



## How-to Guide: Creating a Mobile Website Using bMobilized

Content Provided by  **bMobilized**  
Mobilize Your Business, Instantly™

# Creating a Mobile Website Using bMobilized



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# Creating a Mobile Website Using bMobilized



## What is a Mobile Website?

- A mobile website is a version of a standard website, optimized and designed to engage your customers on their mobile devices such as cell phones and tablets.
- Since mobile devices have smaller screens and use different operating systems and browsers, your website needs to be redesigned.
- bMobilized offers a DIY (Do It Yourself) solution for this.

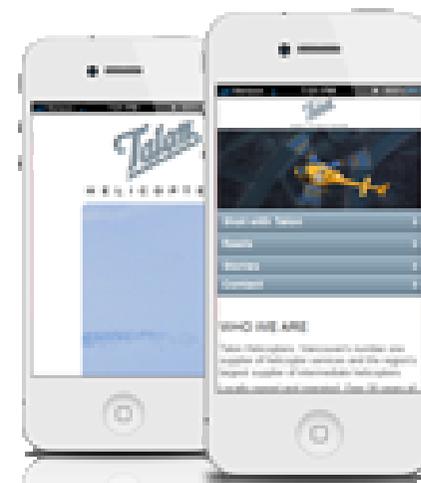


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## Why You Need a Mobile Website?

- By 2013, more people will use their mobile phones than desktop and laptop computers to go online.
- So what's the benefit of having a mobile website?
  - Stop losing customers because your site is unavailable on their mobile device
  - A mobile website is easier to navigate and faster
  - 40% of users turn to a competitor's site after a bad mobile experience.

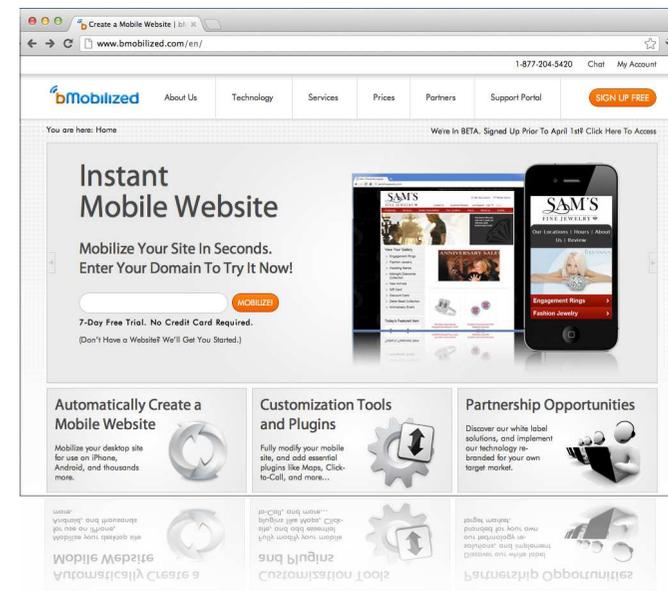


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## Who is bMobilized?

- bMobilized is a DIY (Do It Yourself) service for converting your existing website to mobile.
- Founded in 2005 and headquartered in New York City, bMobilized launched its 2.0 version of the platform in April 2012.
- bMobilized automatically converts your website to mobile in seconds
- bMobilized also offers a complete set of tools for creating and customizing beautiful mobile websites.



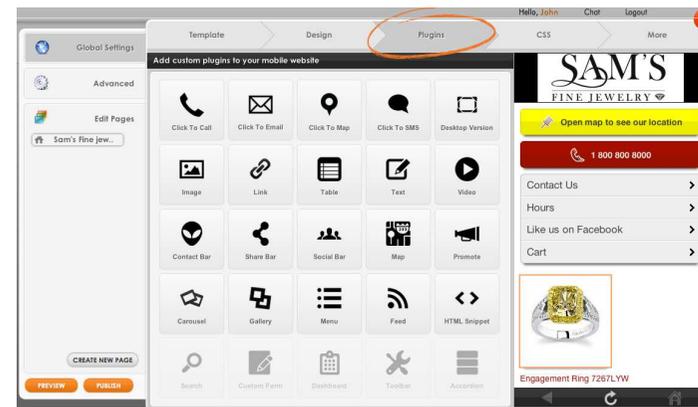
<http://bmobilized.com/en/about>

# Creating a Mobile Website Using bMobilized



## How does it work?

- To create a mobile website is an easy process with our tools
  1. Add your domain on our website [www.bmobilized.com](http://www.bmobilized.com)
  2. Register a free account
  3. Customize your website
    1. Pick layout
    2. Change design
    3. Add plug-ins
    4. Add & delete content
    5. Publish your website
  4. Set up redirect



<http://bmobilized.com/en/create-mobile-websites>

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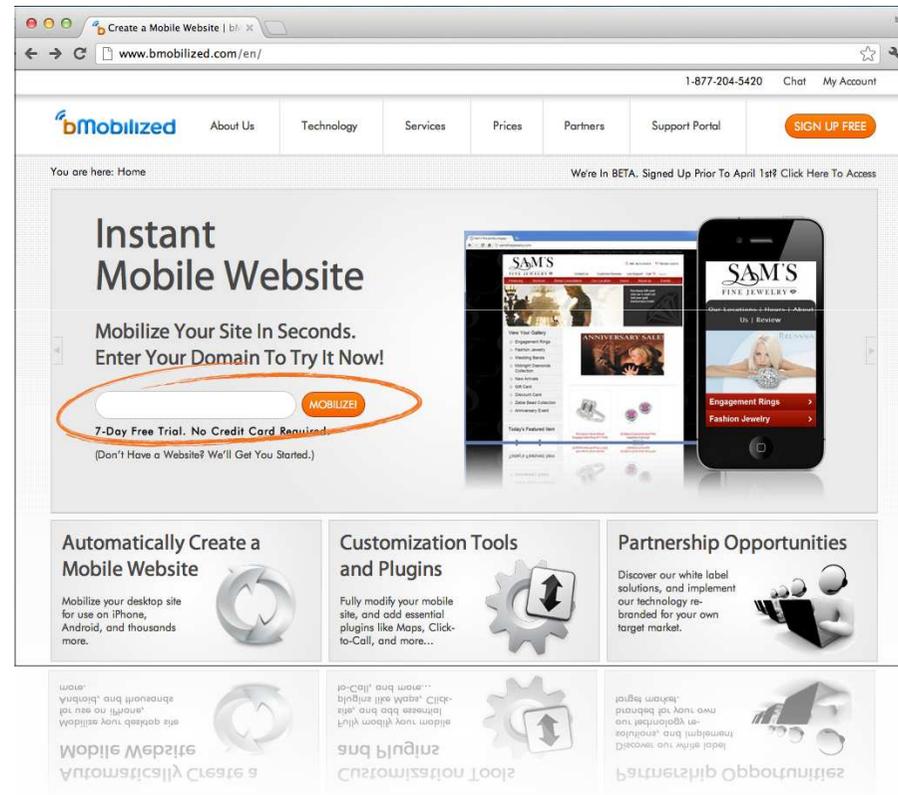


## Adding your domain

**Step 1: Add your domain**  
(website address) in the domain field on our website.

Our system will automatically create a mobile version of your existing website.

[www.bmobilized.com](http://www.bmobilized.com)



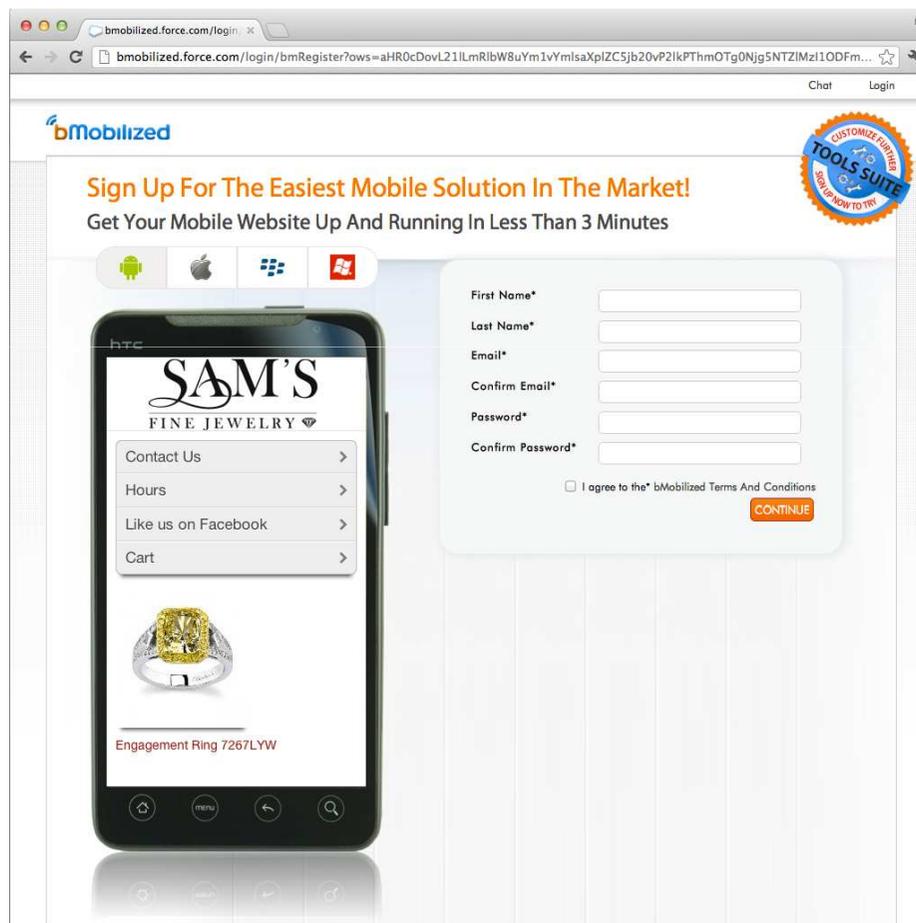
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## Register a free account

**Step 2: Register a FREE account.**

Automatically, you can see an automatic version of your website!



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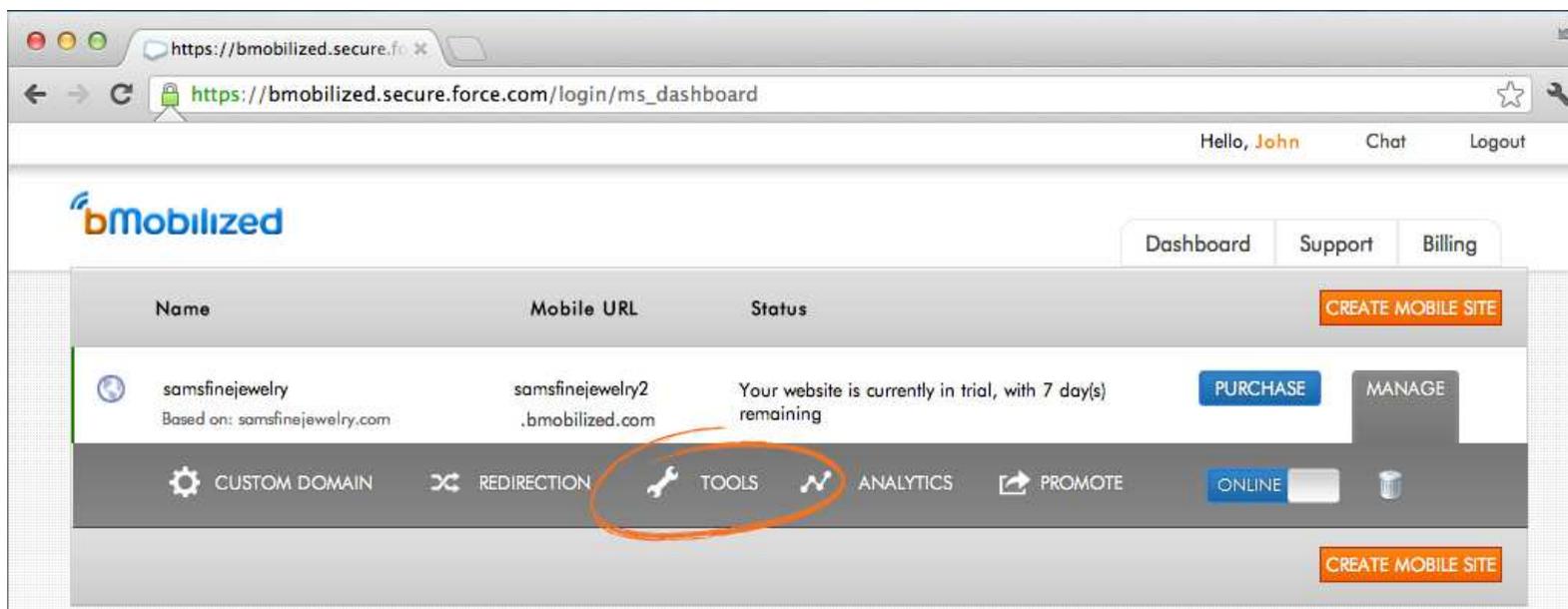
## Dashboard overview

### Step 3: Dashboard Overview

The Dashboard shows your site(s) and options.

Your website is already **live** on **yoursite.bmobilized.com** and can be viewed on your mobile phone.

To customize your website, click **Manage** and then select **Tools**.



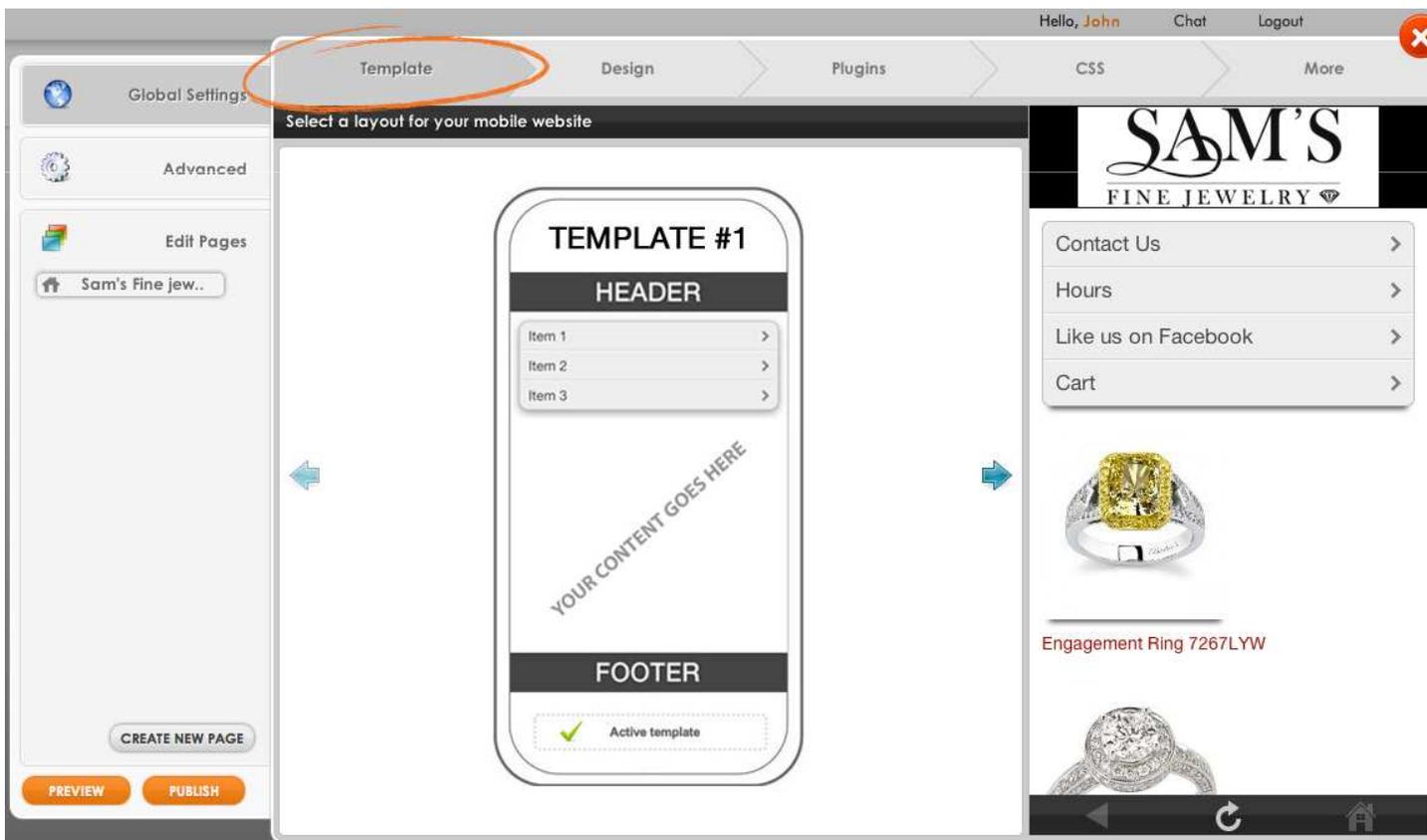
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## Choose Template

### Step 3.1

Choose template by using the arrows.



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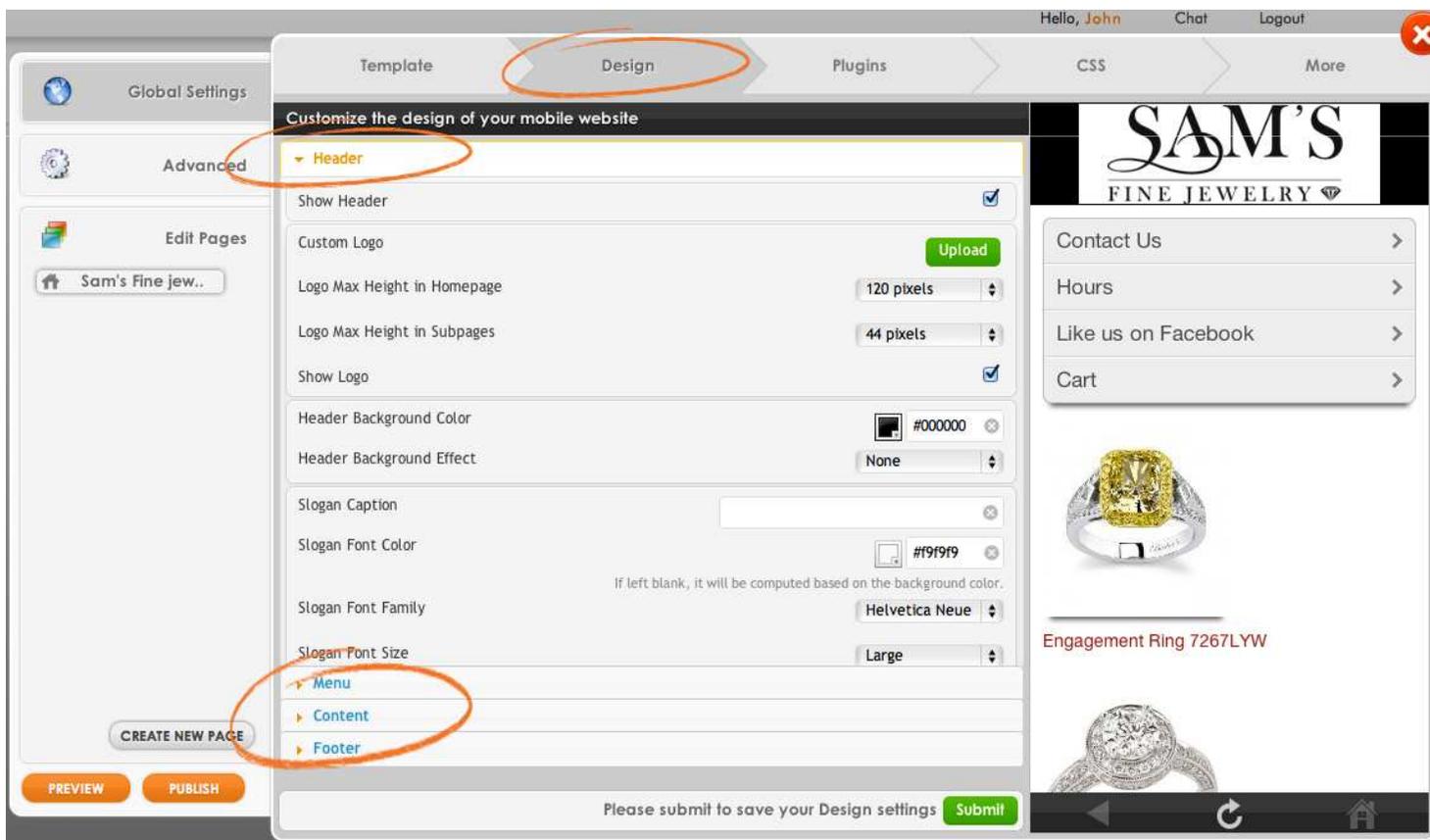


## Customize Design

### Step 3.2

Customize **header**, **menu**, **content** and **footer**

You can add new logo, change colors and style elements.



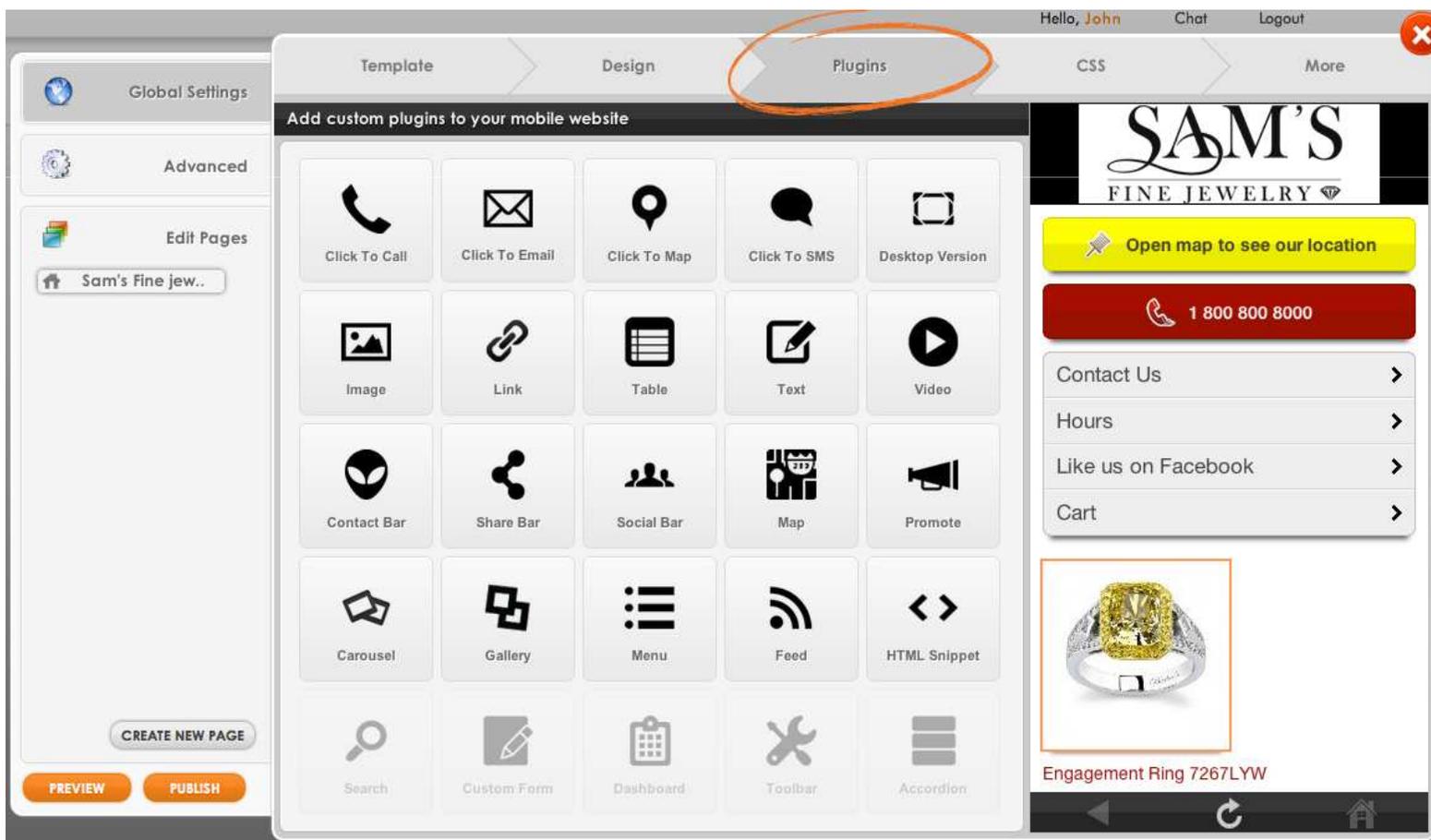
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## Add Mobile Plugins

### Step 3.3.1

Add **plug-ins** such as click-to-call, maps, videos, forms, social bar, picture galleries and more.



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## Add Mobile Plug-ins – Click-to-Call & Map

### Step 3.3.2

Each plug-in can be customized and the most popular ones are **Click-to-Call** which allows user to call your number with the click of a button. The second most popular is maps, which lets user to see your location on the phone's map.

The screenshot displays the bMobilized mobile website editor interface. The 'Plugins' tab is selected and highlighted with an orange circle. The 'Click-to-Call' plugin is configured with the phone number '1 800 800 8000'. The 'Open map to see our location' plugin is also visible and highlighted with an orange circle. The right side of the screen shows a preview of the mobile website for 'SAM'S FINE JEWELRY' with a yellow 'Open map to see our location' button and a red '1 800 800 8000' call button. The bottom of the screen shows a navigation bar with 'PREVIEW', 'PUBLISH', 'Back To Plugins', 'Submit', and 'Remove' buttons.

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## Add & Delete Content

### Step 3.4

Under **edit pages**, you can select which part of the website you would like to have on your mobile version. To delete content, just click on the image in the preview and a pop-up menu will appear and select **Hide Element**

The screenshot displays the bMobilized mobile website editor interface. On the left, a sidebar contains navigation options: 'Global Settings', 'Advanced', and 'Edit Pages'. The 'Edit Pages' section is highlighted with an orange circle, and a button labeled 'Sam's Fine jew..' is also circled in orange. Below this are 'PREVIEW' and 'PUBLISH' buttons. The main editor area is titled 'Select the menu ad content of the page' and features three tabs: 'Select Menu / Content', 'Plugins', and 'Properties / Design'. The central preview window shows a mobile website layout for 'SAM'S FINE JEWELRY' with a green background. It includes a navigation menu, a 'View Your Gallery' section with links to 'Bridal Collections', 'Fashion Jewelry', 'SFJ Swiss Watches', 'Gift Card', and 'Discount Card', a 'Today's Featured Item' section with an engagement ring, and a promotional banner for 'Pray for Rain'. A 'Submit' button is located at the bottom of the preview area. On the right side of the editor, a sidebar contains a 'Contact Us' menu with links to 'Contact Us', 'Hours', 'Like us on Facebook', and 'Cart', and a product preview for 'Engagement Ring 7267LYW'.

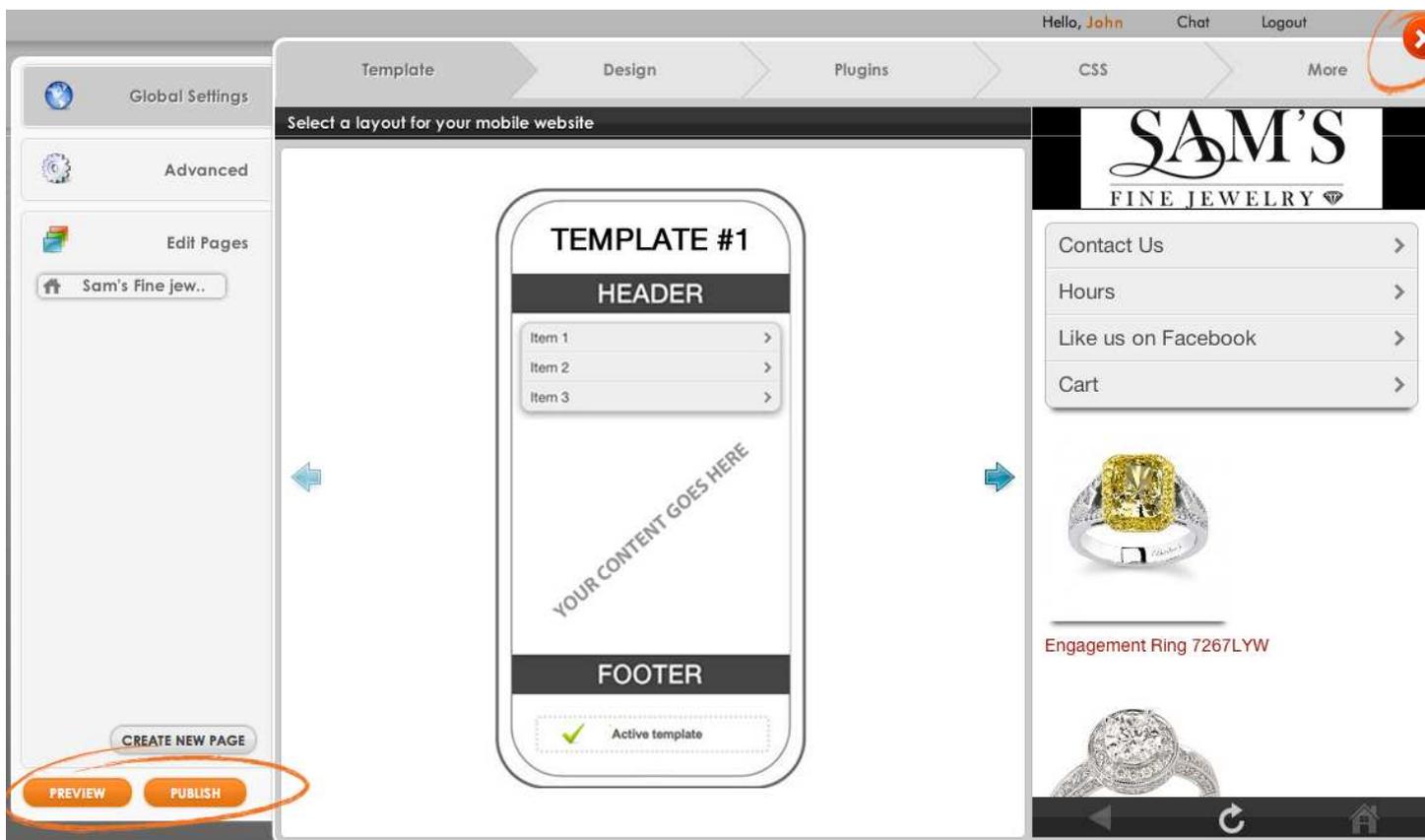
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## Preview, Publish & Exit

### Step 3.5

Once you have finished the customization of the website, click **Publish** in the bottom left corner. To exit back to dashboard, just click the **Red X** in right top corner. To see how your site looks live, click **Preview** in the left bottom corner.



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## Set-Up Redirect

### Step 4

After customization your site is ready to go live. The best way to get traffic is to set up the redirection on your company's website, which automatically serves the mobile website when you type your existing domain on your mobile phone.

To set up **redirect**, **copy and paste the code** into the **head section** of your existing website.

The screenshot shows the bMobilized dashboard with a modal window titled "Redirection Script" open. The modal contains the following text and code:

The redirection script sends your visitors to the mobile version of your website

Place this code in the **HEAD** section of your website:

```
<script type="text/javascript">
  var mobile_domain = 'samsfinejewelry2.bmobilized.com';
  // Set to false to not redirect on iPad.
  var ipad = true;
  // Set to false to not redirect on other tablets (Android , BlackBerry, WebOS tablets).
  var other_tablets = true;
  document.write(unescape('%3Cscript
src="'+location.protocol+'//s3.amazonaws.com/me.static/js/me.redirect.min.js'
type='text/javascript%3E%3C/script%3E'));
</script>
```

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## Tutorials and Support

### **bMobilized offers full support**

- Phone support call toll-free:  
**1-877-204-5420**
- Online chat – click right top corner
- Email support: [support@bmobilized.com](mailto:support@bmobilized.com)

### **Tutorials**

We offer both video tutorials and step by step guides.

<http://bmobilized.com/en/support-portal/tutorials>

### **FAQ – Frequently Asked Questions**

<http://bmobilized.com/en/support-portal/questions>



## About NYC Business Solutions

**NYC Business Solutions** is a set of services offered by the Department of Small Business Services to help businesses start, operate, and expand in New York City.

Our services are provided at no cost, regardless of the size or stage of the business. For more, go to: [www.nyc.gov/nycbusiness](http://www.nyc.gov/nycbusiness).



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