

Module 1 – Written Exercise Chapter 1

Question #6 – Many customers who use mobile devices prefer to make purchases using a mobile app instead of their device's Web browsers. It is less clear that these customers search for and select specific products using only the merchant's dedicated mobile app. In about 200 words, outline the advantages and disadvantages of using a specific merchant's mobile app to select and purchase products.

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Looking at the question from an SEO perspective, using apps to find and purchase items makes it harder on SEO designers. An app isn't SEO friendly. Of course the app link itself could be optimized for search engines to lead a user searching for the app, but I don't think most people will be searching through a search engine to find an app. Most app users are going to be search through their preferred Google Play, Apple Store, Samsung App Store, etc to locate the app they are looking for.

When it comes to usability of a mobile device's web browser versus a mobile app, both are more difficult for me to use. I prefer a wider screen with the most possibilities out there. Mobile apps and mobile browsers are a lot more limited. I know that I am probably in the minority as 96% of the 74% of web users are using mobile devices (Google AI Overview Search Data) to look at the web. If I have to choose between a specific app built for a company or their mobile browser, I would choose the app.

A company's specific app tends to be more optimized for searching for, and purchasing, products. They also have built in delivery and curbside pickup options for those stories if they are available. So an app can be more useful as an all in one tool to find coupons, digital perks like store rewards programs, maps of the store, and more. Dedicated mobile users would find more value in the app because it would be specifically made for a mobile user. Even though mobile browsers are helpful to mobile users, they aren't as specialized as the app would be.