

**yourwebsite.mobi vs m.yourwebsite.com/ca/net/org...**

Which one Mobile Website Domain Names?

Almost about 98% of the 42 million plus smartphone users in US and Canada visit their favourite websites with some type of mobile device. The debate over which style is better when optimizing your website for mobile devices I think depends on the client or clients you would like to reach.

Saying that I also suggest that have your website mobile friendly for users is very important in today's small business.

### **Two options:**

So let me example what a **."mobi platform"** (register a new domain name) this domain is set up specifically for mobile browsers, and may have an edge on SEO purposes. With the mobile Web growing exponentially, recording over 700% growth in the past year this is something to think about. SEO (search engine performance) "Because every mobi domain registered gets its own entry in the **Search Engine Internet Files** (database which all search engines use to crawl to search for request) the mobi site will automatically perform better because of the extension .mobi. This is called a top domain name so a new site to be created and set up by a Web developer/design, database created etc. Cost of registration for Domain name (one other good thing is you can shorten your domain name.) example like ABC.computertechnologies.com can be change to a shorter name like ABC.CTech.mobi. less for your client to remember.

### **Sub-domain mobile sites "m.abccomputertechnologies.com" platform**

Taking advantage of your company domain name for sub-domain for mobile sites can be another option. SEO for Search Engine Internet Files has already index with Search Engines. So adding a sub-domain does not cost you the registration fee of a new domain. Search Engines already have indexed your company and Web analytics for tracking is already set up. You also can customize the sub-domain to only have key word information access through their mobilized version of the site.

### **What is better for SEO for mobile sites?**

Domain.mobi

Pros

- mobi means mobli-friendly websites and best for some search engines
- Branding your company name
- Easy to tell clients to go to domain.mobi
- Separate control which might be important to companies who are building the new site for campaigns, promos, social media, social networking.

## Cons

- Need to index with Search Engines as the new domain and SEO will need to be developed for the new site.
- Cost involved of the purchase of the new domain
- Cost of set up and look of new site

m.domain.com (sub domain)

## Pros

- Easier to access and maintain as the company website has already stored information in the domain name. No additional domain to purchase set up and manage.
- Higher adoption with Search Engines such as Yahoo, Twitter, Google, YouTube and Facebook book have adopted this method for Search Engines.
- Multinational domains like Amazon mobi site is m.amazon.co.uk use the sub-domain for mobile views
- Cookies is the greatest benefits of the m.domain.com method (cookies is a temporary files on a computer) these file store the information and pick up the domain name and the sub -domain. With a domain.mobi cookies cannot work across multiple domains so if you logged into a mobile website but need to switch over to the desktop website. Having the m. Domain.com you can view both desktop site and m.domain.com site.

## Cons

- No carrier transcoding only a few phone carriers are transcoding website so when someone access a site on their phone the website gets reduced in size so it loads faster.

When making your choice you will need to consider what is a better overall experience for the visitor? As this is whom you will selling your product or service to.

Which does Google prefer and what do we prefer?

Google prefers sub-domain here is a [video link](#) and SEO indexing, crawling etc.

Louise Rennick

WDD Technologies

<http://www.wddtechnoloiges.com>

Research sources:

<http://sparxoo.com/2010/03/23/top-5-tips-for-mobile-web-optimization/>

<http://sparxoo.com/2010/03/22/2010-mobile-trend-report/>

<http://www.google.com/support/webmasters/bin/answer.py?answer=72462>