

General Overview and ROI

- **What is goMobi?**

goMobi is a service that makes your business easily available to mobile users with a fast and easy mobile website. goMobi ensures customers can easily find your business anywhere, anytime. Thanks to its intuitive and easy-to-use interface, customers get immediate access on their mobile phone to all the key information about your business and are able to 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 goMobi 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. For customers who do not yet have a desktop site and are maybe daunted by the prospect of having to build one, goMobi offers a really easy way to get up and running with a website that will work on both the PC and mobile phone.

- **What are the benefits to my customers?**

Studies show that visitors who access a full web 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 goMobi site resolves these problems and satisfies your mobile visitors by giving them quick and easy access to the key information about your business. A goMobi 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 goMobi you can send links via text message for your goMobi site to your customers' mobile phones so they always have your information in hand.

1 - Provide automatic redirection of mobile users from your business site to your goMobi site, so if your customers go to your desktop website on a mobile device they will automatically redirected to your mobile site. This requires adding some code to your existing desktop website and may require a designer to embed the code. The code can be accessed from the 'Advanced' feature in the Setup Assistant or by clicking on the Finish button on the Setup Assistant.

2 - Generate the QR Code flyer from QR Code feature. QR codes are a great way for people to go directly to your mobile site. You can easily generate a QR Code and/or marketing flyer with one click. 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 goMobi sites will increase your business's visibility to mobile users.

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

- **How does goMobi help to increase a site's visibility in mobile search engines?**

Each goMobi 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 provide keywords for your business in the 'Traffic Booster' feature in your Setup Assistant; 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 goMobi mobile site built?**

When you sign up for goMobi, you get access to the user friendly goMobi Setup Assistant which puts you in charge of your site's look and content. With the Setup Assistant your site can be built in minutes and edited whenever you wish. Another great feature of your goMobi site is that some of the content from your full site will already be populated for you on your goMobi site, such as your telephone number, address and logo etc.

- **How often can I update/change my site? Are there additional costs for that?**

You can easily use the Setup Assistant at any time to make all the changes you want. There is no extra charge, so feel free to experiment and find the best way for you to use your mobile website to grow your business.

- **What is included in the package?**

The following is included in the package:

- Hosting of the goMobi 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 goMobi site can be set up in minutes with the simple and easy to use Setup Assistant. Even

before your first use of the Setup Assistant, goMobi is at work to make the process fast and easy. goMobi offers a unique feature, with its underlying technology, allowing the pre-populating some of your content such as your telephone number for 'Call Us'. Making any changes to pre-selected content is very easy. The Setup Assistant is highly intuitive and will guide you through each feature you want to include.

- **Does goMobi require a .mobi domain name?**

No, goMobi does not require a .mobi domain name. goMobi can be activated on any 2nd level or 3rd level domain.

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

Yes. Your Reseller can easily help you point your domain to your goMobi 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. Please contact your goMobi provider for the details.

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

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

- **If I change the source site to a different site, how quickly is this reflected on the goMobi site?**

The source site content is only used to populate the site the first time. Therefore changing the source site to a different site will have no effect, since the user would have confirmed their settings via the goMobi Setup Assistant. If they have not confirmed their settings, then content from the new source site will be available in minutes.

- **My domain supplier doesn't offer goMobi. What can I do?**

If you have a domain name with another registrar, you can you one of 2 things:

1. You can set up a CNAME record at that registrar who manages your domain name to point your domain to your goMobi site [lb.goMobi.info]. You should also use URL forwarding to point YourDomain.com to www.YourDomain.com to ensure that traffic to either YourDomain.com or www.YourDomain.com will reach the goMobi site **OR**
2. You can transfer your domain to the registrar who you have purchased your goMobi website from.

- **Can I transfer my goMobi subscription to another provider?**

No, your goMobi subscription is a unique contract with your provider and so to transfer to another provider you would need to purchase a second goMobi subscription with the alternative provider.

- **Can I easily transfer my goMobi site without having to rebuild it?**

Yes; you can create a new subscription with the new provider, and copy the content of the goMobi site across by following the instructions in the goMobi Setup Assistant (under the 'Advanced' section in the Feature Panel).

- **I have an Instant Mobilizer subscription. Can this be easily changed to a goMobi subscription?**
Yes. You can easily switch your Instant Mobilizer subscription to a goMobi subscription. Please contact your registrar or reseller for more information.

General FAQs

- **How do I change the position of a feature?**
To change a position of a feature click on the *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 *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 *Options* link in any of the features and then click on the 'Change Icon' link.
- **Can I add my own custom icons to my mobile website?**
No, currently you can only choose from the icon sets that are already available.
- **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.
- **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 3 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 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

- **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 'Options' area of each feature.

- **Can I customise the colours on my mobile site?**

You can customize the colors of your mobile website in the 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 colour, 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 of your existing website into the 'Your Website address' input field. This will associate your existing web site with your mobile website.

- **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

- **What video formats are supported?**

Your mobile website only supports YouTube videos

- **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

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

By adding the 'Full Website' feature to your mobile site your visitors will have the option to view a 'mobile friendly' version of your desktop site or view the Full website as seen on a computer.

- **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 Monetisation feature.

- **Can I use Flash?**

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

- **Multi-lingual Support**

- **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.

- **What languages are available?**

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

- **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.

- **Can I also change the language of my mobile website?**

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

- **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 full website feature not translated?**

We do not translate your full 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, 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 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 however resellers of goMobi have access to the goMobi Configuration API. Please contact your resellers for more information on this. For a small number of sites (approximately twenty) you can use the 'Copy Site' feature in the 'Advanced' section.

- **Can I remove the branding in the footer of the site?**

Yes, go to the Advanced Feature in the Setup Assistant [Control Panel] and select the 'Suppress Branding' option from the options view. This will remove the footer.

- **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?**

This can be done by adding redirection code to your desktop site.

- **How do I redirect customers to my mobile website?**

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, 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.

- **Step 1.** Select the required language, in this example we have selected Javascript, and generate.

- **Step 2.** Download redirection code
- **Step 3.** Open downloaded redirection code in text editor
- **Step 4:** Paste this code into your HTML before the </head> tag. If your site uses a content management system such as WordPress or templates, this code should be included in all of your templates

Once you've put these changes live on your desktop site, all traffic from mobile phones will be seamlessly redirected to your mobile site.

- **'Find us' Feature applying direction and distance**

- **How does the "find us" function work?**

The basic objective of this feature is still to allow visitors of the mobile site to get directions to the location of the site owner's business. When accessed from a high-end Smartphone with built-in GPS, the visitor will be asked permission to use the GPS to provide accurate information on the actual distance to the business and indication of what direction to take to reach it.

- **What type of phones does it support?**

This feature has been tested successfully with iPhone, Android and PalmPre.

- **What about other types of phones?**

The advanced feature is transparent and only offered to high-end devices with the required functionalities. Less advanced phones still have the possibility of getting turn-by-turn directions by entering their current location manually.

- **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?** – currently Dollars [USD] , Euros [EUR], Pounds [GBP], Chinese Yuan [CYN] and Japanese yen [JPY]
- **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.