

More people are choosing to customize their website for the mobile

Getupdated has been getting more and more requests from companies wanting to adapt their site for mobile. Getupdated has therefore chosen to focus on developing mobile websites in the Content Management System, SEOCMS. The first mobile-adapted site is now being launched in Sweden for the bakery company Free Bread (mobil.fria.se).

It is important to us that our visitors will be able to access our Website via mobile phones. We requested a simple and search engine-friendly tool to administer our mobile website and therefore chose SEOCMS, "says Anders Nilback Marketing Fria Bröd.

Today there are more than 700 000 iPhones in Sweden and the rise of smartphones and mobile surfing is increasing tremendously. Traditional websites are often not optimally designed for smartphones with their wide and heavy images.

- We strongly believe in the mobile marketing channel and have experienced increased demand from our customers for mobile-adapted sites, "said Frederick Elnéus, product manager for SEOCMS on Getupdated.

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