

Why Build or Host a Mobile Phone Website

Its finally happening, browsing the Internet from mobile phones is finally really starting to taking off. A lot of this is down to the vast improvements in mobile phone tech namely apples new IPHONE and copycat modles. There rolling off the shelves with some offering walk mans cameras gps sat nav and other handy extras, and now of course mobile Internet access is in the hands millions of tech savvy people — . A huge audience but bear in mind that most of them are viewing sports scores or downloading video clips ring tones, and not a lot else, but thats because theres not a lot else.

The opportunity for businesses like us to serve up imaginative and useful content to their phones is tremendous.

More than 45% of mobile phone or pda owners around the world have browsed the Internet via a mobile phone or pda handset.

Market research agencies are speculating that mobile web browsing might become the next dominant Internet platform. For many consumer-driven companies this means that having a mobile phone website will be a necessity.

Google, Microsoft and Yahoo! have recognized the potential of this market and are making great efforts to promote mobile e commerce to users and advertisers. Most famous brands like Coca-Cola, MTV and Nike now have a mobile portal featuring content designed specifically for hand held devices.

As you all know this year the new top-level domain name, .mobi, was launched to encourage and organise the development of websites that are compatible with mobile phone browsers its clearly working as 10s of thousands have sold already. Most importantly, though, the operators have reduced tariffs and introduced low cost flat-rate plans. This means that an increasing number of your potential customers are using their mobiles to find local businesses products and services like us.

But up untill now the challenges facing someone entering the mobile phone website design field were significant; it's not just the issue of learning a new markup language or two. To develop successful content, you needed to understand the technical limitations of mobile browsers, the diversity of hardware that is out there, and the practical difficulties and frustrations faced by users trying navigate from a phone keypad.

But not anymore i introduce you too The Henley Hosting Free Mobile Phone Website Builder:

Easily and quickly Build websites that will work consistently across all mobile phones as they 100% comply with W3C's mobile web standards.

Free Mobile Phone Website Builder Features:

Henley Hosting Mobile Phone Website Builder