How to Guide

How to create mobile web pages

text
local
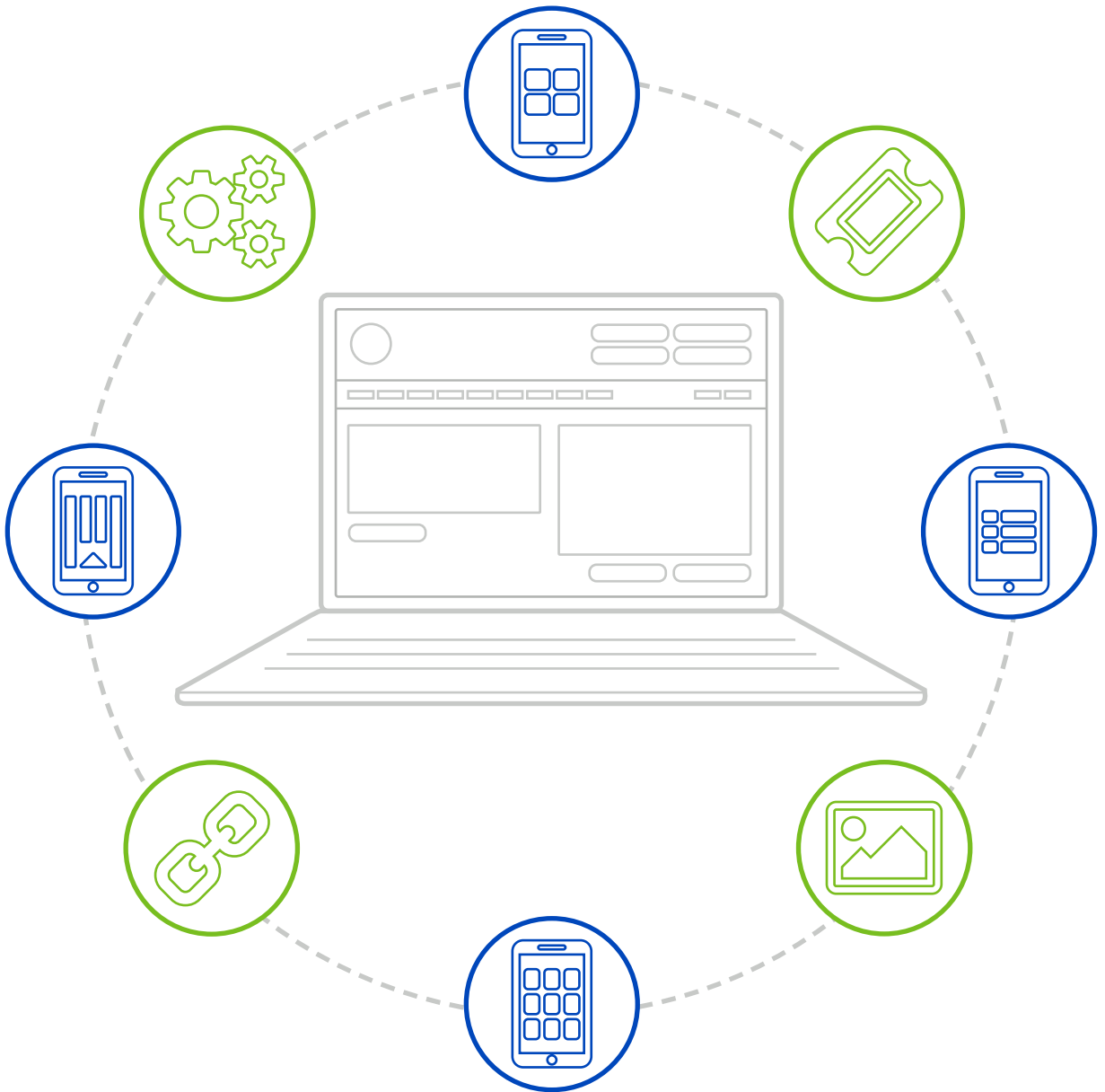
Contents

Getting started

With the rapid growth in smartphone adoption over recent years, mobile websites and web pages are essential in helping consumers make immediate choices using the device they carry with them every day. This guide covers everything you need to know about building mobile web pages to make your communications much more effective.

An introduction to mobile web pages

A mobile web page is a page that has been designed to give a better user experience when viewed on a mobile phone. It works in the same way as a mobile website, sending the user directly to a specific URL when accessing your website from their mobile.

Using Textlocal, you can create your own mobile web pages. Alternatively, we can create pages on your behalf.

Why mobile web pages?

As the growth in smartphones continues, your customers expect you to provide mobile friendly web pages. Here are five reasons why you should consider making mobile web pages part of your overall website strategy.

1. Links to mobile web pages can be easily inserted into a standard SMS text message
2. Mobile web page click-through rates are individually trackable – so you can measure ROI
3. Content-rich mobile web pages say a lot more than a 160-character text message
4. Mobile web pages are great for simple forms, so make an ideal data capture tool
5. Using a mobile web page costs significantly less than printing menus, flyers and vouchers which would typically be mailed to customers.

Mobile web pages can be built for just about anything including:

- Menus
- Opening Times/ address details
- Maps/ directions
- Promotional posters/ emails
- Vouchers
- Online booking/ registration forms
- Timetables

What's in it for your customers?

Your customers deserve the best experience from you, so make it enjoyable for them when visiting your website from their mobile. Including a link to a web page in a text message makes it quick and easy for them to access information.

Designing your mobile web page

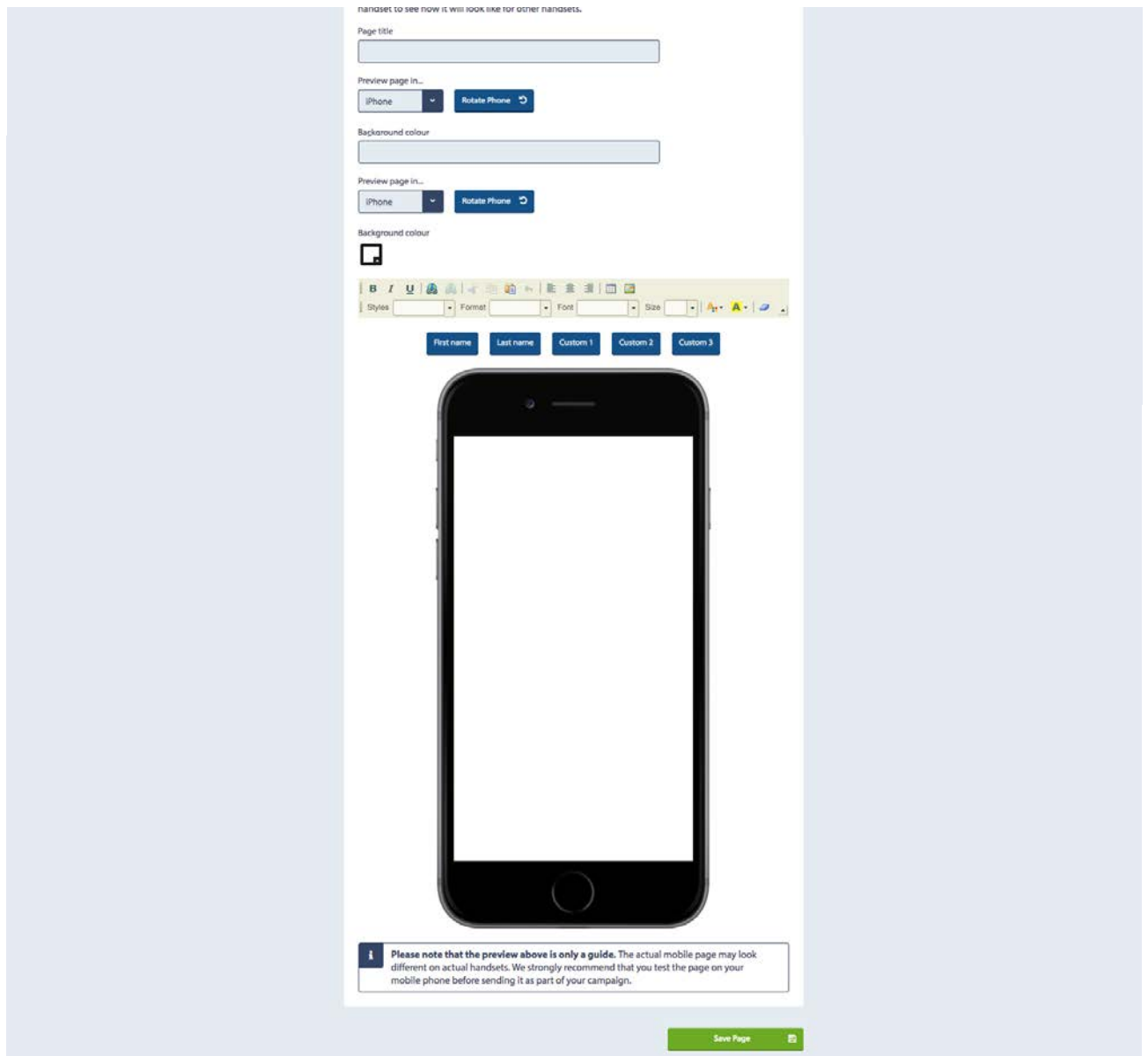## Mobile web pages are easy to create using your Textlocal account.

Step 1

Simply click 'Mobile Pages' on the top navigation bar and from here, you can create new mobile web pages or edit existing ones.

Step 2

Click 'New Page' to create a brand new mobile web page. If you want to edit an existing page, click on the page name to open and edit.

Textlocal also makes it easy to view reports on your mobile web pages, so you can see which pages are working well and which might need improving.

Textlocal Tip
You can create as many mobile web pages as you want to make sure you get the best response.

Step 3 - Creating a new mobile web page

To start designing a new mobile web page, click 'New Mobile Page' to open your template options

Give your page a title, choose your preferred template and select a background colour. This can be changed at any time should you decide you want to make any improvements. Textlocal's easy to use toolbar, located above your blank template, is where you'll find all the tools you need to create your mobile web pages. The elements are all common to programmes such as Microsoft Word and PowerPoint, which you may use daily.
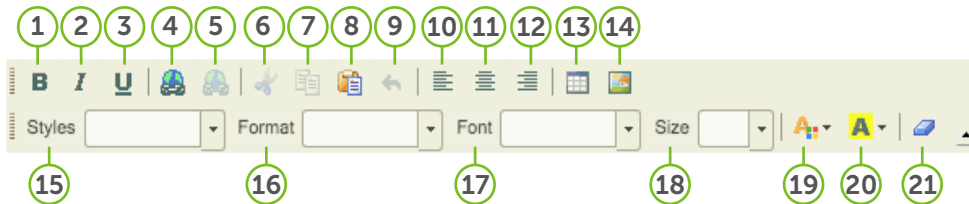
1. Bold text
2. Italicise text
3. Underline text
4. Insert a hyperlink
5. Remove a hyperlink
6. Cut
7. Copy
8. Paste
9. Undo
10. Align left
11. Centre

12. Align right
14. Insert a table
15. Insert an image
16. Select your style of writing
17. Format the headers and body copy
18. Choose your font
19. Choose the font size
20. Choose the text colour
21. Choose text background colour
22. Remove a pre-selected format

Adding custom fields

Custom fields give you the flexibility to create a more personalised experience for your message recipients.

Use custom fields to add specific information about the individual recipient, to personalise their mobile web page. This works for any additional data you upload with the contact numbers and gives your campaigns greater impact.
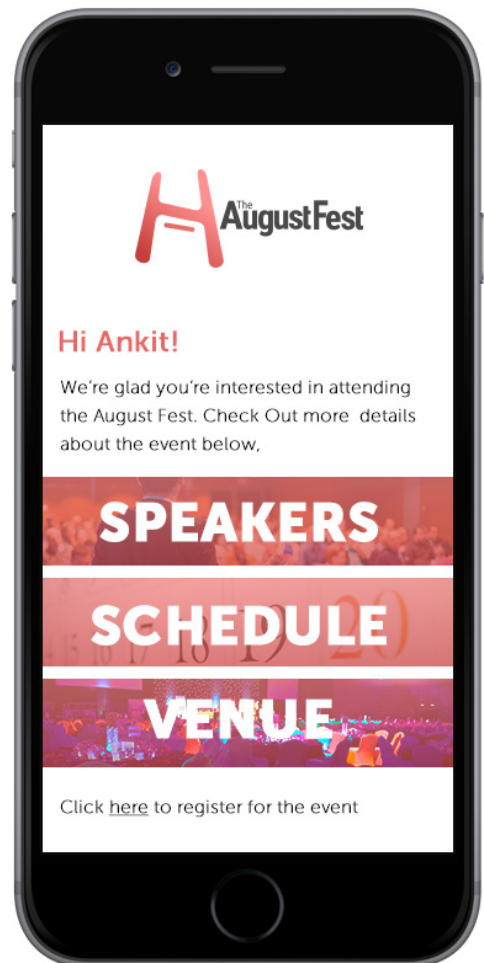
| First name | Last name | Custom 1 | Custom 2 | Custom 3 |

Uploading data in this format will allow you to design a mobile web page like the one shown to the right.
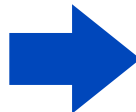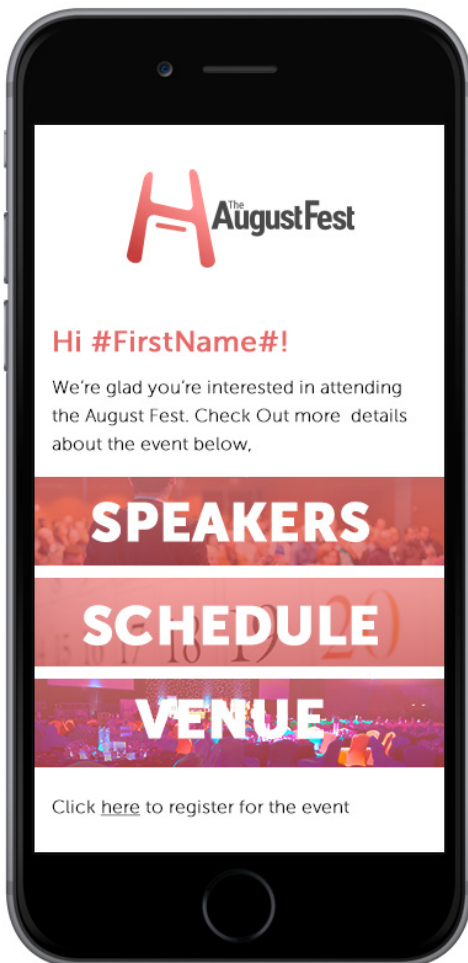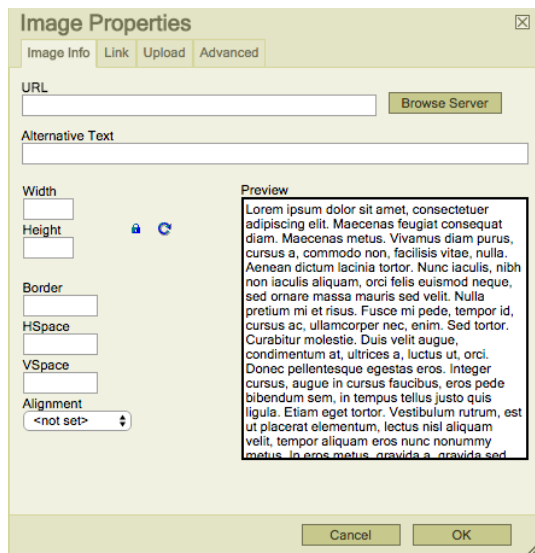
Adding images to your mobile web pages

Mobile web pages can hold more than just text. Add images in a variety of file types including .jpg, .gif and .png.
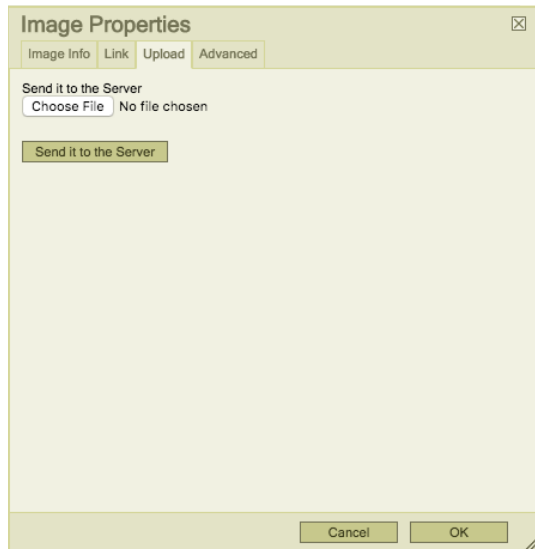

Step 1

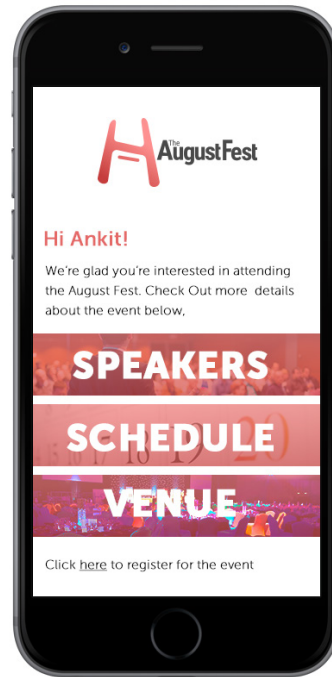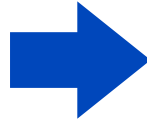Click on the image icon on your toolbar to add an image.

Step 2

Browse to find the location of the image you want to use.

Step 3

Adjust the height and width of your image to the correct size.
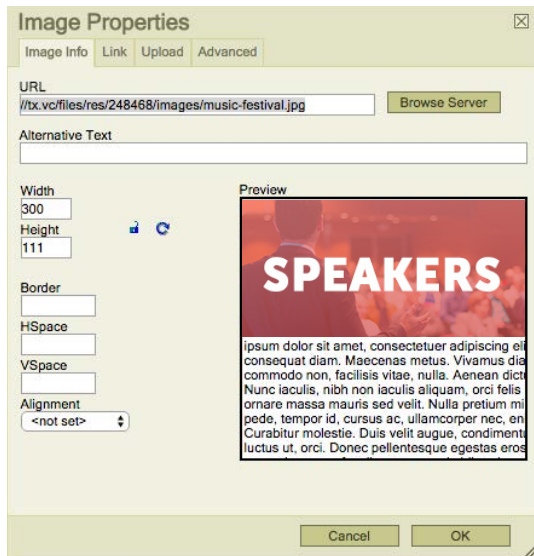
Step 4

Your image will appear on your mobile web page. Move it to the correct position on the template and continue building your mobile web page to format text in your desired font, colour and size.

Building hyperlinks

With Textlocal's hyperlink feature, you can link other web pages to your mobile web page. This allows recipients to easily access all the information they need, from the original mobile web page.

Step 1

Highlight the word or phrase you want to add a hyperlink to and click the hyperlink icon in the toolbar.

Step 2

Copy and paste the URL into the URL box and click 'OK'.

Once you've perfected your mobile web page, you're ready to add a link to it in your text message.

Textlocal Tip
Remember you can change your background colour at any time.

Step 4 - Sending your mobile web page

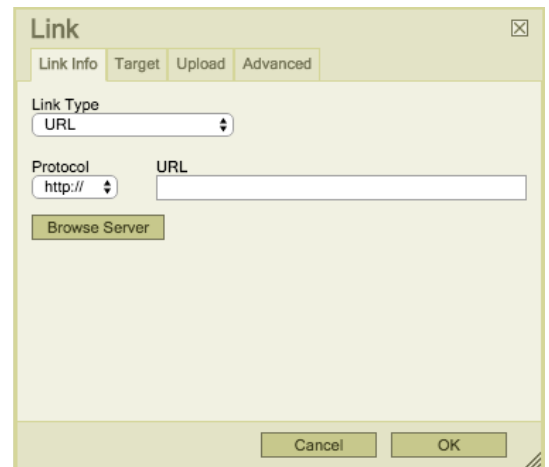To send your mobile web page, save your final version and come out of the mobile web page creator page by clicking 'Send Text Messages' on the top left of the navigation bar. You will need to follow the same steps as you would when sending a normal text message. As normal, choose a group or individual contacts who you want to send your message to. Then select your sender name, a template if desired and then type out your text message.
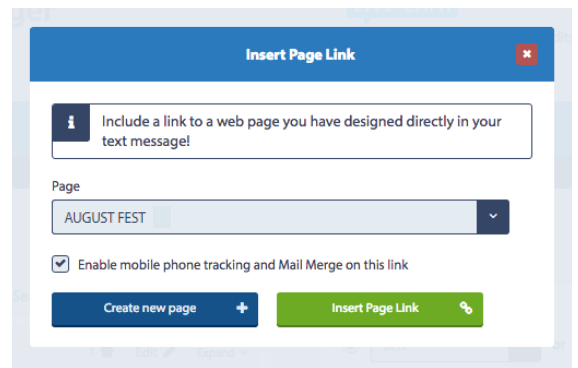
> ## Textlocal Tip
> It's likely there will be a small number of recipients who don't have a smartphone. They won't be able to click through to your mobile web page so make sure your text message is clear on what your web page is about, to avoid confusion and possible opt-outs

Click here to choose the page link to insert
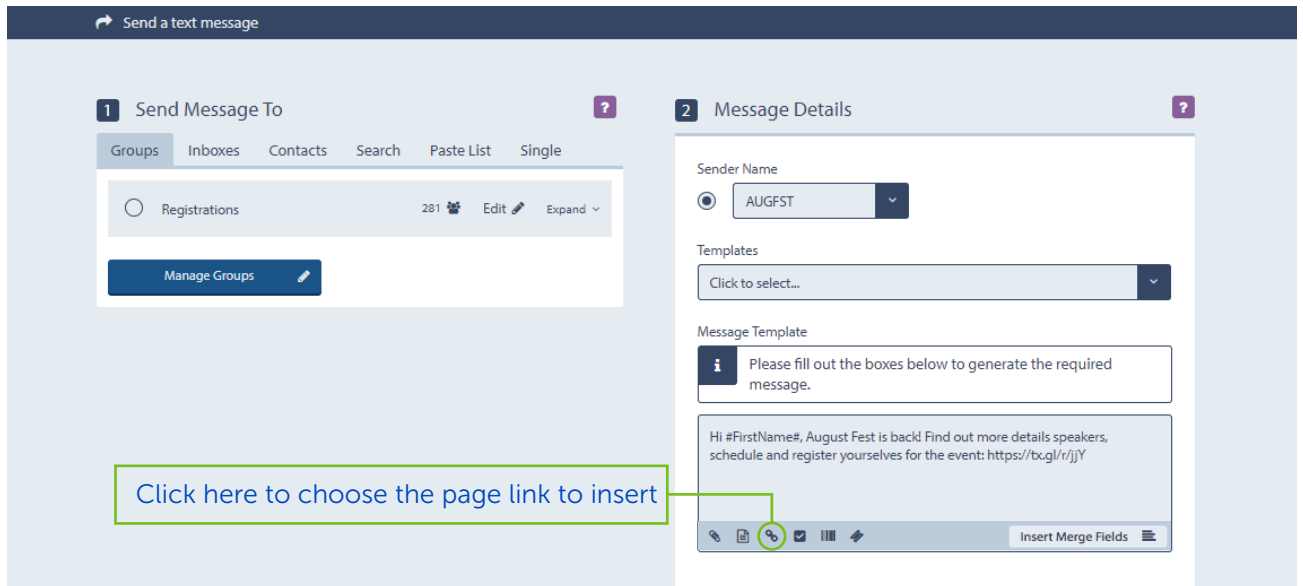
Making sure you track your links

When you select the mobile web page to include in your message, you will be prompted to enable tracking and mail merge on the web page link. Ticking this box will give you access to reporting on your message send, to see who opened your link and when.

What's the difference between a page link and a short link?

A page link is a link your recipient clicks to take them directly through to your mobile web page. A short link takes your mobile web page link and converts it to a shorter link that will take up fewer characters. When sending a message including a mobile web page, you should consider:

- Do you need an opt-out link?
- Do you want to schedule your messages for optimum impact?
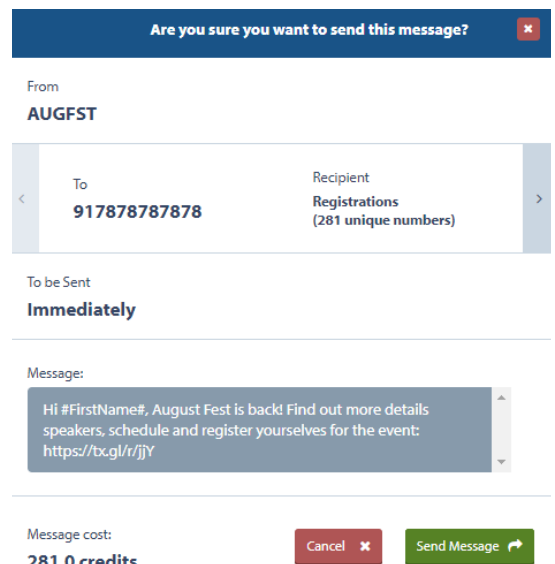- Do you want people to be able to reply?

Confirming your send

When you're happy with your message, have tested all the links are live and your tracking is working correctly, click 'Send Message'.

Once you've sent your message, you will see the confirmation screen.
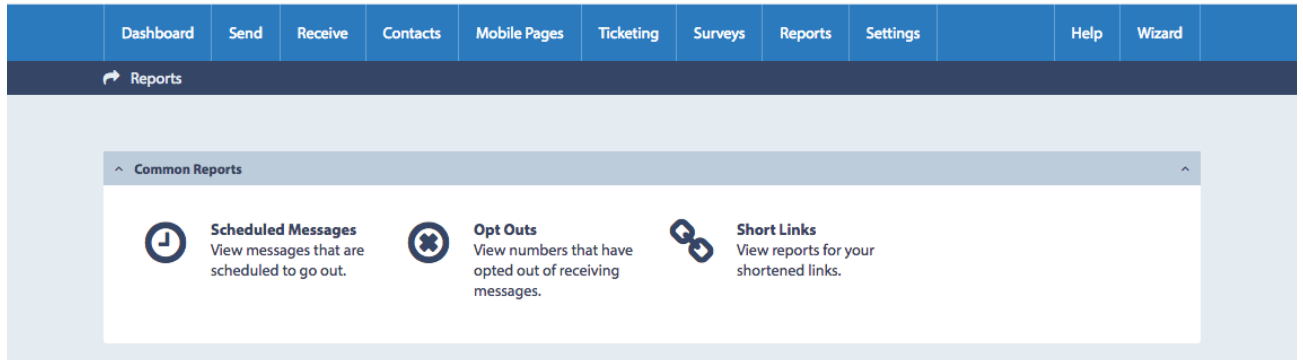
> **Textlocal Tip**
> Send the message to yourself first to make sure everything is correct before you send the campaign out.

Reporting on your mobile web pages

Standard reporting is available for all messages sent containing links to mobile web pages. You will find delivery reports for your message sends in the normal reports section of Textlocal.

In addition, you can view the details of the responders that have clicked on the link (providing you ticked the option to do so when building your message). This report shows the mobile number that clicked through, the device it was opened on and the time and date the link was clicked; so you can create targeted, relevant follow-up text messages to responders.

You can view data for each mobile web page or short link, and export it into Microsoft Excel.

text local

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