



**FAQs**

## **General Overview and ROI**

### **What is Sitelite?**

Sitelite uses your existing website and distills the most crucial information to create a mobile site. Your Sitelite is populated with the most-requested features and then you are able to customize the information. With its intuitive and easy-to-use interface, customers who access your website via a mobile device get immediate access to key information about your business and can contact you with one click or touch on their mobile phone - anywhere, anytime

### **Will this replace my desktop site, or be in addition to my desktop site?**

No, Sitelite will not replace your desktop site. Sitelite is complimentary to your existing website. In fact, we use the information on your existing website to create your Sitelite.

### **What are the benefits to my customers?**

Studies show that visitors who access a desktop site on their mobile phones complain about how much time and data is required to load the site and how hard it is to find the information they need. Most of these customers abandon such sites quickly out of frustration and are unlikely to return and, worse yet, look for a competitor with a more mobile-friendly site.

Sitelite provides mobile visitors key information about your business.

### **How will people actually get to my site?**

Users that access your company's website via a mobile device will be automatically directed to your Sitelite.

### **How does Sitelite help to increase a site's visibility in mobile search engines?**

Each Sitelite is built and optimized for SEO, as outlined in Google's Search Engine Optimization Guide, which includes creation of a sitemap, well defined page titles and descriptions, optimized site structure for navigation, good URL structure, optimized robots.txt, and site submission to directories.

In addition, you can add keywords for your business to each feature/page of your mobile; these keywords are used to assist search engines to rank the site's relevance to an end user's search request.

### **How is my Sitelite built?**

When you sign up for Sitelite, you get access to the Sitelite Setup Assistant. With the Setup Assistant, your Sitelite can be built in minutes and edited whenever you wish. Another great feature of your Sitelite is that some of the content from your desktop site may already be populated, such as your telephone number, address and logo.

**What is included in the package?**

The following is included in the package:

- Hosting of the Sitelite
- Unlimited access to the Setup Assistant to modify your mobile website site
- A fair use policy applies to traffic volumes a 2,000 page views per day is the approximate ceiling.

**How much time will I need to set up my Sitelite?**

Your Sitelite can be set up in minutes. Even before your first use of the Setup Assistant, Sitelite is at work to make the process fast and easy. If you provide your desktop site URL at the point of purchase then you may see some content already populated on your mobile site when you first go to the Setup Assistant, such as your telephone number, your address, and your logo. You can easily change or edit any of this content.

**Can I add multiple domains to point to my Sitelite?**

Yes. The Setup Assistant can help you through this process.

**I already own a domain name, but it is with another registrar, what do I need to do to use it?**

You will need to make changes to the DNS settings of the domain you wish to use. You need to set up a CName record on the domain you want to use for your Sitelite.

**What happens if the expiration date for my domain is different to the one for my mobile website?**

The Sitelite service is dependent on the availability of the domain to reach the site: therefore if the domain expires, the Sitelite cannot be reached. It is necessary to renew the domain, or use another domain to reach the Sitelite to ensure continuity of service.