goMobi Setup Assistant Features [control Panel]

- **Call Us** — Connect with customers faster by allowing them to call you with just one click. Your customers will click this feature to call you directly without dialing additional digits. Enter the complete phone number of your business as you would dial it in your area.

- **Find Us** — Help customers find you with just one click to a Google map and directions. Customers will be presented a mobile-friendly map and directions to help them find your location. Enter the street address of your business on one line, making sure to include the street number, city, state, postal code and country.

- **Opening Hours** — Make sure customers know when you are open for business. You can enter opening hours for standard business days or enter the opening hours for each day separately.

- **Images** — Showcase your business with photos. Add a link to an externally hosted photo gallery so customers can see photos of your location, products, services, staff, etc. Enter the web address of the gallery for you business for example:
    - http://picasaweb.google.com/YOUR_ACCOUNT_NAME or
    - http://www.flickr.com/photos/YOUR_ACCOUNT_NAME/

- **Facebook** — Let customers access your Facebook updates with just one click to deepen your relationship and increase communication. Enter your Facebook user name. You can find this in the Settings section of your Facebook account. You must have a public Facebook user name and Public Search Results enabled on Facebook for this feature to work. See Facebook Username Setup for more details.

- **Tell A Friend** — Grow traffic by allowing customers to send a text (SMS) message to their friends containing a link to your goMobi site and a brief message. Customers simply click on this feature and enter their friends' phone numbers and goMobi will send a text. Enter in a message you'd like to appear in the SMS. For example, "Check out this great mobile site!" or "I thought you might be interested in this mobile site". Note that this feature only works on certain phones.

- **Twitter** — Let customers follow your Tweets with just one click so that you're always in touch. Enter your account name on Twitter without the '@' e.g. "JohnDoe".

- **About Us** — Users click on this to get information on your business. Enter a short description of your business or the web address of a page of your existing site that describes your business. Twenty-five words or less typically works best.

- **Products** — Customers can access information about your products with just one click and you can convert leads to business. Enter a short description of your products or the web address of a page of your existing site that describes your products.

- **Services** — Customers can access information about your services with just one click and you can convert leads to business. Enter a short description of your services or the web address of a page of your existing site that describes your services.

- **Traffic Booster** — Help search engines like Google, Yahoo and Bing better understand your business by sharing keywords which describe your business. Customers will be able to more quickly find your business in search results for those keywords. Enter up to six words that help to describe your business separated by spaces.

- **Create Link** — Customize this content by selecting a link to any page on an existing site you want to share with your mobile customers in one click. Enter the web address of a page you want to link to. You can change the name of the icon afterwards.

- **Site Monetization** — Make extra revenue for your business by adding third-party advertising to your goMobi site. Sign up with either Admob or Google AdSense and enter your ID provided by the service to seamlessly add advertising to your site.

- **Full Website** — Provide a link to your existing website for customers using a full screen. Choose if you want to add or remove this feature.

- **Call Me Back** — Customers click this icon, enter their phone number and you call them back, offering a real convenience and great service. Enter the email address where you would like left messages to be sent.

- **Special Offer** — Convert leads to business with special offers or coupons just for mobile customers. Enter text to describe the offer, any requirements, and its valid dates and expiration.

- **Booking Request** — Secure more business by allowing customers to book reservations or appointments directly from your goMobi site. First choose the type of business from the drop down menu. This will dynamically change the available booking times. Next, provide an email address where you'd like these requests to be sent.

- **Leave a Message** — Customers can leave a message for you with just one click. Provide an email address where you'd like to receive your messages.

- **News** — Customers can access your news feeds to stay updated directly from your goMobi site. Enter the web address of your RSS or Atom feed.

- **Blog** — Customers can access your blog directly from your goMobi site. This will link them directly to an existing blog. Enter the web address of your blog.

- **Send Info** — Increase your contact with customers and grow your marketing lists. Customers click here to opt-in to receive your messages. Choose if you want to request a mobile number for SMS messages and/or an email address to receive your email updates. Provide an email address where you'd like to receive customer contact information.

- **Analytics** — Track how your customers are using your goMobi site. Enter your Google Analytics ID, as provided by Google. To sign up or access Google Analytics, visit http://www.google.com/analytics/

- **Legal** — Customers can access your primary legal disclaimers and information with one click. Enter text that describes your Copyright Information, Privacy Policy, and Terms & Conditions or provide a web address of a page on an existing site for each.

- **Create Page** — Add more content to your goMobi site by increasing the number of pages with your own customized content. Each new page can be given a different title and icon, for example "Today's Specials". To add pages to your goMobi site simply choose the 'Add Page' application and enter in your company information. You can style and format your page with the included controls.

Advanced Features for Designer & Developers

- **Advanced** — The following are advanced features for designers and developers:

  - ○ - **Personalized transcoding engine** — Developers can select this powerful toolkit to control the automated transformation of an existing website into a mobile website. Leverage the content from an existing website, and define how it appears on the mobile device. This option minimizes maintenance since changes to the source website will dynamically update the goMobi site. Produce device-aware content in minutes for a strong upsell opportunity to existing customers. Toolkit is quick and simple using HTML metatags to mark key items.

  - ○ - **Copy site** — Copy content from one goMobi site to another (note that this erases all existing content on target site) by following these simple steps: simply open the GoMobi SetUp Assistant for the site to be used as the source, copy the Site Identification code, and paste it into the 'Source Site Identification Code' field on the goMobi SetUp Assistant for the target goMobi site.

  - ○ - **Device Detection** — Ensure the best user experience by automatically routing mobile visitors to your full website to the goMobi site. Underpinned by DeviceAtlas for superior performance and up to date device recognition. This solution is powered by dotMobi's award winning DeviceAtlas platform, providing up to date device recognition. A single line of code is provided (PHP and Python) for embedding in the full website.

  - ○ - **Mobile/Desktop Switcher** — Allow visitors to easily switch between the goMobi site and the full website with one click. This capability is embedded in the full website, to allow a user to select the mobile version, if the Device Detection feature is not in use. The user's selection is stored and remembered for their future visits. The use of this option provides full user control, with the convenience of stored preference.