

Dude, Where's My Mobile?

Mobile - why it isn't what you think it is and why you are currently failing at it.



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The Low Down

- Lets define this little thing called “mobile”
 - What everyone thinks it is.....
 - What it actually is....
- You say you have problems, eh?
- Start here!
 - Not here...
- For the Ride Home...



What Everyone Thinks It Is....

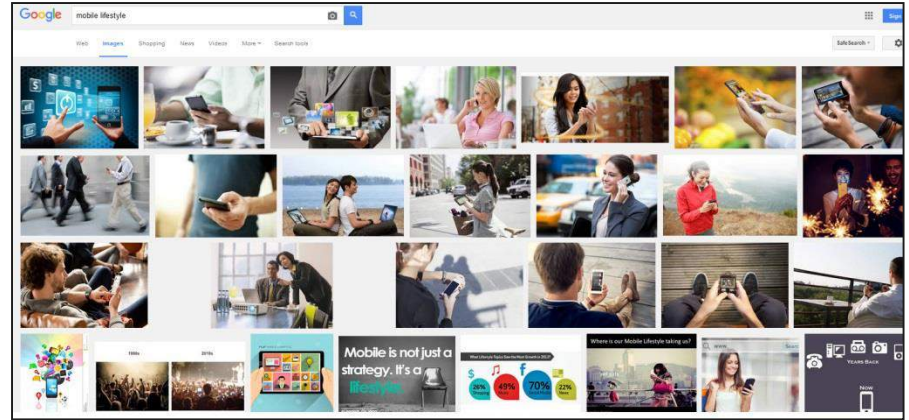
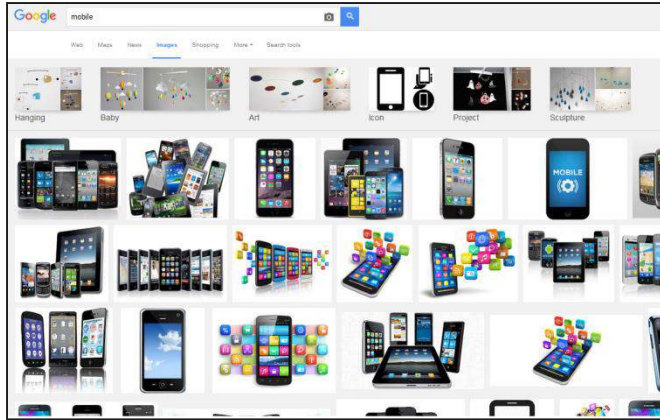


The Moral: NO, STOP, QUIT, THIS ISN'T MOBILE!!!

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A Little More NO!



A large collage of images and diagrams related to mobile technology. The collage includes various infographics, charts, and text-based content. Key elements include:

- What is MOBILE?**: A definition of a mobile phone as an electronic device used to make mobile telephone calls across a wide geographic area.
- Mobile Marketing**: A diagram showing the flow from Advertiser to Publisher to Customer, with associated services like Mobile Advertising and Mobile Analytics.
- What is Mobile Learning?**: A section discussing the benefits of mobile learning and its application in education.
- What is Mobile Wallet?**: A section explaining the concept of mobile wallets and their use in payments.
- Mobile Apps**: A section discussing the importance of mobile applications and their development.
- THE FUTURE IS MOBILE**: A large text graphic with a background of mobile devices.
- THE HOME DEPOT**: A logo for The Home Depot in the bottom right corner.
- Mobile Eco System**: A diagram showing the interconnectedness of various mobile devices and services.
- Mobile Payment**: A section discussing the use of mobile devices for payments.
- Mobile Analytics**: A section discussing the use of data to improve mobile marketing strategies.
- Mobile Security**: A section discussing the risks of mobile devices and how to protect them.
- Mobile Usability**: A section discussing the importance of designing mobile-friendly user interfaces.

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Let's Solidify This....

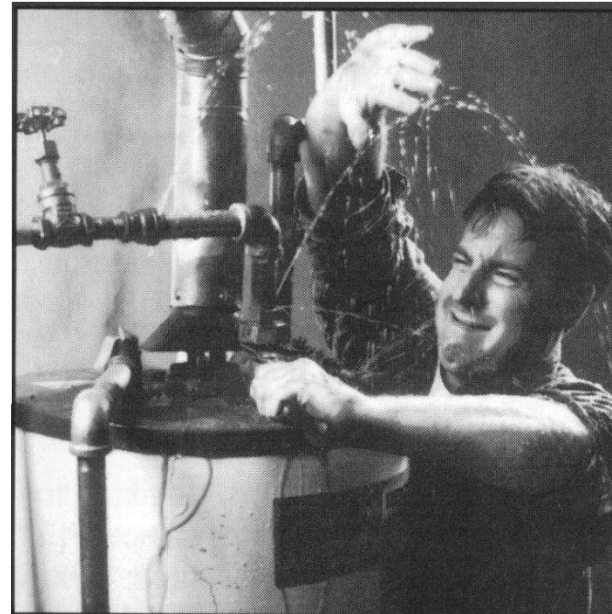


Nope, Still NOT Mobile!!!



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This Is Mobile!



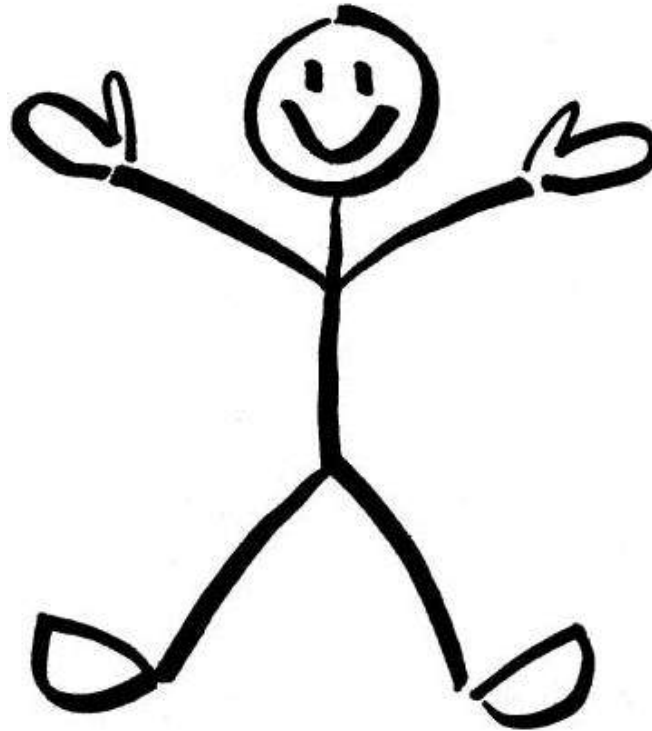
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This Is Mobile!

- Mobile is **NOT** a device, it is a lifestyle!
 - “The era of mobility has arrived. Newer, more powerful devices have been untethered from desktops and land lines. But the essential truth remains: people are mobile, not their devices.” Punchcut.com
- Mobile is about the people, not what the people are using!
 - A business or brand must be device agnostic if they are to survive
- Customers do not care what device they have in their hand, on their head, in their car, or anywhere else as long as it serves the purpose they have right at that moment.



Let's Take A Quick Look

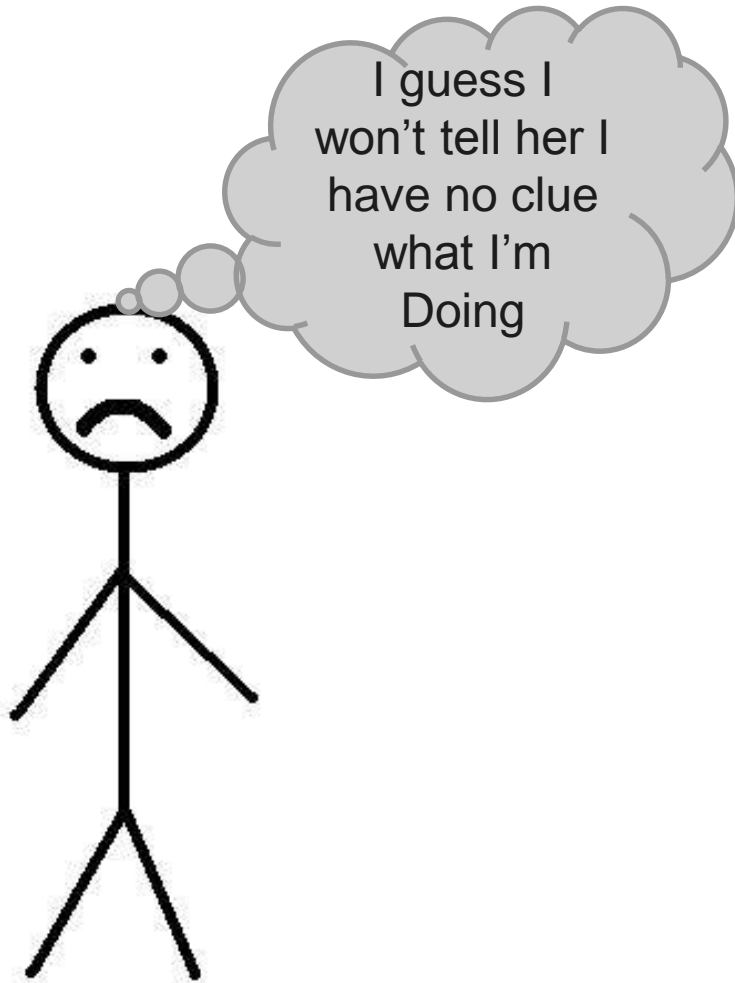


This is Bob

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Bob Has A Problem



Bob, you need to landscape the yard!!!!



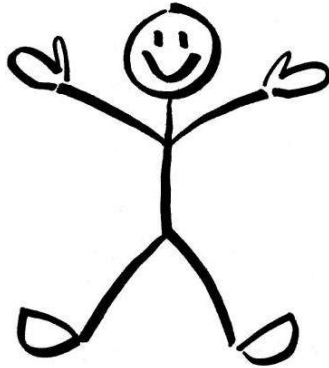
Bob Takes A Run To Think Over His Problem



Bob is old school and runs with an AM/FM radio so he can listen to sports radio. It's college football season again and College Game Day is sponsored by The Home Depot.



Bob Watches Some TV



Bob Grabs His Tablet On His Way To Son's Soccer Practice

FREE SHIP TO STORE OR HOME ON OVER 700,000 ITEMS. NEED IT NOW? BUY ONLINE AND PICK UP IN STORE.

More saving. More doing. Your Store: Jonesboro #123 Atlanta, GA 30354

Shop By Department Search All What can we help you find? DIY Projects & Ideas Register or Sign In Your Account

Home > Outdoors > Garden Center > Landscaping > Mulch

Mulch

Filter By: Your Store Jonesboro #123 (Change) Atlanta, GA 30354

Department: All Products (43) In Store (17) Sort By: Most Popular

Filter by: How To Get It Price Brand Ratings

USE THE RIGHT AMOUNT & TYPE OF MULCH FOR YOUR GARDEN

How Much Mulch Do You Need? Shop Mulch by Color Shop Mulch by Material

Mulch Calculator Bagged Mulch Bulk Mulch Straw

Black Mulch Rubber Mulch Wood Mulch

Red Mulch Brown Mulch



Rubber?

Wood?

Black?

Brand?

Red?

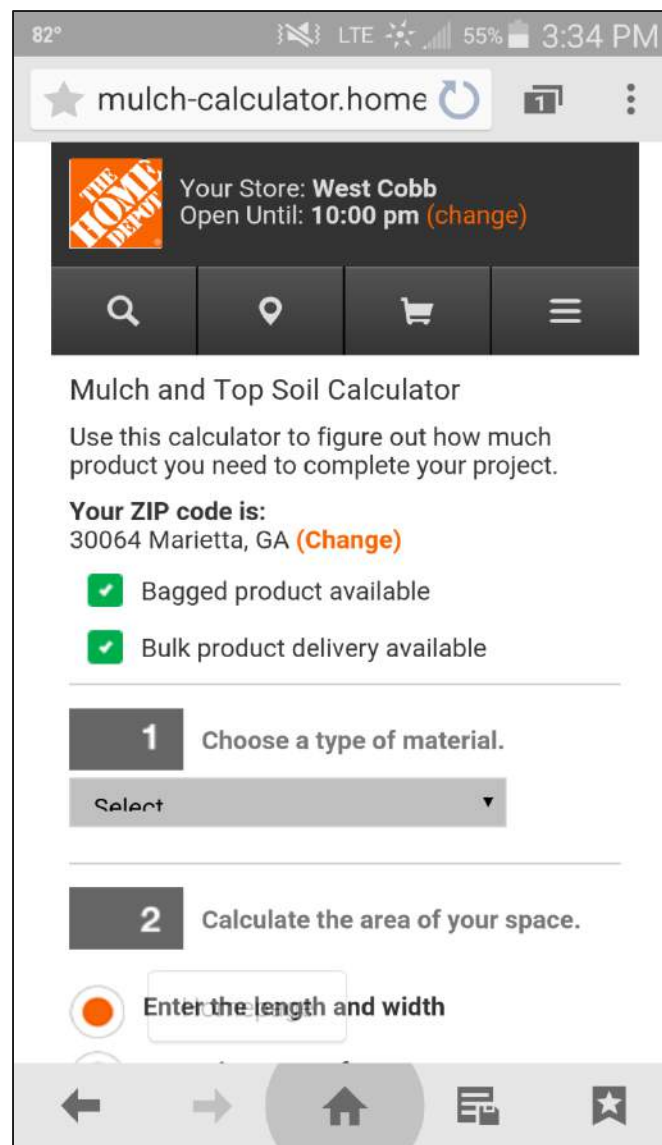
Brown?

Shape?

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Bob Get's Home & Heads Outside



Bob Grows His Knowledge!



Mulch and Top Soil Calculator
Use this calculator to figure out how much product you need to complete your project.

< Back **RESULTS**

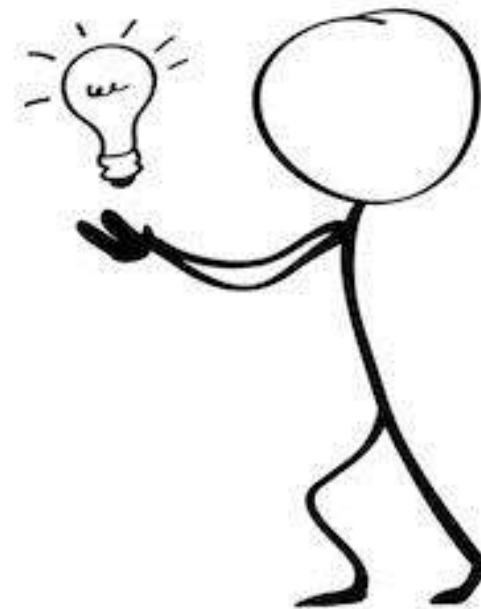

Total volume of your area **1,775.0** cu. Ft. ▾

Your ZIP code is: 30339 Atlanta, GA Bagged product available Bulk product delivery available

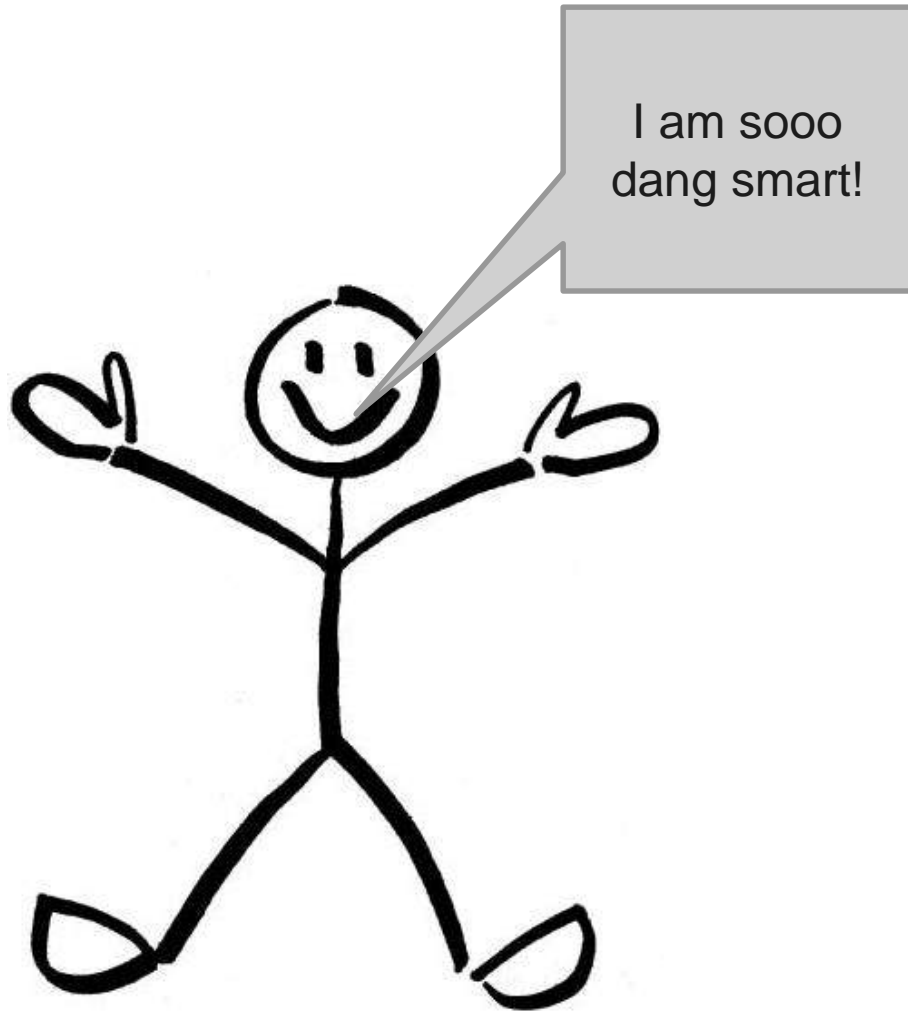
HOW MUCH PRODUCT YOU NEED:

BAGS	BULK <small>Why buy bulk?</small>
<small>Min. bag capacity for wood mulch is 2 cu. Ft.</small>	<small>Min. of 5 cu. Yd. for bulk orders</small>
	
888	65.7
2 cu. Ft. bags	cu. Yd.
SHOP BAGS	SHOP BULK DELIVERY

Buying Guides
[All About Mulch](#)
[Buying Mulch in Bulk](#)
Project Guides
[Adding Mulch Helps Your Plants Pop](#)
Garden Club
[Understanding Mulch](#)
[Give Your Garden a Fall Facelift](#)
[Mulching the Garden for Cold Weather](#)
Ask an Expert: Community
[Rubber Mulch vs. Regular Mulch](#)
[When To Mulch](#)



Bob Is The Hero!



Mobile Is: An Experience

1. Fulfilling a need in that moment
2. Where ever the customer is
3. Priced competitively (for retailers)
4. With enough detail to complete their thought, project, or purchase

The only part of mobile that matters is intent and mobile is always local!



Have A Few Problems??

- You don't know where to start with mobile
- You don't know what kind of mobile site to build
- You don't know how to track your mobile progress
- You don't have the resources to do everything you need to
- You can't seem to get the mobile friendly badge



Winning At Mobile (SEO)



Start Here →

- Build the personas out for your target audience
- Define the intent for each page you intend to build or at least for the template types you are using... Ex. How to vs. transactional vs. inspirational
- Align your mobile business and dev teams with your SEO team so that organic growth is everyone's strategic focus
- Pick your site(s) design: Responsive vs. Separate site (m. t. www.) vs dynamic serving
- Use schema, rel alternate, canonicals and tailor Google's crawl as efficiently as you can to reduce duplicate content and maximize site strength

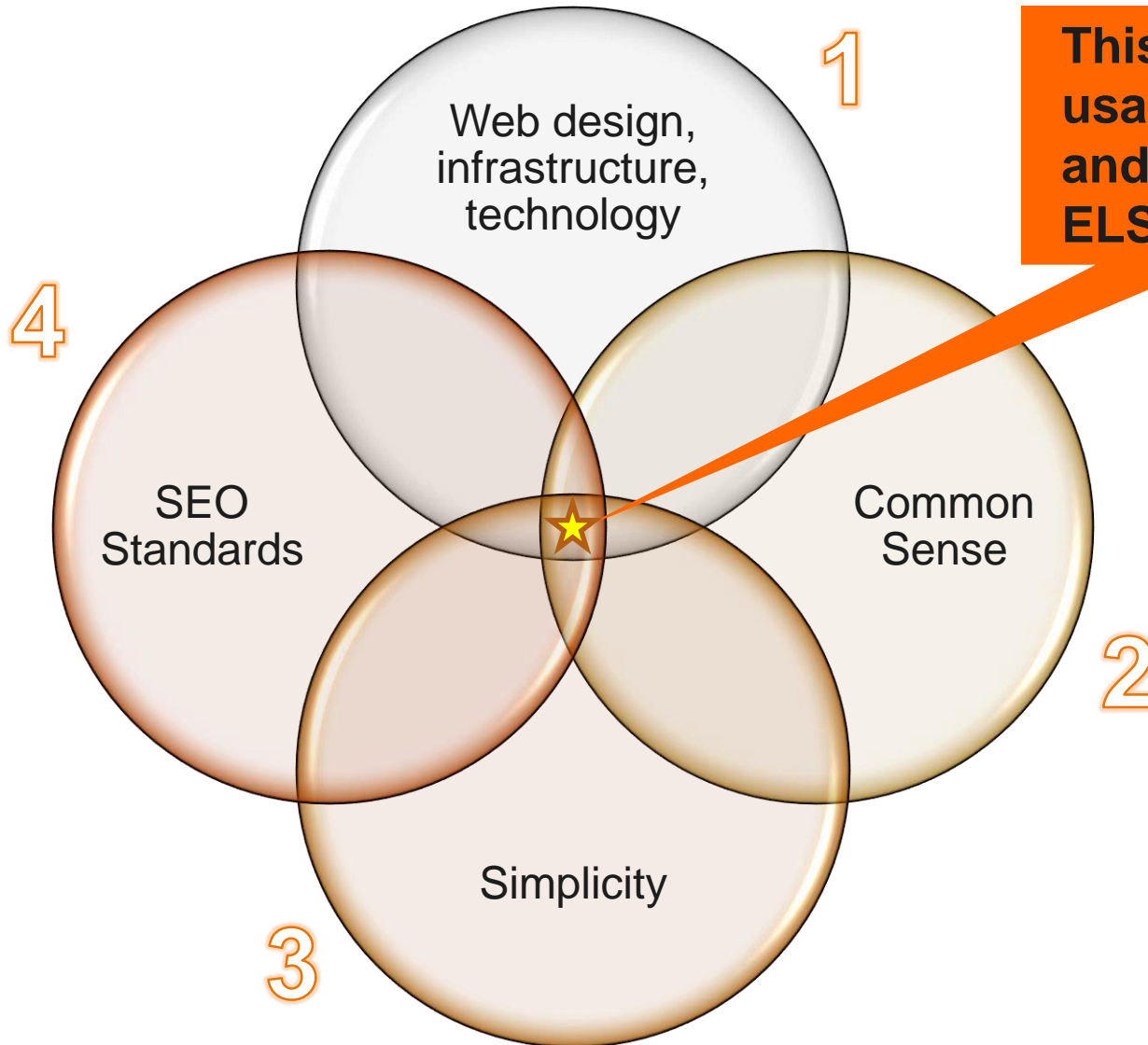


Start Here →

- Create analytics/rank tracking that makes sense
 - Use BrightEdge with a solid set of mobile keywords/pages to properly track your progress
 - Turn on location based SE's so that you can determine the variance in location based searches
 - Link your GSC profiles to your BE account to create a broader set of data
 - Create folder based GSC profiles so that you get more keywords to monitor
- Build an app **if and only if** you have technology that can help the user and it can't be done on the web!
 - If you build an app – get it indexed!!!!



Invest in Usability and Design



This is where usability exists and NO WHERE ELSE!



Not Here →



For The Ride Home

1. Forget the piece of technology in the users hand, on their head, on their wrist or anywhere else! Mobile isn't about the device, it is about people, being hyper local and being available in any moment that the end user demands it.
2. If your SEO team and mobile team are not like family you have already failed!!! Both teams must be responsible from idea to execution with results squarely on everyone's shoulders.
3. You have to pick the right design for your site or sites. Responsive design is not always the right choice and for most retail brands it is rarely the right choice.
4. User intent should be your sole focus and it should be what drives the pages you build for each type of situation
5. If you can't/shouldn't be solving the customers problem/need then don't build pages or other technology for it! Stick to your core competency instead of chasing shiny objects.
6. Mobile and Local are the same thing!

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