MOBILiDIY

FAQ'S

General Overview and ROI

- What is Mobilidiy?

MobiliD-I-Y (Mobile Do-it-Yourself) is a service that makes your businesses easily available to mobile users with a fast and easy mobile website. Millions of people are now using their mobile phones to surf the Internet and look for information and services. MobiliD-I-Y ensures your customers can easily find your businesses anywhere, anytime. Thanks to our intuitive and easy-to-use interface, your customers get immediate access on their mobile phone to all the key information about your business, and can easily contact you with just one click or touch.

- Will this replace my desktop site, or be in addition to my desktop site?

While your existing web site is aimed at giving a full and comprehensive picture of your business, a Mobilidiy mobile site allows you to deliver immediate access to what matters most when on the go. The two sites are complimentary and work together to make sure your customers are getting the most appropriate experience for their context and their device.

- What are the benefits to my customers?

Studies show that visitors who access a desktop site on their mobile phones complain about how much time and data is required to load the site and how hard it is to find the information they need. Most of these customers abandon such sites quickly out of frustration and are unlikely to return and, worse yet, look for a competitor with a more mobile-friendly site.

A Mobilidiy site provides your mobile visitors key information about your business, quickly.   A Mobilidiy site is designed with the mobile user in mind. You save them time and money, and you easily convert them into happy, paying customers.

- How will people actually get to my site?

There are four ways by which users can reach your site.

The easiest way is to promote the site to your customers. For example, using Mobilidiy you can send links via text message for your Mobilidiy site to your customers' mobile phones so they always have your information in hand.

1. Automatic redirection - add redirection code to your desktop site, so if your customers go to your desktop website on a mobile device they will automatically redirected to your mobile site seamlessly. You can generate the code to add to your desktop site from the 'Advanced' feature in the Setup Assistant or by clicking on the Finish button on the Setup Assistant. You can generate the code to insert in any of the following:

   JavaScript, PHP, JSP, ASP

2. Generate the QR Code flyer from QR Code feature. QR codes are a great way for people to go directly to you mobile site. You can easily generate a QR Code and/or marketing flyer with oneclick. You can print this and place it in your store/business location or include in any marketing materials so that people can scan the QR code with their phone and be brought directly to your mobile site. QR codes can be created to point to any page on your mobile site. Your QR code will always work, even if you change the domain of your mobile site.

3. Search. Users on mobile devices increasingly see mobile sites returned in search results, so Mobilidiy sites will increase your business's visibility to mobile users.

4. Add a link on your desktop website to your Mobilidiy site. This will help increase awareness that the mobile site is available. This functionality is offered as part of the Mobilidiy package, and can be easily put in place by the designer of your desktop website.

• How does Mobilidiy help to increase a site's visibility in mobile search engines?

Each Mobilidiy site is built and optimized for SEO, as outlined in Google's Search Engine Optimization Guide, which includes creation of a sitemap, well defined page titles and descriptions, optimized site structure for navigation, good URL structure, optimized robots.txt, and site submission to directories.

In addition, you can add keywords for your business to each feature/page of your mobile; these keywords are used to assist search engines to rank the site's relevance to an end user's search request. Links to social network sites will also assist in this process.

• How is my Mobilidiy mobile site built?

When you sign up for Mobilidiy, you get access to the Mobilidiy Setup Assistant. With the Setup Assistant your site can be built in minutes and edited whenever you wish. Another great feature of your Mobilidiy site is that some of the content from your desktop site may already be populated on your Mobilidiy site, such as your telephone number, address and logo etc. If your desktop site URL is provided when purchasing the Mobilidiy site.

• What is included in the package?

The following is included in the package:

- Hosting of the Mobilidiy site

- Unlimited access to the Setup Assistant to modify your mobile website site

- A fair use policy applies to traffic volumes a 2,000 page views per day is the approximate ceiling.

- How much time will I need to set up my Mobile Website?

Your Mobilidiy site can be set up in minutes. Even before your first use of the Setup Assistant, Mobilidiy is at work to make the process fast and easy. If you provide your desktop site URL at the point of purchase then you may see some content already populated on your mobile site when you first go to the Setup Assistant, such as your telephone number, your address, and your logo.

You can easily change or edit any of this content.

- Does Mobilidiy require a .mobi domain name?

No, Mobilidiy does not require a .mobi domain name.

Mobilidiy can be activated on ANY 2nd level or 3rd level domain.

- I already own a domain name, can I use it for Mobilidiy instead of getting another one?

Yes. Visit the 'Tutorial Page' where you'll find information on how to easily help you point your domain to your Mobilidiy site.

- Can I add multiple domains to point to my Mobilidiy site?

Yes. Visit the 'Tutorial Page' where you'll find information on how to easily help you point your domain to your Mobilidiy site.

- I already own a domain name, but it is with another registrar, what do I need to do to use it?

You will need to make changes to the DNS settings of the domain you wish to use. You need to set up a CName record on the domain you want to use for your mobile site. This needs to point to lb.goMobi.info. Visit the 'Tutorial Page' for instructions.

- What happens if the expiration date for my domain is different to the one for my mobile website?

The Mobilidiy service is dependent on the availability of the domain to reach the site: therefore, if the domain expires, the Mobilidiy site cannot be reached. It is necessary to renew the domain, or use another domain to reach the Mobilidiy site to ensure continuity of service.

General FAQs

- How do I change the position of a feature?

To change a position of a feature click on the Advanced Options link on the feature you want to change.

- Can I change the name of an icon?

You can modify the label of an icon easily by clicking on the Advanced Options link on the feature you want to update. Remember to save the change to apply the new label to the live site.

- Can I change the icon for a particular feature?

Yes you can. Click on the Advanced Options link in any of the features and then click on 'Change Icon'.

- Can I add my own custom icons to my mobile website?

Yes, you can upload icons to any feature on your mobile website. Go to the Advanced Options section of any feature to change or upload an icon for that feature. Icons must 128 x 128 pixels in PNG format with a transparent background. A limit of 30 icons is permitted.

- What format should my phone be in?

Ideally in standard international format e.g. +1.1223434344. Avoid putting any space or any sign in between other than the leading + (can be replaced by a double 0) or the dot after the country code. You can also just write it as an uninterrupted sequence of number the way it should be dialed.

- Do I need an international code with my phone number?

It is recommended to include the international code so that click to call would work also on foreign phones (e.g. a tourist wanting to get in touch with you via your mobile site). You can however also just write the local number if you prefer.

- Can I add multiple phone numbers?

No, currently you can add only one 'Click to Call' feature. Although a phone can be added to each location you add to the 'Find Us' feature.

- Where does the booking request go?

You can either specify the email address where you wish to receive the booking request or if you link to an existing booking engine on your existing website then it will send the request to the same place it does on your existing website.

- My social media links don't work?

If your social media links don't work please check again through the steps outlined in the help functions of the related feature for example Facebook.

- Can I upload images to my Mobile Website?

Yes, you can upload images to create a gallery using the Image feature or you can insert images directly into a page by clicking on the image icon on the WYSIWYG editor located on free form text fields.

- Can I add multiple locations?

You can add up to 4 locations via the 'Find Us' feature.   A Google map, directions and address for each location is displayed with the option to add a Click-to- Call phone number to each location. The addresses will be displayed on the same page on your site in the order they were added.

- Can I add multiple Coupons?

Yes, you can multiple Coupons via the 'Coupons' feature. The coupons will be displayed on the same page when viewed on a mobile device. They will appear in the order they were added to the feature.

- Can I change the layout of the mobile website?

Yes. There are multiple templates and icon sets that you can choose from to change the look and layout of your mobile website.

- Can I re order the layout of my page?

You can change the icon, position of the icon and rename each feature in the 'Advanced Options' area of each feature.

- Can I customize the colors on my mobile site?

You can customize the colors of your mobile website in the Advanced Options area of the Site Color feature in the Design section of the Setup Assistant [Control Panel].

- Can I highlight text, insert a link or increase the size of the font on a page?

Yes, you can highlight text in a different color, insert a link, insert bullets etc. on a page content using the WYSIWYG editor tools.

- Can I add a page to my mobile site?

Yes. You can add a page to your mobile site using the 'Create Page' feature in the Setup Assistant [Control Panel].

- Can I link to my existing website from my mobile website?

Yes, within the list of features you can use the 'Full Website' feature to link to your existing website. Enter the address [URL] of your desktop website into the 'Your Website address' field. This will associate your existing web site with your mobile website.

- Can I add links to pages on my desktop site?

Yes, by using the 'Create Link' feature. Just add in the URL of the page of your desktop site that you want to link to. You can add multiple links to pages on your desktop site.

- Will content on my desktop site automatically be synched with my mobile site?

If you add links to pages on your desktop site using the Create Link feature or if you activate the 'Full website' feature then any changes you make to your desktop site content will be reflected on your mobile site without you having to do anything.

- What will my existing website look like on a mobile phone?

By adding the 'desktop website' feature or by add links to pages on your desktop site using the 'Create Link' feature your visitors will have the option to view a 'mobile friendly' version of your desktop site content or view the desktop website as seen on a computer.

- Can I add Video to my mobile website?

Yes you can add videos to your mobile site. You can either add a link to a YouTube video and/or a YouTube Channel/Playlist. You can add multiple video's to a page and add multiple video pages.

- What video formats are supported?

YouTube videos are supported.

- Can I add Reviews and Testimonials to my mobile website?

Yes, display your top 5 business reviews from Yelp and/or FourSquare. Enter the links in the fields provided.

- Can I put ads on my mobile website?

Yes you can add ads to your mobile website by entering your Google Adsense ID in the Site Monetization feature.

- Can I use Flash?

No, Mobilidiy does not support the inclusion of Flash objects. Most phones do not support Flash.

- **Multi-lingual Support**

    1. What does this feature mean to me?

    Your mobile site can now be accessed in several languages to accommodate the diverse needs of businesses around the world.

    2. What languages are available?

    English, German, Spanish, Brazilian Portuguese, French, Dutch and Chinese (Simplified).

3. Can I change the language of the Setup Assistant [Control Panel]?

    Yes, choose your language using the selection at the top of the Setup Assistant. This will result in the reload of the Setup Assistant in the language selected. It will not affect the mobile site.

4. Can I also change the language of my mobile website?

    Yes, via the Language & Region feature on the Design tab of the Setup Assistant.

5. Will this affect text I have already added to my Mobile site?

    No, it will only affect the default text. Any content you add can be in any language you wish.

- **Site Translation Feature**

  - What is this feature?

    This feature allows the site visitor to select the language of their choice via an icon on your mobile site.

  - How is it activated?

    Click Add to Site button on the' Site Translation' feature in the Setup Assistant

  - Why are some of the translations inaccurate?

    This feature is based on a third party automated translation and therefore errors can occur.

  - Why is the content related to the desktop website feature not translated?

    We do not translate your desktop site. All other content on your mobile site will be translated.

- **Event Calendar Feature**

  - What is this feature?

    This feature allows you to publicize your events using an RSS feed. (RSS feeds provide users with frequently updated content e.g. using a local theatres event guide feed).

  - What are the benefits of this feature?

    Visitors to your mobile site can automatically add events from this feed to the calendar on their mobile (cell) phone (primarily Smartphones).

- How does this feature work?

  This feature allows you to display a feed from a Google Calendar in your mobile site. It can be used to power an event calendar (e.g. gigs in a club) or to show available/busy times in your schedule. Users can also use the search function to search for specific events. Users with phones that support the vCal format (Blackberries, some Nokias) can also add specific events to their phone´s internal calendar to get reminders for those events.

- How do I enable this feature?

  To activate this feature you will need to specify the URL of the XML feed of the Google Calendar you want to display in your mobile site. For instructions on how to locate this feed see http://www.google.com/support/calendar/bin/answer.py?hl=en&answer=37648

We recommend using the private XML feed to avoid issues with access permissions. It is also possible to use the public XML feed for Calendars that are Public, but not for calendars that are only shared with some users.

- What types of calendars are supported?

  Currently only Google Calendar is supported. You can sign up for free at http://www.google.com/calendar.

- How do I add/delete/manage events?

  To manage your events please use the Google Calendar interface directly at http://www.google.com/calendar.

- How do I find the right XML feed for my calendar?

For instructions on how to locate this feed see:

http://www.google.com/support/calendar/bin/answer.py?hl=en&answer=37648

- Can I feed multiple calendars into this feature?

  No. You can only use one feed at a time.

• How do I add Google Analytics Tracking code to my mobile website?

Google Analytics has advanced options that support tracking of mobile. Follow the steps below to add your Google Analytics tracking code to your mobile website:

1. Open Google Analytics - https://www.google.com/analytics/settings/home

2. Select the Account that the site is part of.

3. The next page lists the URL's being tracked. Click "Edit" on the right hand side of the row for the domain you are using for your mobile site.

4. In the top right corner of the profile table click "Check Status".

5. Under "Instructions for adding tracking", click on the "Advanced" tab.

6. Under "What are you tracking?" select "A site built for a mobile phone", then select "PHP" from the radio lists.

7. In the pane "paste code on your mobile site", note down the value for the line

"$GA_ACCOUNT = "MO-XXXXXX-X";", this is your tracking ID. e.g. MO-1231234-2

8. Click "Save and Finish" in the bottom right hand corner of the page.

9. Open the Setup Assistant [control panel]

10. Click on the "Features" tab.

11. Scroll down to "Google Analytics" and enter the tracking ID from earlier, and then click OK.(e.g. MO-1231234-2)

- **Custom Mobile site Analytics**

    - How can I activate analytics for my mobile website?

      Analytics is always activated and can be accessed via the analytics tab on the Setup Assistant [Control Panel]. If Google Analytics is a preferred option, it is possible to add and activate Google Analytics on your mobile site, add you tracking code to the Google Analytics feature within the features tab.

    - What data can I view in the analytics tab?

Within analytics, in the visitor data tab you can view the performance data of your mobile website daily, weekly or monthly within the analytics tab. In the visitor profile tab you can also drill down into your data by feature, device language and countries. In the traffic sources tab you can see where traffic to your mobile site is coming i.e. search engines, direct traffic and referring traffic.

    - How can I view my analytics data by day, week, and month?

You can view the performance of your analytics data daily, weekly or monthly by clicking the relevant button next to Display by text.

- Can I export and save my analytics data?

By using the export button on the analytics page, you can create a CSV file for export to excel for printing and saving.   For accuracy you need to ensure that you select the correct data range.

• I have mobilized my desktop using the 'Full Website' feature. However, I wish to exclude certain page elements from my desktop site from being displayed on the mobile site. Is this possible?

Yes. The Designer Toolkit allows you to add some special CSS attributes to elements of the markup of your desktop web pages to indicate that these elements should not be included in the mobile site. Including the attribute class="imz_remove" on any element will exclude it from the mobile webpage. A link to the Designer Toolkit can be found in the Advanced Feature located at the end of the Features list.

• I am interested in bulk creation of mobile website; can I do this?

This is not available through the Setup Assistant. Please contact support@Mobilidiy.com for more information on this.

• Can I enter HTML in the mobile website Setup Assistant?

Yes, HTML tags are permitted. These are: 'b', 'i', 'strong', 'em', 'small', 'big', 'ol', 'ul', 'li', 'div', 'p', 'br', 'h1', 'h2', 'h3', 'h4', 'h5', 'h6', 'a' and 'img'.

• Can I enter Javascript in the mobile website Setup Assistant?

No

• How can visitors to my desktop website automatically go to my mobile site?

To redirect visitors to your mobile site you need to add redirection code to your desktop site. There are several options to choose from. The most popular way of doing this is to add some JavaScript to your desktop site's template. Because all websites are not developed in the same programming language the redirection code is also available in multiple languages such as PHP, ASP.Net, and JSP. To generate the correct code for your desktop site simply click the finish button on the mobile site's control panel and follow the steps outlined. Once you've put these changes live on your desktop site, all traffic from mobile phones will be seamlessly redirected to your mobile site.

- **Forms**

  - Can I create custom forms for my mobile website?

    Yes use the form feature to create forms to suit your business needs. You can customize the form name, add a brief description to appear on form, add email address and add confirmation page text.

  - How many custom forms can I create?

    You can add up to 5 custom forms to your mobile website.

  - Do I have the ability to select different field types?

    Yes, you can choose from multiple field types such as text fields, text areas, check boxes, radio buttons, and drop down menus. You also have the option to make fields required so the site visitor has to fill them before they can submit the form

- **Shopping Cart/mCommerce [Option in Products feature]**

  - Can I sell products on my mobile site?

    Yes, you can create a shopping cart and sell up to 20 products for visitors to purchase via PayPal and/or Google Checkout. You can create a shopping cart in the Products feature. A valid PayPal or Google Checkout Merchant ID is required to set up your cart. Shipping should be included in the product price listed.

  - How do I set up a Google Checkout Account?

    Go to https://checkout.google.com/sell/ to set up your Google Checkout account. During the signup process, you'll be asked for your contact and business information

  - How do I set up a PayPal account?

    Go to https://www.paypal.com/webapps/mpp/merchant to set up your PayPal Merchant account. During the signup process, you'll be asked for your contact and business information

  - Can I sell products via PayPal and Google Checkout?

    Yes, you can add both payment   options if you have a valid Merchant ID for both.

  - I cannot add shipping cost to my products?

    There currently is no option to add shipping cost separately. The price of each product you are selling should include the shipping cost.

- What currencies are supported?

  All currencies supported by PayPal and Google Checkout.

- Can I display my products in different currencies?

  No, all your products sold must be in the same currency.

- How many products can I add to my products page?

  You can add up to 20 products to your products page.

- Can I add products without adding a payment option?

  No, you have to add a PayPal or Google Checkout payment option.

- **Mobilidiy Custom Analytics**

  - How are analytics activated for a Mobilidiy mobile website?

    Analytics is always activated and can be accessed via the analytics tab on the Setup Assistant.

  - If Google Analytics is a preference it is possible to activate Google Analytics as a feature within the features tab?

    Mobilidiy provides both options.

  - What data can be viewed in the analytics tab?

    Within analytics, in the visitor data tab you can view the performance data of your Mobilidiy website daily, weekly or monthly within the analytics tab. In the visitor profile tab you can also drill down into your data by feature, device language and countries. In the traffic sources tab you can see where traffic to your Mobilidiy site is coming (i.e. search engines, direct traffic and referring traffic).

  - How can analytics data be viewed?

    Mobilidiy site Analytic data can be viewed daily, weekly or monthly by clicking the relevant button next to Display by text.

  - Can I export and save my analytics data?

    By using the export button on the analytics page, you can create a CSV file for export to excel for printing and saving.   For accuracy you need to ensure that you select the correct data range.