

Did You Know People Can Save Your Website to Look Like an App?



Article by Kelly Baltzell, M.A. CEO

Most people don't know there is a simple way to save a website to the home screen of a smartphone. When the webpage is saved, it looks exactly like an app. A picture is shown and it is the same size as the other apps listed on the home screen. Pretty cool! If you are looking to buy an app that only does the same functionality as your website, now you have a simple low-cost solution.

How do you tell your clients? I am going to provide step-by-step instructions for the iPhone and the Android in this article. You can simply run copies of this article and hand it out to your clients.

Saving A Webpage on Your iPhone

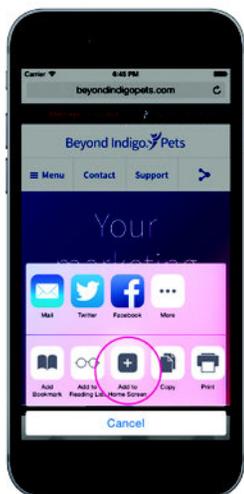
First, pull up the website that you wish to save. Once the website is visible, look towards the bottom of your iPhone. If you have a newer phone, the icon bar will appear at the bottom.

If you have an older iPhone, the bar will appear at the top of your phone.

Next, you will see a sub-screen appear on your iPhone. Sometimes you only see the mail, Twitter etc., icons. Simply scroll down to see your other choices. You want to look for a gray square with a + sign in the middle of it.



iPhone Setup: Step 1



iPhone Setup: Step 2



iPhone Setup: Step 3

Once you click on the + square, it will open a new page. You can change the title of the website since this will be shown on your home page. It also says, "An icon will be added to your home screen so you can quickly access this website." Ask your website provider if they can change this icon if you don't like the one presented. At this point, the user clicks "ADD" in the corner to save to your website to their home screen.

Next, your phone will show that your website has been added to the home screen of your phone. It might not add it to the front screen, however, you can move the app anywhere on the screen. Presto! Your hospital's website has now added an app to an iPhone!



iPhone Setup: Step 4

Saving a Webpage to an Android Phone

When saving a website to a Droid phone, first pull up the website. Next, look for the three dots in a row at the top right-hand corner of the screen.

These three dots will open up a drop-down menu that will list an option that says, "Save to bookmarks."

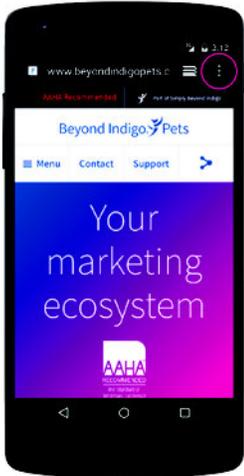
Once you click on "Save to bookmarks," it will open a page where you can change the label and check the website address. Your last choice is an "Add to" field.

Click the arrow on the "Add to" field and a new drop-down/up menu appears. Choose the "Home Screen" option.

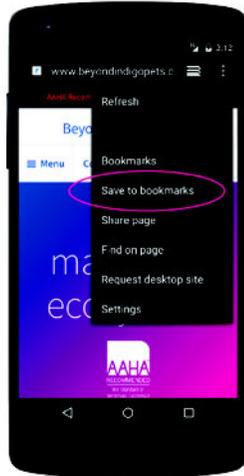
Next, click the "OK" button. The website is now saved to the home screen of a Droid device. Remember, you might have to move the icon where you want it on your phone.

Now, instead of spending money on an app that duplicates your website, your website can do both jobs. Remember, it helps to make sure your website is mobile-friendly. You can check by going to Google's new mobile test tool at <https://www.google.com/webmasters/tools/mobile-friendly/>. Try putting www.beyondindigopets.com in this tool to see how we encourage people to save our website to their smartphone. You could add this option to your website as well.

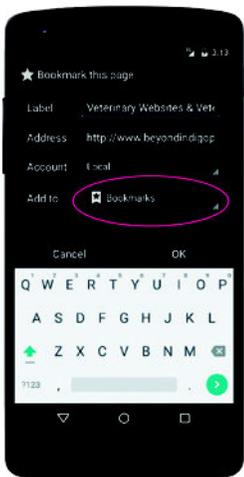
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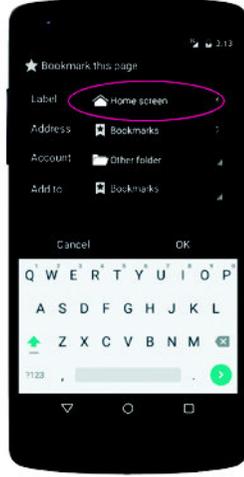
Android Setup: Step 1



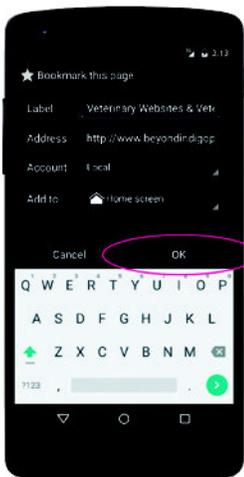
Android Setup: Step 2



Android Setup: Step 3



Android Setup: Step 4



Android Setup: Step 5



Android Setup: Step 6

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Kelly Baltzell, MA is President and CEO of the Beyond Indigo family of companies, which she founded in 1997. Under her leadership, Beyond Indigo companies have developed all types of veterinary websites (small animal, exotic, specialty, equine, mixed animal) that now reach millions of people a year. Kelly's depth of experience, passion and visionary approach to the industry have made her an unparalleled leader in Internet marketing. Kelly was graduated from George Washington University with a degree in International Affairs & Economics and received her Master's degree in Counseling & Psychology from St. Mary's. Kelly is a proud parent, currently living with her family in Minnesota.



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