



RISKebiz.com Reports Staggering Growth, Tidy Profits and Enormous Market Driving the Mobile Web

Los Angeles, CA, January 24, 2008 --(PR.com)-- Gone are the days when people need to be attached to a PC or laptop computer to search the net, the new frontier is here and the direction is mobile phone web based searching. This is not a fad but an emerging fact. Mobile websites or websites that allow proper viewing for cell phones and mobile devices are needed in order to allow the millions of people searching the web on their phones the ability to find your business, website or service quickly and easily from anywhere in the world. Mobile phones are set to overtake PC's in several markets as the dominant platform for searching the mobile web. Globally over a quarter of mobile phone users have already accessed the web via their cell phones and that number is growing substantially. Cell phones are lighter, cheaper and completely portable, making them an ideal way to search the net no matter where in the world the individual is. Searching the web using mobile phones will be an everyday occurrence for most people as mobile telephone carriers continue to increase the speed of their networks and mobile devices are able to handle more and more bandwidth. Just think about it, if someone can find your product or company just by using their mobile phone, wouldn't you want to make sure you had a mobile ready website?

The problem, HTML based websites cannot just be reformatted to suit adequate mobile web viewing requirements. Search engines and operating systems do not reformat websites to fit properly on cellular phones or mobile devices. Although this reformatting is commonly occurring by default, web sites viewed on a cell phone display look like a big mess of text with non functioning or slow loading images and links. The primary problem is too much information and text on too small a viewing surface.

The solution, mobile websites that are built, designed and programmed for optimal mobile viewing. A properly designed mobile web site is easy to navigate, quick loading, free of text clutter and bulky imaging and is properly programmed to fit all mobile devices. Try visiting <http://cnn.com> on your PC browser, now shrink the browser to 3 inches vertically and 3 inches horizontally, yikes, what a mess right? Now try visiting CNN's mobile web site at <http://m.cnn.com> with your browser still shrunk to 3 by 3 inches. The difference is night and day. You can also try this example directly with your cell phone or mobile device to see the difference first hand. You will be able to see how simple resizing and recoding software or search engines that claim to display your HTML web site for mobile devices are just not effective solutions or even quick fixes. This simply doesn't work very well, period. The ease of use and information on the go is enabling more and more people to stay connected away from their homes and offices. If a site is not adapted for optimal mobile viewing it not only requires a lot of scrolling and patience by the mobile web surfer but also may never even be found.

Quick one or two word searches and the ability to click and find everything fast and with one hand is the most appealing factor for on the go mobile web users. This is exactly the reason that CNN News has a mobile website and an HTML site. The mobile version of their website meets the growing demand by mobile phone users for fast, timely information, easy search functionality, quick scroll and click links that don't require a magnifying glass or side to side - up and down scrolling. Ease of use and information on the go is enabling more and more people to stay connected away from their homes and offices. All cell



phones and mobile devices sold today have built in browsers and search capability, if you haven't already tried using your cell phone or mobile device to access the web, try it.

More and more companies are having mobile versions of their websites created and designed to keep pace with the growing demand for mobile content. All you have to do is pick up the paper or read the Google news blogs to know how big the mobile web is becoming and how widely used it will be. United States and Western European mobile advertising revenues alone are predicted to reach a total of \$5.08 billion by 2012, up from an estimated \$106.8 million at year-end 2007, according to Local Mobile Search's "US and Western Europe Mobile Advertising Revenue Forecast, 2007-2012". The number of phone users accessing the mobile web increased 60% overall in 2007 according to Forrester Research. In addition just like the early days of the PC based web, the first companies to adopt the mobile web will get the biggest gains and largest market share. Keep in mind the multi-billion dollar figure is purely advertising revenue, and in only two economies, this does not take into account mobile commerce transactions, mobile services or applications. It's really just the tip of the iceberg.

Finding a decent company to help you get your website mobile ready is often a difficult process. There are several good mobile design companies and mobile programming companies out there, the key is to find one that offers free consultation and has plenty of experience with mobile website design and mobile website development. When searching for a mobile development company, always ask to see a company's client list and examples of their work before agreeing to go with them. RISKebiz Internet Services Inc. accessed on HTML platforms at <http://www.riskebiz.com> or on mobile platforms at <http://riskebiz.mobi> is a great place to start. RISKebiz provides mobile programming, mobile website design, mobile website optimization, custom mobile applications such as mobile video streaming, mobile web application development and free professional mobile consultation. RISKebiz does everything from building, designing and programming mobile websites, to providing clients with mobile web solutions for maximizing the monetary value and user experience of any mobile website. In essence, an effective corporate marketing and sales campaign should include mobile web site development at all levels of business.

Considering the fact that Google is rushing to get a mobile platform launched for later 2008 and large corporations are racing to create mobile applications to keep their customers, it is no wonder companies and corporations need to include in their 2008 budgets at least a modest amount for mobile web site development and design. Over 55% of mobile industry executives recently interviewed feel that mobile website design, development and functionality have to be addressed. In other words, of the small percentage of companies already with mobile websites, only a fraction of these are actually what industry experts would consider mobile web friendly. This industry clearly has phenomenal upside but currently lacks the awareness, functionality and development needed to truly maximize both the mobile users experience and the monetary value for corporations and individuals alike. By 2012 it is predicted that there will be four times more mobile phone users than PC based users. The numbers are staggering. The mobile web is clearly set to explode as the PC based internet did in the mid to late 1990's. Are you or your corporation going to be left behind?

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