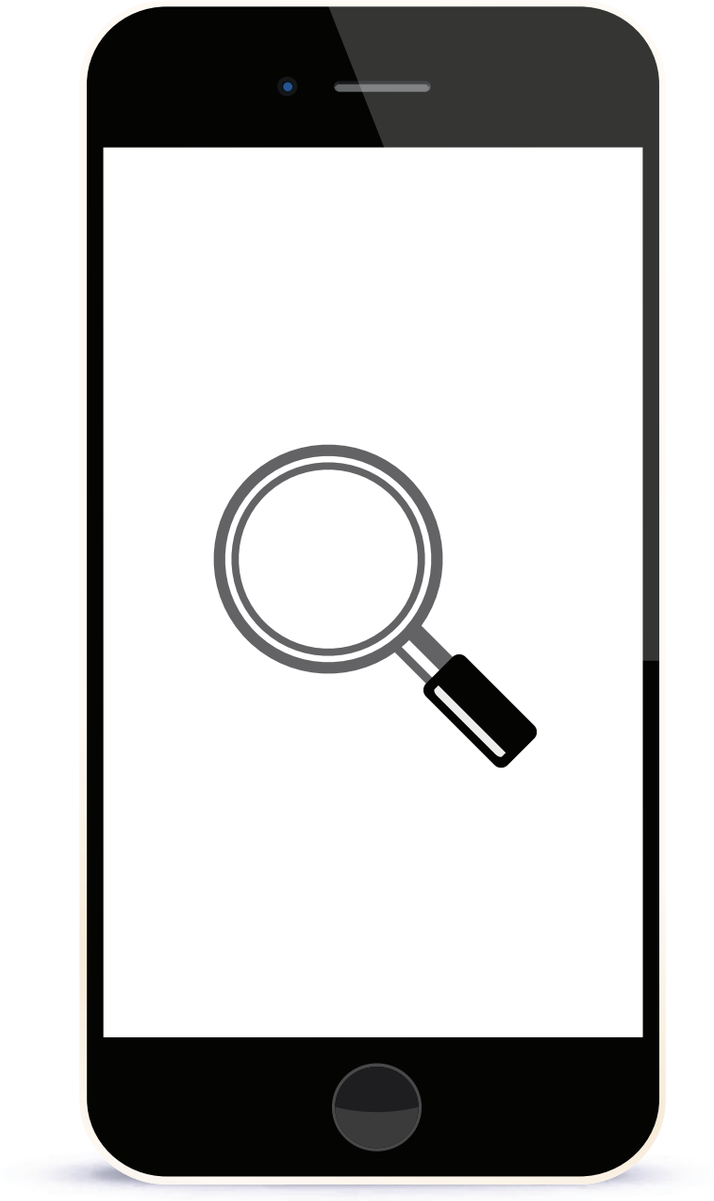
Top Mobile Search Statistics:



- 94% of respondents say they use a mobile phone to search for local businesses.
- While conducting a search for local goods and services, 78% of mobile users discovered a business that they previously didn't know existed.
- 46% of mobile users are annoyed when they can't find business h urs on a website, and 42% need to see a phone number or address displayed prominently.
- 88% want to see prominently displayed business hours, 85% want to see the phone number, and 82% need addresses and driving directions.
- 72% will quickly leave a mobile website if it is slow to load.
- 33% will leave a site that is difficult to navigat
- 54% will look for information on a business elsewhere if it can't be found on the mobile website. However, 39% will look for another business, and 6% will refuse to do business with those who have bad mobile websites.
- Businesses can lose nearly half of their potential customers without a well-designed, mobile-responsive website.
- 72% of consumers say a well-designed mobile website makes a good impression.

Mobile Website Survey Objectives

OBJECTIVE

As more businesses struggle to compete in a growing online marketplace, one of the best ways to reach customers is to make sure websites are mobile-ready. The results of this mobile search statistics survey drive home why it's so crucial for all businesses to go mobile.

And what better way to emphasize the importance of mobile than to ask consumers about how they use the web when they're on the go? Any business that has underestimated the power of mobile marketing and a responsive website may rethink that decision after reading through the answers to this 10-question survey on mobile search and website usage.

In these mobile search statistics, one key point stands out: ***Businesses that don't have a mobile-optimized website will lose customers.*** This survey's purpose is to educate business owners who may think they can avoid upgrading their websites.

METHODOLOGY

A total of 450 online survey respondents answered 10 questions related to mobile website and smartphone usage. From what they searched for to which apps they chose, respondents self-reported their mobile search usage. They also gave their opinions on their past experiences accessing websites on their mobile phones. All 450 respondents answered online, were English speakers from the United States, and were between the ages of 21 and 55. In order to gather results from a broad spectrum of American mobile users, demographics such as income, race/ethnicity, education, employment, career, relationship and parental status, and location within the U.S. were not factored into the survey. The survey took place in August 2015.

RESULTS

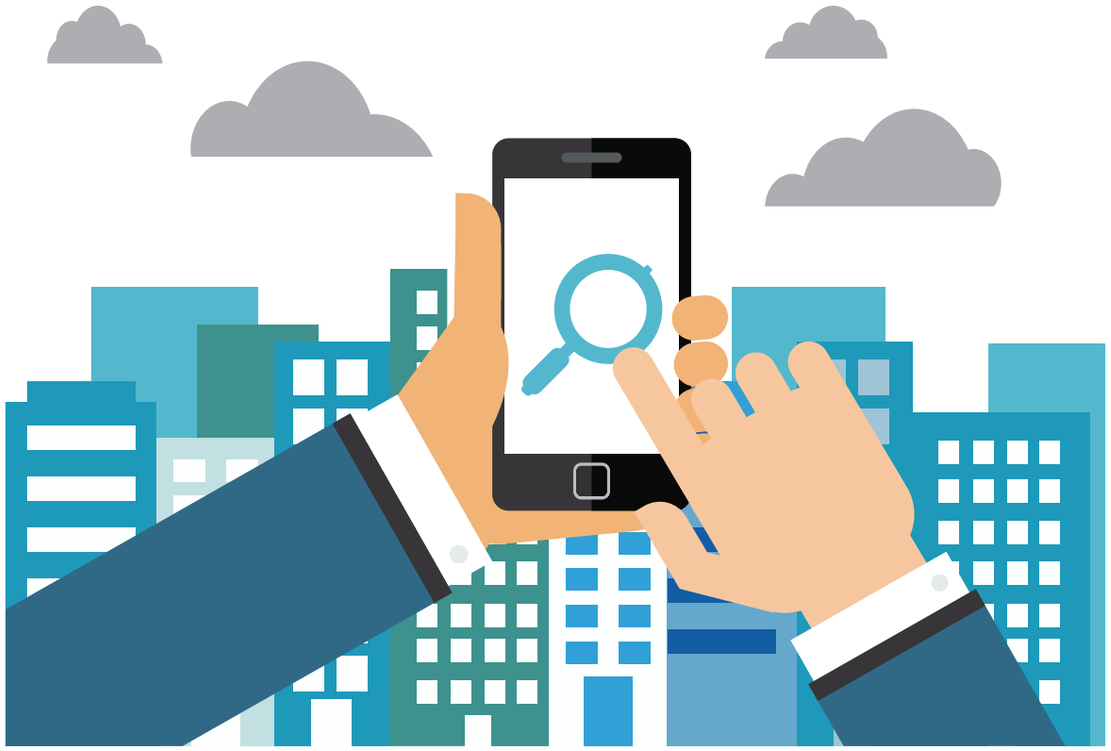
The Mobile Website Survey reveals the following mobile search statistics:

- How mobile users conduct searches
- What consumers expect from a business's mobile website
- What mobile users don't like to see on a mobile website
- Which mobile apps are used to conduct searches
- The benefits businesses can see when they provide users with a optimized mobile website

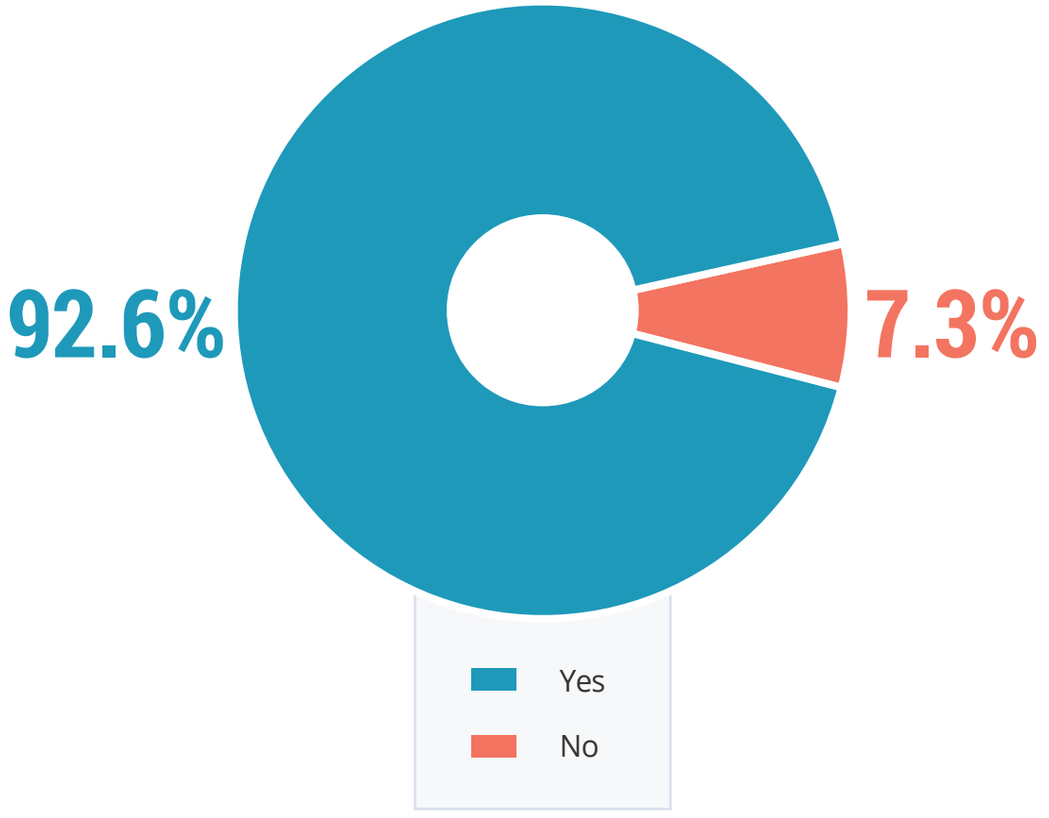
MORE INFO

For more information about the details of the survey, please contact us at SERVICES@morepro.com.

Smartphone Usage



Question 1:
Do you use a smartphone?



The first question asked whether or not respondents use smartphones; common examples of these include Apple iPhone or Samsung Galaxy models. The vast majority of survey-takers reported using a smartphone: 92.6%. Just 7.3% said that they did not use a smartphone. Although a smartphone isn't necessary to perform searches, these devices can display websites more easily and often come with data plans that provide users with internet access with or without a WiFi connection. No doubt, this is largely a contributing factor in mobile search as more Americans move toward smartphones with internet connectivity.

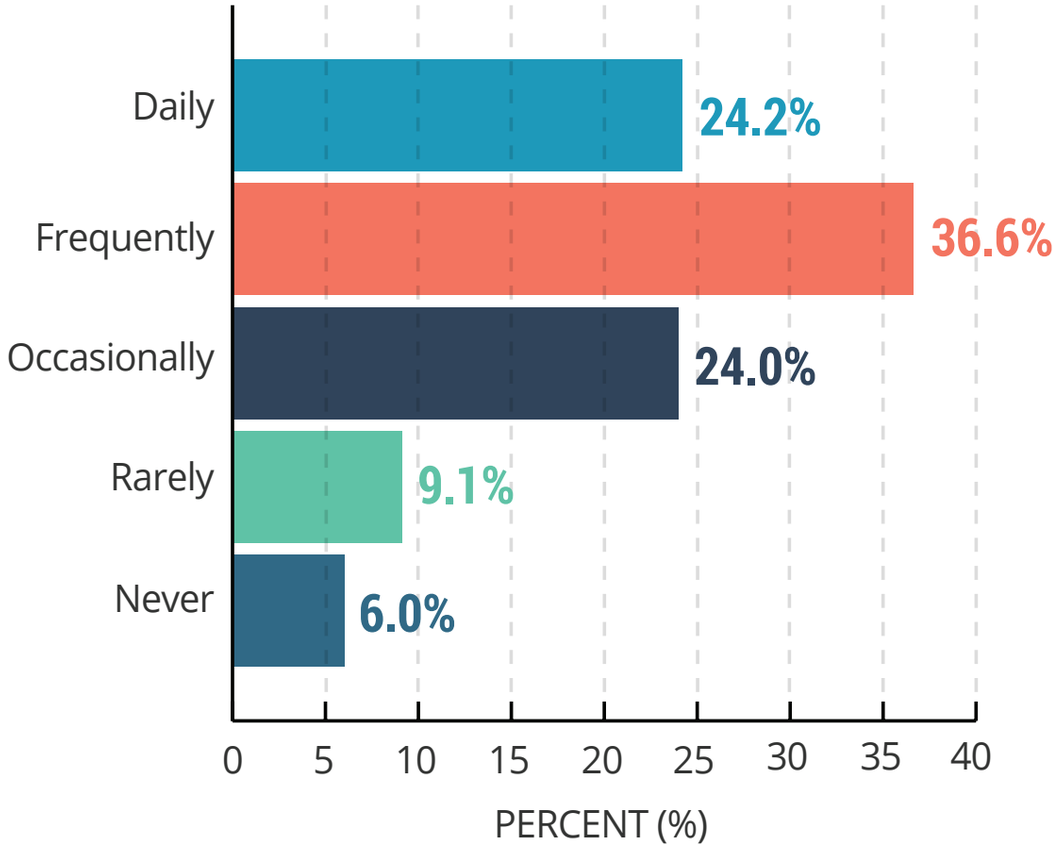
Local Search Frequency

Respondents also told us how often they search for local businesses on their phones. Services like Google My Business, for instance, are vital for Main Street businesses in the United States by adding the locations, contact information, and hours of local businesses right to a user's search results. Not only should businesses have their websites optimized in order to acquire leads online, but they also need to be aware of how consumers will use local searches to find the hours, locations, and other informat on about these businesses.

The vast majority – 94% of respondents – have used their phones to search for local businesses at some point or another. Just 6% report never having used their phones to find nearby businesses Of those who use their phones to find local businesses, most (84.8%) do so daily, frequently, or occasionally; more than half (60.8%) perform these searches either daily or frequently.

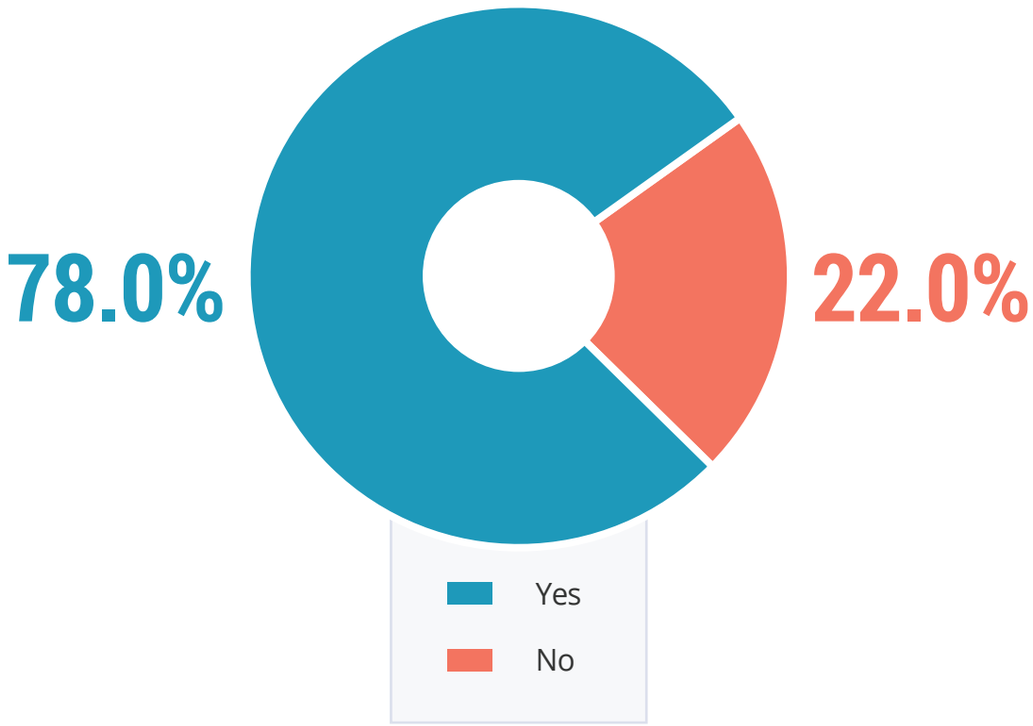
In other words, businesses that dismiss mobile are losing more than half of their potential customers on a regular basis if they don't optimize their web presence for local search.

Question 2:
How often do you use a phone to search for local businesses?



Mobile Search As a Discovery Tool

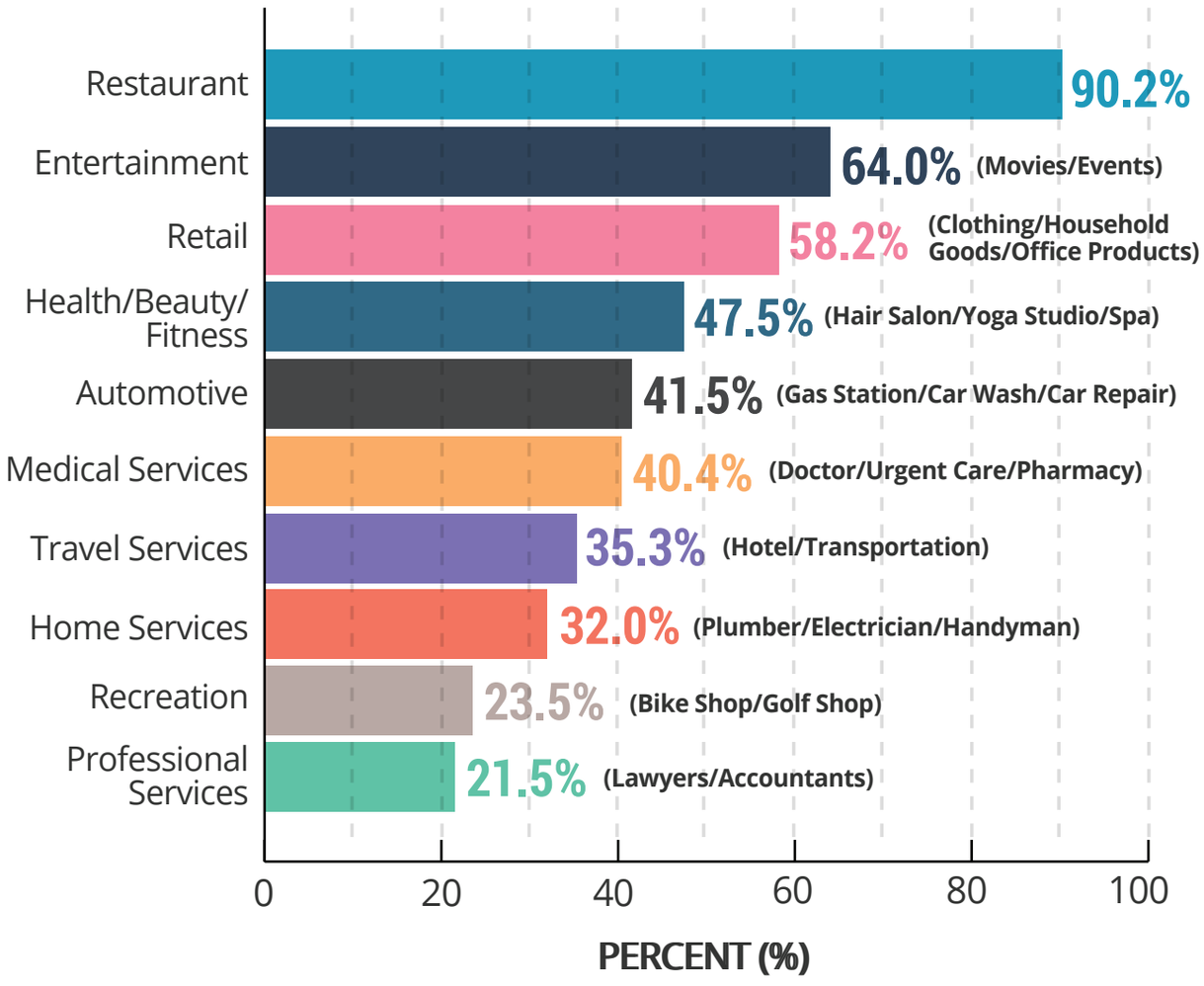
Question 3:
When searching for a business on a phone, have you ever discovered a business that you previously didn't know existed?



The mobile search statistics here point to what is obvious to marketers: when businesses have a solid presence in local searches, they can be more easily found by internet users. Of all respondents to the survey, 78% said they discovered businesses that they didn't know existed thanks to a search engine query on their phones. Only 22% of respondents said that they hadn't found a new business while conducting a search for a local business.

Types of Businesses Searched For

Question 4:
What types of businesses have you searched for on a phone?

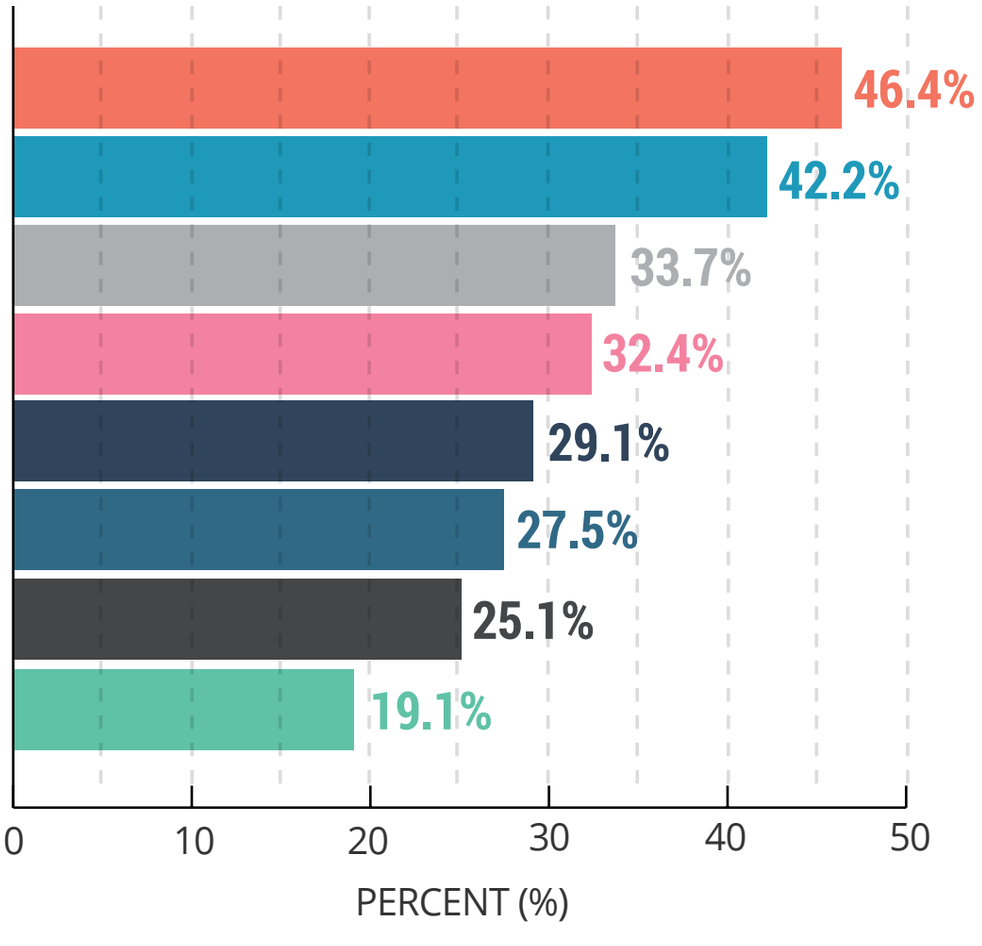


For this question, respondents were allowed to select multiple answers from 10 choices in order to clarify their search habits. The majority of those surveyed have used their phones to find nearb restaurants (90.2%) and entertainment (64%), such as movies or events. More than half of respondents (58.2%) also reported using their phones to find retail businesses, such as those sel ing clothing, household goods, and office product

Following those results, in order of popularity: 47.5% have used their phones to find health, beauty, or fitness businesses, lik salons and spas or yoga studios; 41.5% have searched for automotive services on their phones; 40.4% have sought out medical services in online searches; 35.3% have conducted mobile searches for travel services; and 32% have searched for home repair services. Just 23.5% have searched for recreation-related businesses and only 21.5% have looked for professional services, such as lawyers and accountants, through mobile search, yet both of those figures s ill amount to more than one out of every five mobile users

What Consumers Don't Want from a Business's Mobile Website

Question 5: What are your top 3 biggest annoyances when you view a website on a mobile device?



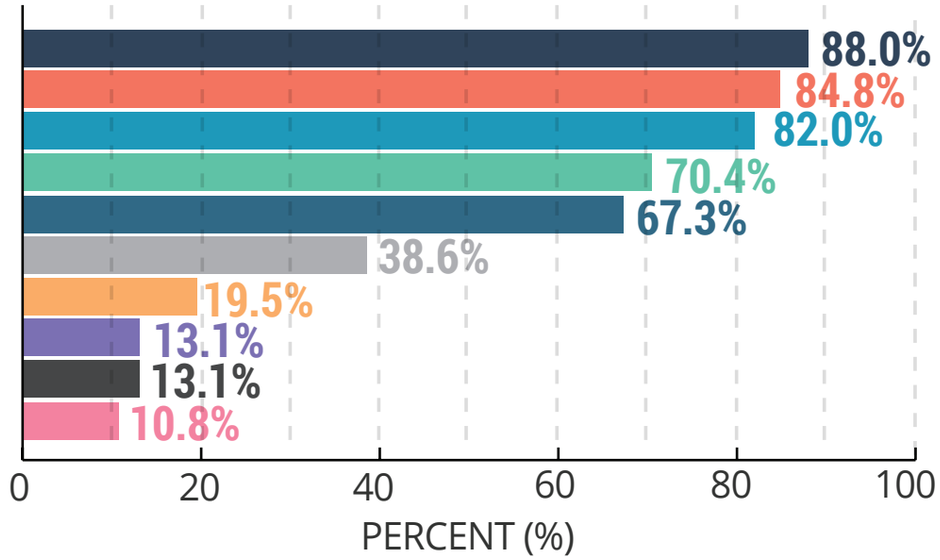
Once the survey established when and how mobile users conducted searches on their phones, respondents were then asked to say what they don't like to see on businesses' mobile websites. Out of eight available answers, respondents selected up to three choices to share their mobile pet peeves.

Most notably, survey answers indicated that 46.4% of consumers are most annoyed when they can't easily find a business's hours on the company website. The runner up, with 42.2% of all answers, went to websites that don't have the phone number and address of the business prominently displayed on the home page. Mobile websites with less information than the desktop version of the same site also ranked high, with about one-third (33.7%) of respondents finding this particular design flaw annoyin

- Business hours not easily found
- Phone number and address aren't on the first screen I se
- Not all information from the desktop website is available
- I have to pinch, squeeze, and zoom to read text
- Clickable text isn't large enough to easily click
- Not everything fits on my cell phone scree
- The phone number isn't click-to-call
- The text isn't large enough to see on the small screen

What Consumers Do Want from a Business's Mobile Website

Question 6: What information do you want to see on a mobile website?



For this question, users were allowed to select any number of answers based upon their own preferences. A total of 2,196 options were selected, or nearly five answers per respondent on average which indicates that mobile users have plenty of expectations when it comes to searching on the go.

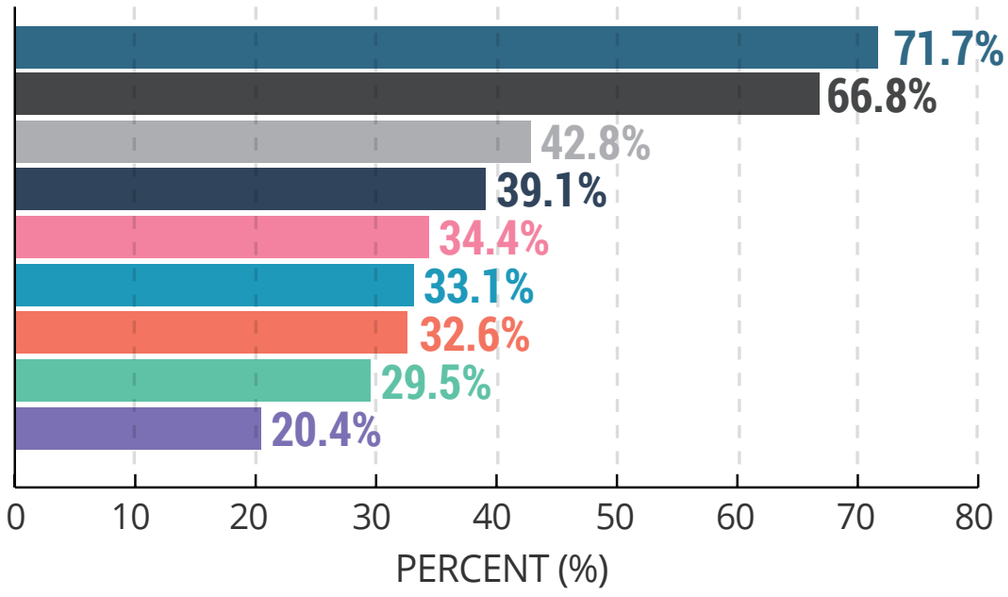
What do the mobile search statistics highlight here? Overwhelmingly, 88% of mobile users prefer to see business hours displayed prominently on a website. But not only do they need to know when a business is open – they also need the phone number and location, so they can easily contact or visit an establishment. Nearly 85% of respondents also prefer to see the phone number listed on the website, and 82% need an address and/or driving directions.

Other information that mobile phone users need or want from a business's website include a listing of prices, preferred by 70.4% respondents, and a menu of the company's products or services, which is a must-have for 67.3% of consumers. For 38.6%, photographs are also considered helpful.

Testimonials, videos, links to social media profiles, and informational articles or blog posts were useful to approximately 10 to 20% of respondents. However, these services shouldn't be dismissed despite their lower scores, as they can often be crucial in the development of an SEO or online marketing campaign. Users may also prefer to view these parts of the website on a desktop computer, laptop, or tablet for easier viewing.

The Importance of Mobile Website Performance and Appearance

Question 7: Which of these conditions would make you quickly leave a mobile website?



One oft-quoted statistic, which tends to vary from study to study, says that businesses only have mere seconds to make an impression with visitors before they hit the "back" button in their browsers or swipe to the right on their smartphones. Consumers' feelings on the performance of mobile websites, according to mobile search statistics, point to the same conclusion: a website with bad formatting, slow response times, and missing information is unlikely to win that business any favor.

Survey respondents picked any number of the worst offenders ou of nine choices. The top annoyance by far for mobile users is any website that is slow to load, which was the top answer for 71.7% of people. Closely following that, difficulty or frustration wi a website's navigation was named by 66.8% – nearly two-thirds – of respondents as a deadly sin of mobile websites. Cluttered layouts came in third, condemned by 42.8% of the survey's respondents.

As for the informational aspects of mobile websites, missing or hidden addresses and/or directions, business hours, and phone numbers were each frustrating to around one-third of mobile users. Not being able to read the website text or having to resize it, along with simply thinking the website didn't look good on a mobile phone, were also concerns that many mobile users voiced.

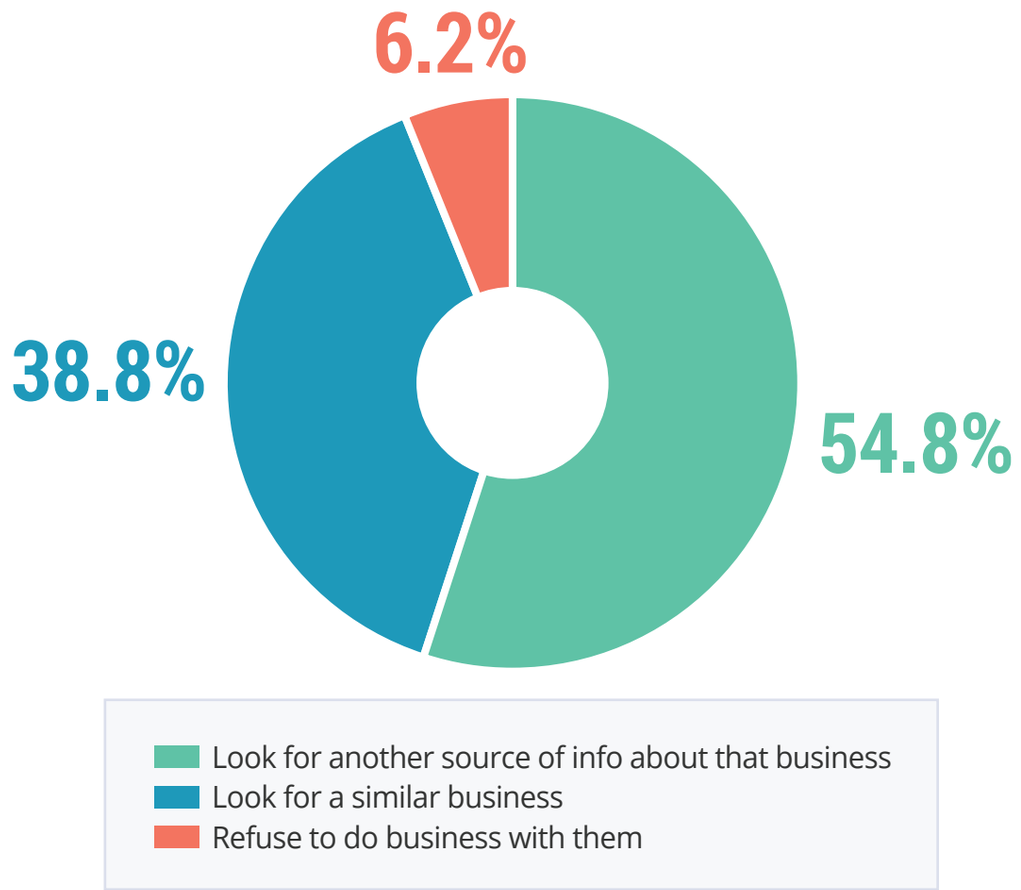
The Effects of a Bad Mobile Website

Having a cluttered, confusing, or otherwise non-responsive website can do more than frustrate customers. It may also get them to hightail it out of there and find someone else to d business with. Although more than half (54.8%) of mobile users said that they would look for information on a business elsewhere, others weren't so kind.

More than one-third (38.8%) said that they would simply look for a similar business instead. Those who look for information on a business elsewhere may wind up on a part of the web that points them to a competitor's goods and services. Even more damning, 6.2% of mobile users would outright refuse to do business with a company that has an ineffective mobile website.

The results of this question are clear: businesses with a bad mobile presence run an almost 50-50 chance of losing business, and that all comes down to their mobile website's appearance and performance.

Question 8:
What do you do if you are disappointed by a business's mobile website?

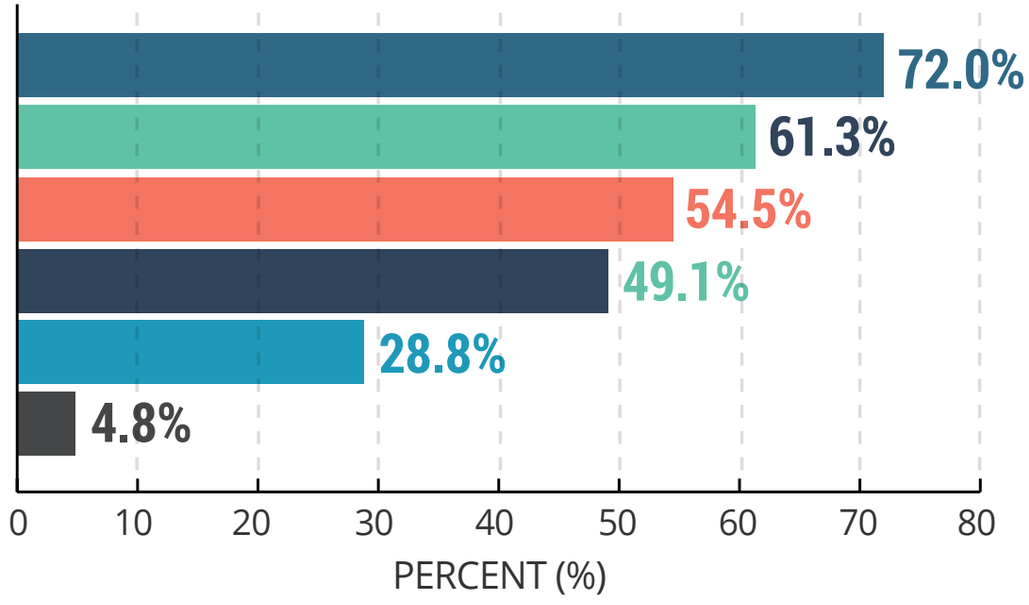


Mobile Websites Influence Consumer Attitude

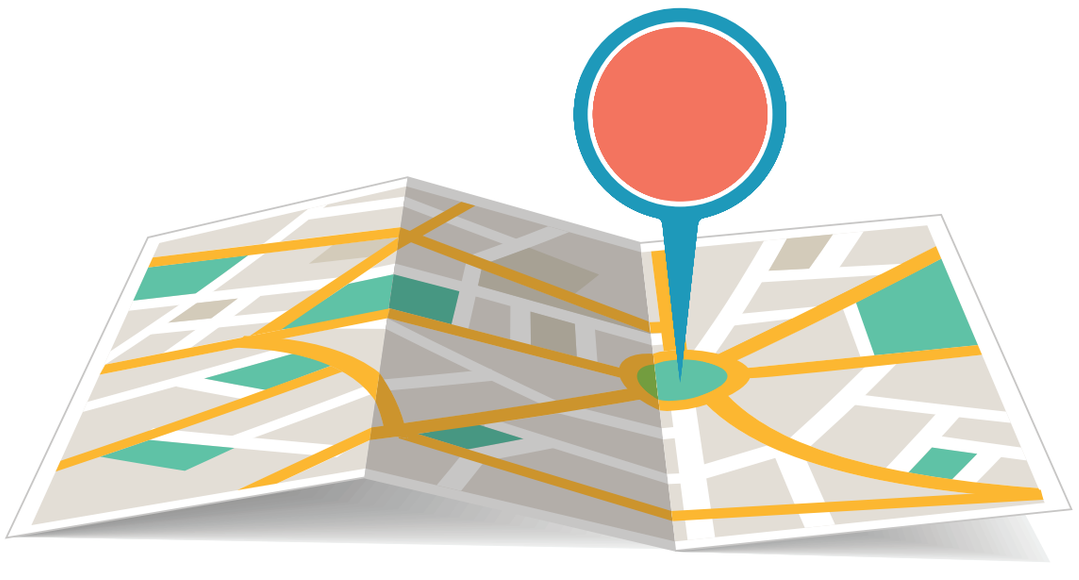
A good mobile website can bring in business, of course, but it can also boost a company's reputation among consumers. For 72% of mobile users, a well-designed mobile website makes a good impression, and 61.3% of users feel that a well-optimized site makes them think that a business wants them as customers.

Overall, a good mobile website produces positive feelings in mobile users. More than half (54.5%) of respondents said that a good mobile site makes them think that a business actually cares about its customers, and nearly half (49.1%) said that it makes them want to do business with that company.

Question 9:
What do you think about a business that has a mobile website that looks good and has all the info you need?



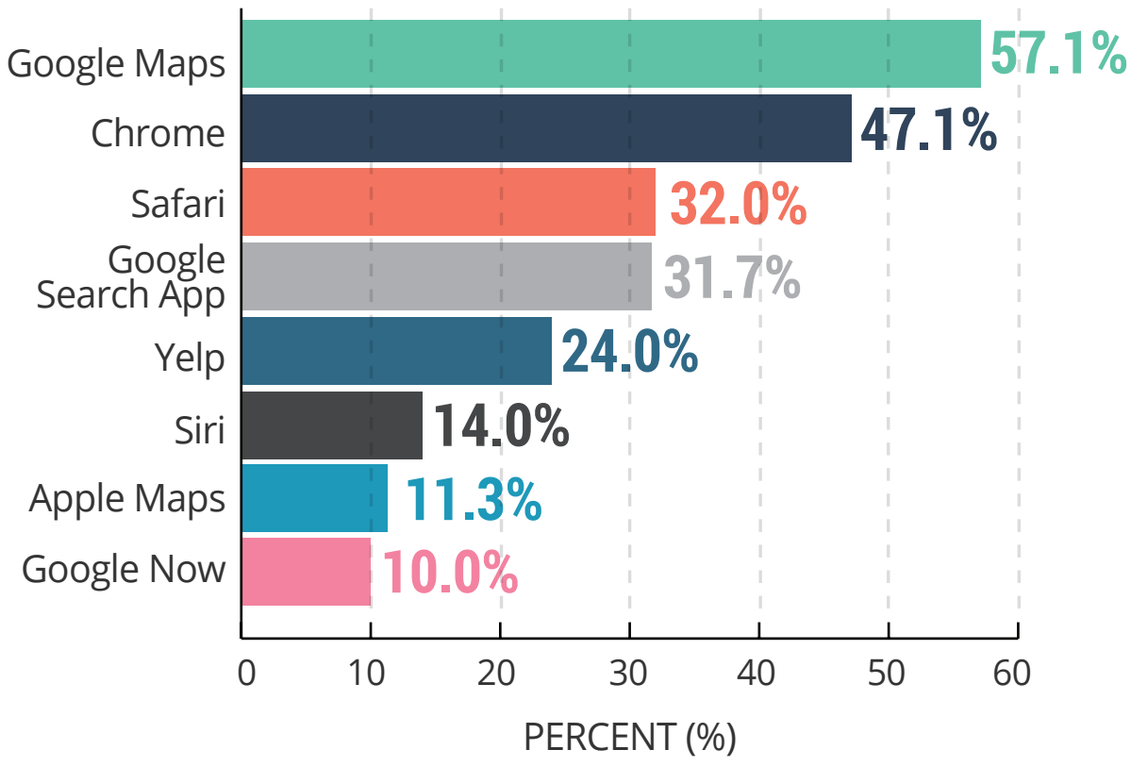
Mobile Apps for Search



Finally, mobile users were asked which apps they use when conducting mobile searches. The survey asked about mobile browsers, like Safari and Chrome, and map services and review apps like Yelp. Users could select as many responses as they wanted.

Google Maps topped the list, with 57.1% of respondents having used it at one point or another, whereas Apple Maps came in at just 11.3%. Google's Chrome browser beat out Apple's Safari by 15% (47.1% to 32%). Also in the mix was the Google Search App, which had been used by 31.7% of respondents. A full 24% of mobile users have also searched on the Yelp app.

Question 10:
What mobile apps do you use when searching for local businesses?



Conclusion

Having an optimized, mobile-friendly website isn't simply a special perk that companies can offer their customers or prospects. Mob le search statistics show that today, it's a necessity, and not having a mobile website can actually push customers away and towards the competition.

WIth nearly 93% of surveyed American adults owning smartphones and 94% searching for local businesses at some point or another, the expectations for businesses on the web are high. Consumers expect businesses to have quick-loading, responsive websites that prominently display business hours, contact information, and more information about a company's products and services. Further, the information should be displayed in an easy-to-read manner on a site that can be navigated without frustration. The majority of smartphone searchers are looking for restaurants, entertainment, and shopping options, but businesses in most consumer-oriented industries need to be mindful of mobile search results.

Business owners who don't think they need a mobile website should keep in mind that they could potentially lose nearly 50% of potential customers if they can't be easily found on the web or if their website doesn't give users the experience they expect. In fact, more than three-quarters of all mobile users have actually found new businesses when searching on their phones – which would have been impossible without good SEO to point customers in the right direction. Those well-optimized websites also boost consumers' opinions of a business and make a good impression with the vast majority of mobile users.

In order to stay ahead of competitors, businesses not only need to appear high in search rankings but need to bring users to a well-optimized mobile website. This isn't a "maybe" on a business owner's to-do list – it's a crucial component of any online marketing strategy.

About MorePro

Co-founded in 1998 by Scott Charters and Marcy Moore, **MorePro Marketing** is a Phoenix, AZ online marketing firm. Services include SEO, local SEO, website design and development, PPC, social media management, and custom online marketing plans.

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