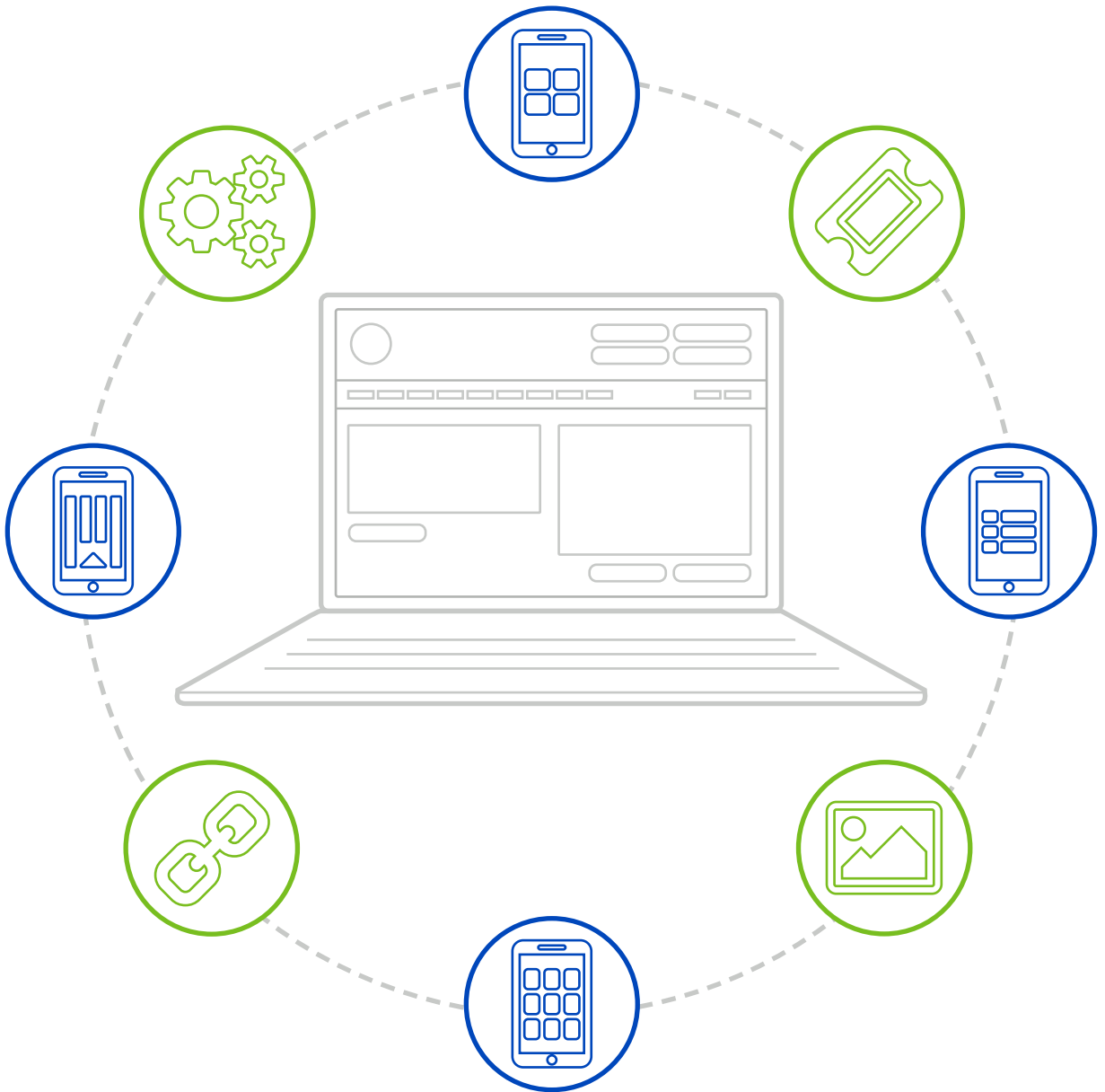


How to Guide

How to create mobile web pages



Contents

Getting started	3
An introduction to mobile web pages	3
Why mobile web pages?	3
What's in it for your customers?	3
Designing your mobile web page	4
Creating a new mobile web page	6
Adding custom fields	7
Adding images to your mobile web pages	8
Building hyperlinks	9
Sending your mobile web page	10
Making sure you track your links	11
What's the difference between a page link and a short link?	11
Confirming your send	11
Reporting on your mobile web pages	12

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.

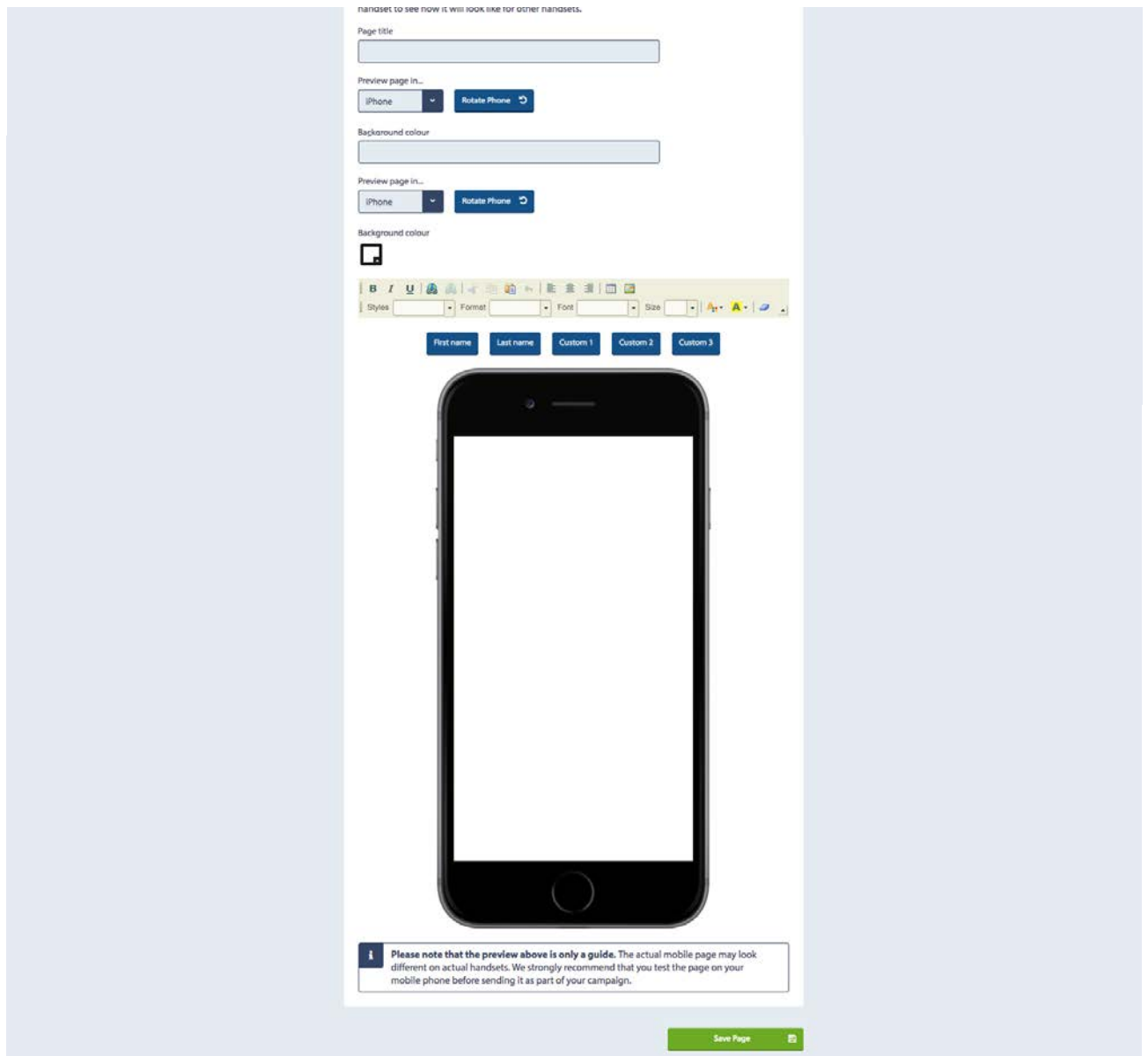
Step 1

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

The screenshot shows the Textlocal dashboard interface. At the top, there is a navigation bar with tabs: Dashboard, Send, Receive, Contacts, Mobile Pages, Ticketing, Surveys, Reports, Settings, Help, and Wizard. A dropdown menu is open under 'Mobile Pages', showing 'View all Pages' and 'New Mobile Page'. Below the navigation bar, the main content area is titled 'Home User Message Centre'. It contains several promotional banners: 'Downloadable Reports & Guides', 'Love Textlocal? Refer a Friend', 'Please take a look at our new Textlocal mobile marketing 'how-to' videos', and 'Have we got your company details correct?'. Below these are two '30 day total stats' sections. The left section shows summary statistics: Sent (6), Received (0), Page Hits (17), Link Hits (34), and Last Login. The right section is a line graph showing '30 day total stats' for 'Sent' (yellow line) and 'Received' (blue line) messages from 24 Jan to 23 Feb. The 'Sent' line shows significant fluctuations, peaking at 20 on Feb 23. Below the stats are two sections: 'Messenger App' featuring a smartphone image and a list of app features (Send to SMS contact groups, View inboxes, Schedule messages, Import data, Pull contacts from your handset) with a 'Download on the App Store' button, and 'Tips and Tricks' with two text boxes: 'Need to schedule a send when you're out and about? Download our free mobile app "Messenger" to access your account on the go.' and 'You can move contacts from your phone onto your Messenger account by using the Messenger mobile app. Available for iOS and Android.' and 'Track all your links in one place, to see how many people opened your links by using the'.

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.



The screenshot shows the Textlocal mobile page creation interface. At the top, there is a text input field for 'Page title'. Below it, a 'Preview page in...' section features a dropdown menu set to 'iPhone' and a 'Rotate Phone' button. This is followed by a 'Background colour' input field. The interface repeats these elements for a second preview section. Below the second preview, there is a 'Background colour' section with a small square color selector. A rich text editor toolbar is visible, with options for 'Styles', 'Format', 'Font', and 'Size'. Below the toolbar are five buttons: 'First name', 'Last name', 'Custom 1', 'Custom 2', and 'Custom 3'. The central focus is a large black smartphone icon with a white screen. At the bottom of the screen, a warning box contains the text: 'Please note that the preview above is only a guide. The actual mobile page may look different on actual handsets. We strongly recommend that you test the page on your mobile phone before sending it as part of your campaign.' A green 'Save Page' button is located at the bottom right of the interface.

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.

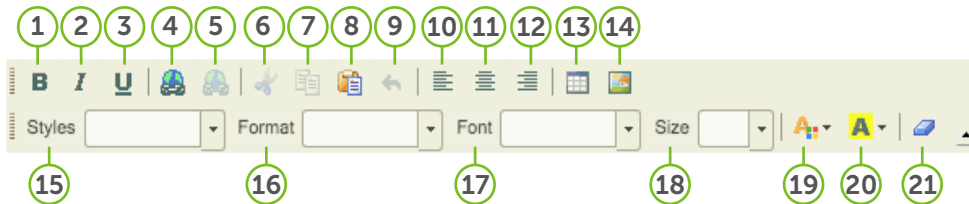
Textlocal Tip

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

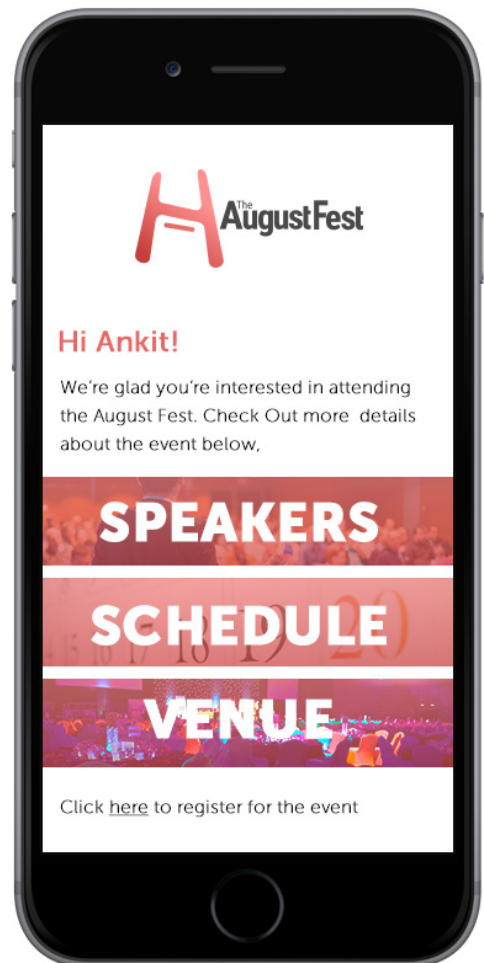
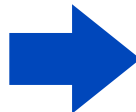
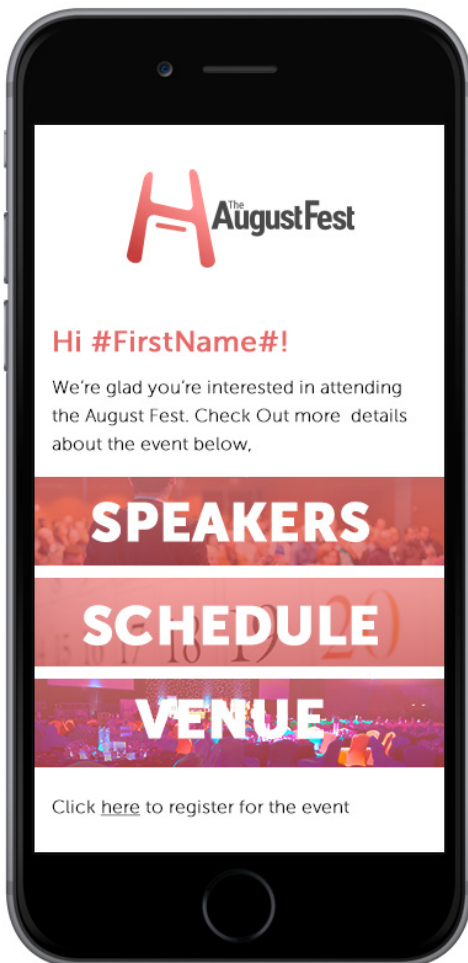
Custom 2

Custom 3

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

Textlocal Tip

Always remember to save your mobile web page as you make any changes



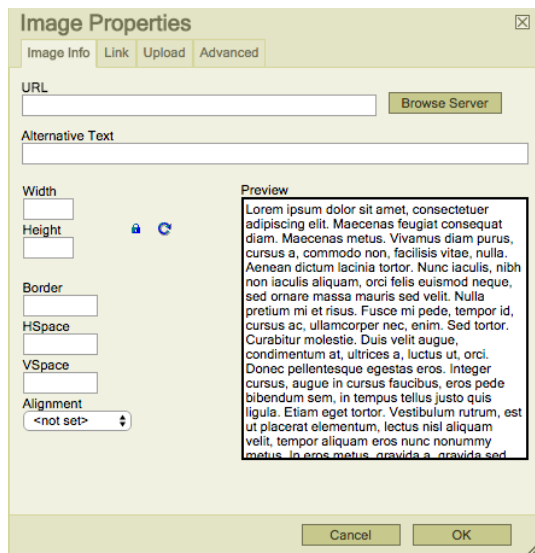
Adding images to your mobile web pages

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



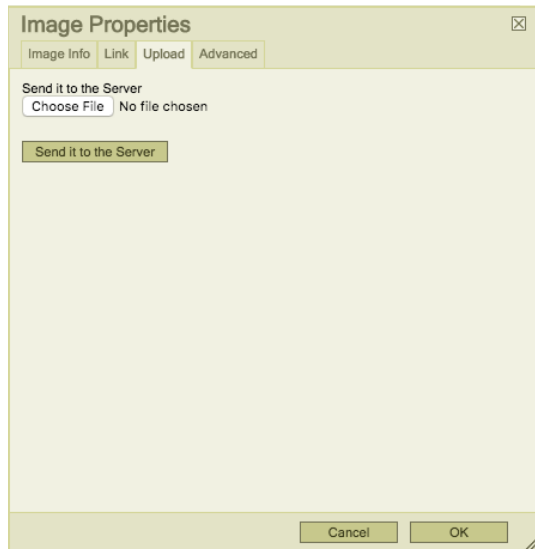
Step 1

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



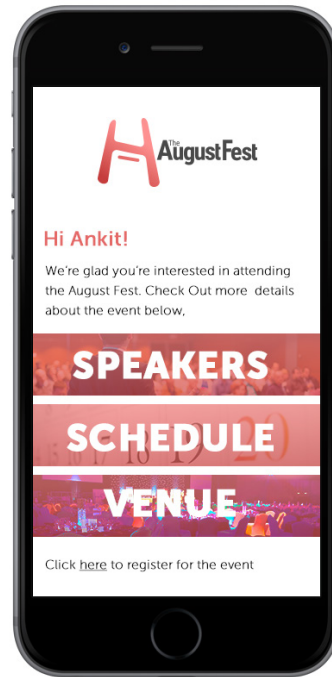
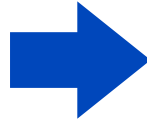
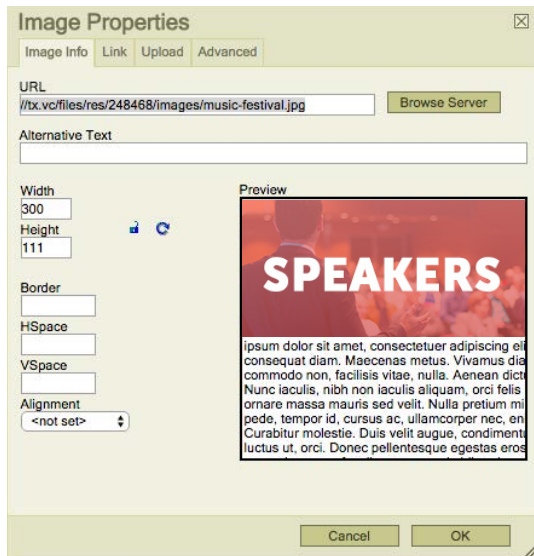
Step 2

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.

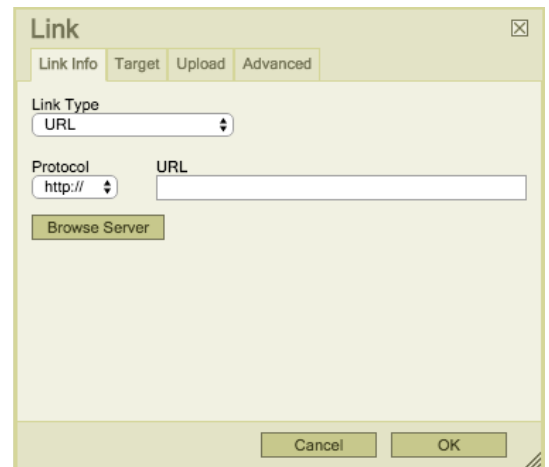
Step 1

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

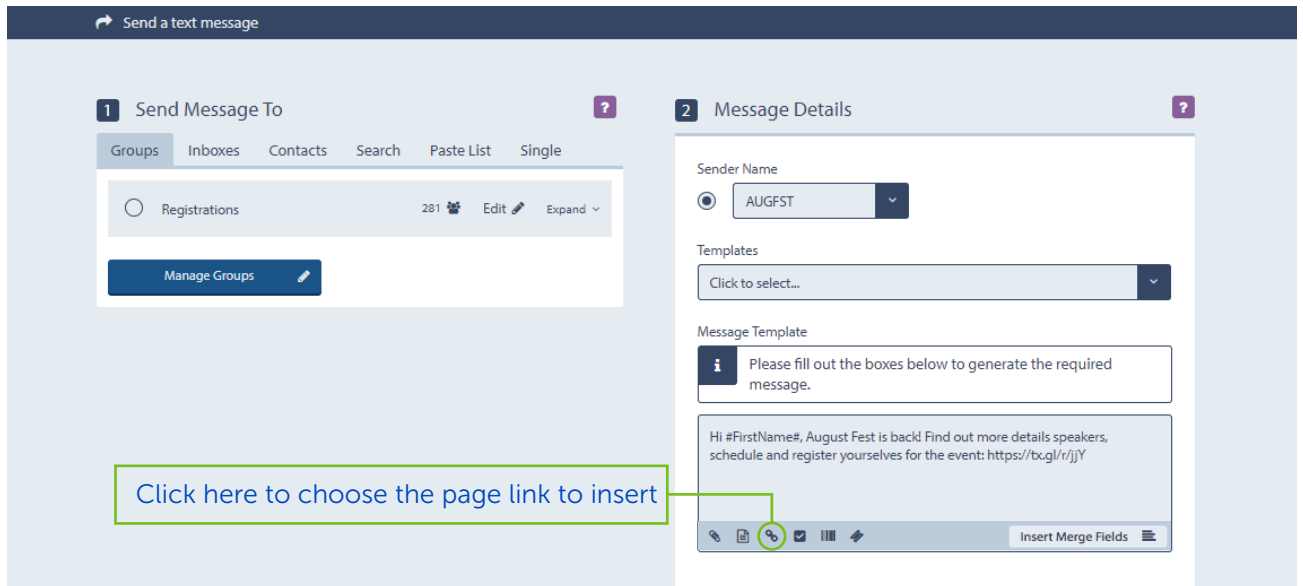
Remember you can change your background colour at any time.

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.

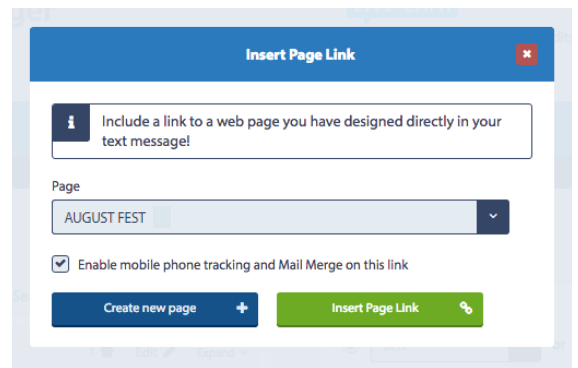
Textlocal Tip

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



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?

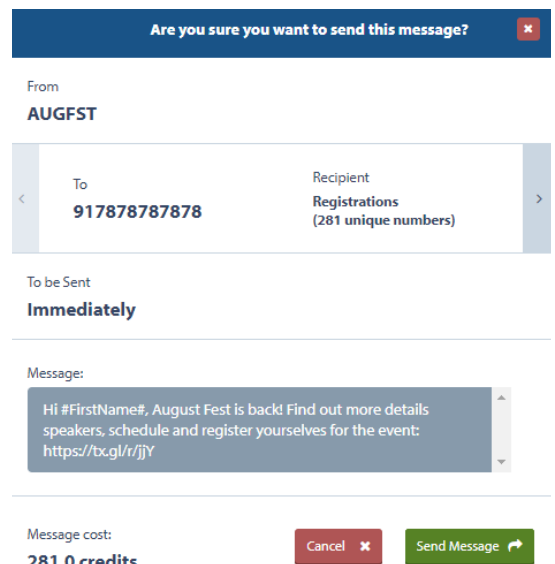
Confirming your send

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

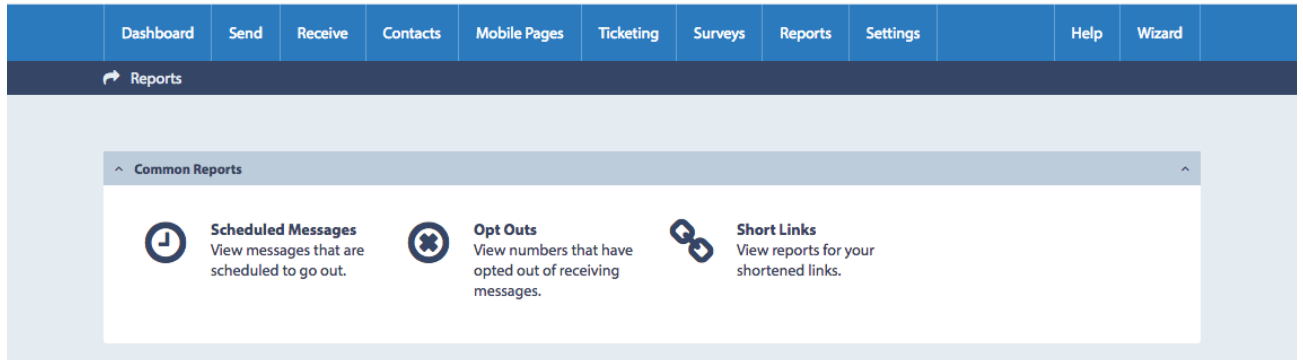
Send the message to yourself first to make sure everything is correct before you send the campaign out.



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.



www.textlocal.in



TEXT US

TEXTLOCAL to 92205 92205



CALL US

+91 95021 95021



EMAIL US

sales@textlocal.in

Follow us:

