



[web hosting](#) [domain names](#)
[web design](#) [dedicated servers](#)
[eCommerce](#) [managed hosting](#)

New At Aplus.net

April 2009

- ▶ Aplus.net introduces Managed Hosting Services and a new whitepaper: "[Reduce Costs While Improving Reliability, Uptime, and Security](#)"
- ▶ See our new lineup of [Dell PowerEdge Servers](#), the industry standard for value and reliability
- ▶ AskJeff is on [Twitter](#)! Make sure to follow him.

Featured Blog posts

- [Protect Your Domain Name\(s\)](#)
- [How To Ensure your Email Messages Are Flagged As Spam](#)
- [Jump-Start Your Online Sales with Google AdWords](#)

www.yourwebsite.mobi: Optimizing Your Site for the Mobile Web



Look around you: chances are, someone is using a web-enabled mobile device nearby – just one of a billion-plus handsets in the market last year. And those iPhones, BlackBerry Storm's, Palm Pre's and other smartphones are clearly and completely redefining the way we search, purchase, make reservations and communicate via the Web. It is a true phenomenon.

That's why designing for the mobile web to create a great user experience on these devices is more important than ever. For email, texting, IM and navigation, handhelds are now a regular part of our on-the-go lifestyles; now their ability to browse the web makes the smartphone a "must have" for more and more consumers. Smartphone design has all but conquered the problem of small screens by intensifying the resolution of each displayed page, along with an interface that lets you zoom and drag, cut and paste, or pan. So the newest challenge is to ensure your website is optimized for viewing and functioning on these mobile devices.

Quick Links

Get Started at [Web Design Inspiration for the iPhone](#)

ThinkVitamin offers up points to consider when [Coding for the mobile web](#). Constraints with mobile devices include: limited controls, memory, bandwidth, typography, and color palette. The screen size, of course, is also restricted; so viewing a website on the normal 1024 x 768 screen instead may be reduced to 240 x 320 pixels or smaller, depending on the size and shape of the phone in use.

Need Help?

[Knowledge Base](#)
[Technical Support](#)
[Control Panel](#)

Site designers and mobile web experts agree that phone users have different needs and requirements. They also agree on three basic approaches to mobile web design (though there's no consensus on which way is best): 1. Just use good web standards; 2. Design a separate mobile site; 3. Create one site, with code to optimize it according to the device and browser.

To get started, follow best practices by using standards-based HTML and XHTML formatted with semantic markup, to ensure the site is well structured and clearly organized. Separate content from presentation using CSS so that information displays cleanly and is accessible from any mobile device. Option #3 above may present the best overall long-term solution for your design – utilizing media types and media queries within the CSS of a single site that adapts to the mobile user, regardless of the browser or type of device. ThinkVitamin provides still more [tips for handheld CSS](#) to "Make your Site Mobile Friendly".

Get ready for this one: it's a mobile world out there, getting faster and more likely

than ever to change the way we interact, surf and see the web.

Buzzword: 'Murfing'

It's simple: mobile + surfing = murfing. In the world of mobile computing, this term describes mobile web surfing on smartphones and other devices. Regardless of what gadget, portable device or wireless technology you're using, exploring the web – while on the move – will likely play a bigger role in our daily work and personal lives. New services offer intelligent agents designed to narrow the search through blogs and websites and save significant data-time.

7500 W. 110th St. Overland Park, KS 66210 Phone: 913.890.7770
Would you like to provide feedback? [Email us](#) | Not interested? [Unsubscribe](#)
© 2009 All Rights Reserved | Can't view newsletter? [Visit our Web site.](#)