



## SEOguru .MOBI Design FAQs

### 1. What is .mobi?

.mobi is a Top Level Domain (TLD), dedicated to deliver the Internet to mobile devices via the Mobile Web. The .mobi domains are managed by the by the mTLD global registry and the process is approved by 'The Internet Corporation for Assigned Names and Numbers (ICCAN).

### 2. How is it different from a conventional website?

Though there is hardly any difference in the end result, that is to provide information and service, a .mobi site is quite different from a conventional website. The most striking feature of the .mobi site is that – it can be viewed through a handheld device. Be it a cell phone or a PDA or a pocket PC. On the other hand, conventional websites that are not designed for the mobile websites can not be properly viewed at the mobiles devices.

### 3. Why should a company invest on .mobi domains? What are the benefits of hosting a .mobi domain?

According to industry studies, there are *four mobile phone* purchases for one personal computer. There is a phenomenal rise in the number of mobile phone users globally. According to an estimate by Wireless Intelligence, a venture between Ovum and the GSM Association, there are more than 2.5 billion cell phone users globally and the number is counting. The study have also pointed out that, the cell phone industry took 20 years to reach 1 billion connections, three years to reach 2 billion connections and it seems all set to reach the 3rd billion within two years. In fact there are countries where the cell phone penetration has passed the 100% mark, meaning there are more cell phones than the population of the country.

Soon, there will be a time when a large number of people will access the Internet from their mobile devices instead of their personal computers. So, it is high time that businesses focus on hosting the websites that are optimized to access through the mobile devices.

### 4. How is .mobi different from WAP (wireless application protocol)?

WAP or the 'Wireless Application Protocol' was developed with the same objective of accessing Internet through mobile devices. The WAP enabled browser, installed at the mobile devices, enables the user to see the WAP sites that are essentially developed with Wireless Markup Language or WML.

But the .mobi revolution is completely a different thing. It introduces a new extension for the domains and can be seamlessly accessed from mobile devices irrespective of the configuration and display features of the device. The .mobi extension that is much younger (launched only in September 26, 2006) has already created much interest. According to the best practices, .mobi sites are designed using the XHTML or the Extensible HyperText Markup Language

### 5. Is .mobi accepted by the industry like the WAP?

The .mobi initiative is backed by the major players of the mobile and internet industry. Companies like Ericsson, Google, GSM Association, Hutchison, Microsoft, Nokia, Orascom Telecom, Samsung Electronics, Syniverse, T-Mobile, Telefónica Móviles, TIM and Vodafone have already invested in mTLD. dotMobi is also a sponsor of W3C's Mobile Web Initiative.

### 6. What is the future of .mobi domains?

Given the highest level of mobile phone penetration throughout the globe, the .mobi domains are sure to become an effective way of reaching out to more and more people. A Forrester Research study has pointed out that, nearly 17 million mobile phone users in Europe access Internet from their mobile. UK tops the list with 15% mobile phone users, who access Internet from their mobile. According to a recent report from IDC, 1.3 billion people will connect to the Internet via mobile phones by 2008. So, you can rest assured that a .mobi domain will definitely give you good 'Return on Investment.'



## 7. Is there any difference between conventional websites and .mobi sites, in terms of designing?

There are differences in the designing process between conventional websites and websites for mobile devices.

- The language for developing websites is HTML in general. Mobile websites are designed with XHTML, a language specially developed for designing websites that can be properly viewed through mobile devices.
- As the .mobi domains are intended to be accessed through mobile devices with smaller screens and limited navigational functions, .mobi sites are designed with some restrictions. These restrictions like limited use of graphics, no use of frames and tables are implemented only to ensure optimum viewing of the visitor rather than technical complexities.
- In case of websites that are viewed on a computer screen, there is hardly any difficulty with the size of the screen area and resolution. But in case of .mobi sites, this is a matter of great concern as each and every mobile device has different screen area and resolution. Therefore, while designing the website for mobile devices, it is better to stick to the W3C's best practices as that will ensure best results.

## 8. Why opt for .mobi domains when there are so many limitations?

In spite of the limitations, .mobi domains are here to stay and rein the e-commerce market for some distinctive advantages.

- It offers mobility. It will provide the information and service whenever and wherever you need them.
- It is more accessible as there are more cell phones than computers.
- It is convenient. After all, a cell phone is easier to operate than a computer.
- It cuts the crap. Information and only information, nothing more than what you need.

## 9. Can payment transactions be made through .mobi? If so, how?

Yes, payment can be made and received through .mobi sites. There are two ways in which payment can be accepted through the .mobi sites.

The most widely used procedure for accepting payment through cell phone is known as M-Payment. In this system, a payment is authorized by the user by sending his or her secret pin number to the bank against the purchase made at an online store. For that, he or needs to be a registered user of the online transaction facility of the bank and the bank is supposed to issue the pin number to the user.

Another method of payment through cell phone is the same like conventional e-commerce websites. The user keys in the amount and his or her credit card number and submits the same through a secured payment gateway.

## 10. I have a .mobi domain. How can I host it?

Hosting process for the .mobi domain is exactly the same as any other website. You need to hire a domain hosting service provider to host your mobile website.

For details, email us at [info@searchengine-optimization-guru.com](mailto:info@searchengine-optimization-guru.com)