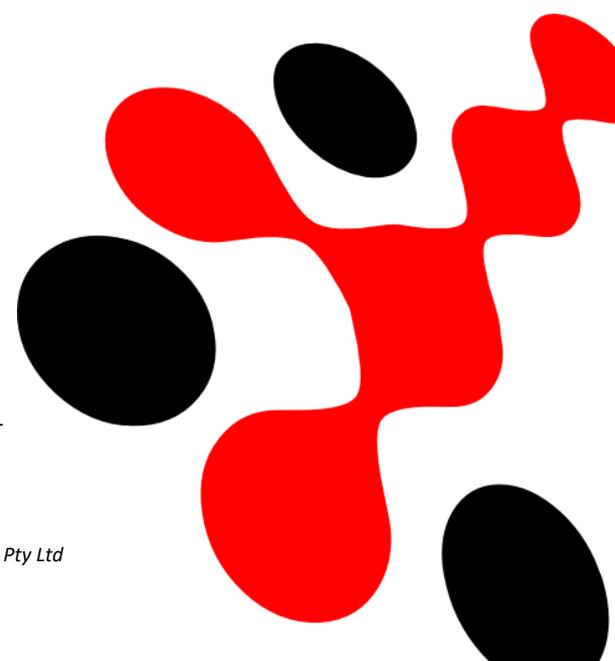


Weave Mobile Web Applications

Advantages of Mobile Website vs. Native Mobile Application



ADVANTAGES OF A MOBILE WEBSITE VS. NATIVE MOBILE APPS

Mobile websites have a number of inherent advantages over apps, including broader accessibility, compatibility and cost-effectiveness. The following outlines what we feel to be the major advantages of our mobile technology:

Immediacy – Mobile Websites Are Instantly Available

A mobile website is instantly accessible to users via a browser across a range of devices (iPhone, Android, BlackBerry, etc). Apps on the other hand require the user to first download and install the app from an app marketplace before the content or application can be viewed - a significant barrier between initial engagement and action/conversion.

Compatibility – Mobile Websites are Compatible Across Devices

A single mobile website can reach users across many different types of mobile devices, whereas native apps require a separate version to be developed for each type of device. Furthermore, mobile website URLs are easily integrated within other mobile technologies such as SMS, QR Codes and near field communication (NFC).

Upgradability – Mobile Websites Can Be Updated Instantly

A mobile website is much more dynamic than an app in terms of pure flexibility to update content. If you want to change the design or content of a mobile website you simply publish the edit once and the changes are immediately visible; updating an app on the other hand requires the updates to be pushed to users, which then must be downloaded in order to update the app on each type of device.

Findability – Mobile Websites Can be Found Easily

Mobile websites are much easier for users to find because their pages can be displayed in search results and listed in industry-specific directories, making it easy for qualified visitors to find you. Most importantly, visitors to your regular website can be automatically sent to your mobile site when they are on a handheld (using device-detection). In contrast, the visibility of apps are largely restricted to manufacturer app stores.

Shareability – Mobile Websites Can be Shared Easily by Publishers, and Between Users

Mobile website URLs are easily shared between users via a simple link (e.g. within an email or text message, Facebook or Twitter post). Publishers can easily direct users to a mobile website from a blog or website, or even in print. An app simply cannot be shared in this fashion.

Reach – Mobile Websites Have Broader Reach

Because a mobile website is accessible across platforms and can be easily shared among users, as well as search engines, it has far greater reach capability than a native app.

Life Cycle – Mobile Websites Can’t be Deleted

The average shelf-life of an app is pretty short, less than 30 days according to some research, so unless your app is something truly unique and/or useful (ideally, both), it’s questionable how long it will last on a user’s device. Mobile websites on the other hand are always available for users to return to them.

A Mobile Website Can be an App!

Just like a standard website, mobile websites can be developed as database-driven web applications that act very much like native apps. A mobile web application can be a practical alternative to native app development.

Time and Cost - Mobile Websites are Easier and Less Expensive

Mobile website development is considerably more time and cost-effective than development of a native app, especially if you need to have a presence on different platforms (requiring development of multiple apps).

Support and Maintenance

The investment considerations of app vs website don’t end with the initial launch; properly supporting and maintaining an app (upgrades, testing, compatibility issues and ongoing development) is more much more expensive and involved than supporting a website over time.

Cohga Pty Ltd

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Cohga will help your organisation take advantage of the capabilities of modern software. Our team is experienced in the development of IT solutions, from the establishment of system requirements through to testing and commissioning as well as post-implementation support.

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