

Title Information

The Bootstrapper's Guide to the Mobile Web

Practical Plans to Get Your Business Mobile in
Just a Few Days for Just a Few Bucks

by Deltina Hay

Publication Date: May 2012

\$24.95 (\$27.95 Canada) • Trade Paperback • 6" x 9" • 240 pages

ISBN 978-1-61035-052-5 • BISAC BUS090010

Business & Economics / E-Commerce / Internet Marketing

Illustrations • Bibliography • Index

Smartphones and tablets are revolutionizing the Internet. Mobile devices will soon account for the majority of all Internet traffic. If your customers can't find you on the Mobile Web, you might as well not exist. To stay competitive, every business needs to master the Mobile Web and do it fast.

The Bootstrapper's Guide to the Mobile Web is a quick, practical, hands-on introduction to the nuts-and-bolts of promoting your business through mobile apps and websites for smartphones, tablets and mobile devices, written for do-it-yourself entrepreneurs who don't have time or money to waste and who want to grow their brands, improve sales and reach the millions who shop online only through mobile devices.

The Bootstrapper's Guide brings the Mobile Web to mainstream business users who need fast, effective results. Without wasting the reader's time on theory, jargon or abstract programming concepts, *The Bootstrapper's Guide* teaches how to create a successful mobile web presence without learning programming languages or becoming a web designer. With *The Bootstrapper's Guide*, you can do it yourself, do it cheaply and do it now. Using real-world examples of best practices for mobile development, *The Bootstrapper's Guide* gives readers hands-on training to get started in mobile web marketing. Easy-to-understand step-by-step instructions, illustrated throughout with extensive screenshots, show exactly what to do at every step of the way.

The Bootstrapper's Guide to the Mobile Web is the essential manual for all professionals who want to put the Mobile Web to work building their business. Without getting bogged down in unnecessary technical detail, *The Bootstrapper's Guide* cuts to the heart of the matter: strategies and tactics to create a successful mobile web presence that makes money for your business.

Audience: Small business owners; entrepreneurs; business owners and executives; marketing, advertising and PR professionals; authors, musicians, artists and other independent creative professionals.

About the Author: A pioneer of social media marketing, Deltina Hay is the founder of the website PLUMBWebSolutions.com and the firm Social Media Power. Her previous books include the critically acclaimed *The Social Media Survival Guide* (Quill Driver Books, 2011, ISBN 978-1-884995-70-5).



Quill Driver Books

An Imprint of Linden Publishing

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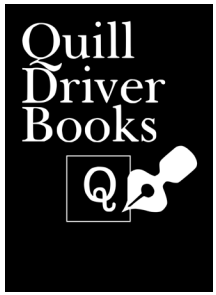
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Quill Driver Books is distributed to the book trade by IPG, Baker & Taylor, and Ingram, or by calling 1-800-345-4447.

Distributed in Canada by Manda Group.

FOR IMMEDIATE RELEASE
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digital cover image available



New Internet marketing book, *The Bootstrapper's Guide to the Mobile Web*, is a business owners' fast, hands-on tutorial to mobile website and app development

**“An indispensable toolbox crammed with no-nonsense methods.”
—*New York Journal of Books***

Smartphones and tablets are changing everything about doing business on the Internet. There are millions of consumers who only access the Internet through mobile devices, and soon mobile users will be the majority of all web traffic. If customers can't find your business on their smartphones, you might as well not exist. Every business needs to master the Mobile Web, and they need to do it now.

Small business owners, entrepreneurs and independent professionals will find the fast help they need to create their mobile web strategy *right now* in the new book *The Bootstrapper's Guide to the Mobile Web: Practical Plans to Get Your Business Mobile in Just a Few Days for Just a Few Bucks* (Quill Driver Books, May 2012), by Internet marketing authority Deltina Hay.

The Bootstrapper's Guide to the Mobile Web is a quick, practical, hands-on introduction to the nuts-and-bolts of promoting your business through mobile apps and websites for smartphones, tablets and mobile devices, written for do-it-yourself entrepreneurs who don't have time or money to waste and who want to grow their brands, improve sales and reach the millions who shop online only through mobile devices.

The Bootstrapper's Guide brings the Mobile Web to mainstream business users who need fast, effective results. Without wasting the reader's time on theory, jargon or abstract programming concepts, *The Bootstrapper's Guide* teaches how to create a successful mobile web presence without learning programming languages or becoming a web designer. With *The Bootstrapper's Guide*, you can do it yourself, do it cheaply and do it now.

Using real-world examples of best practices for mobile development, *The Bootstrapper's Guide* gives readers hands-on training to get started in mobile web marketing. Easy-to-understand step-by-step instructions,



illustrated throughout with extensive screenshots, show exactly what to do at every step of the way.

The Bootstrapper's Guide develops readers' knowledge, hands-on skills and confidence with core mobile web technologies:

—Developing mobile websites by writing your own code, using a content management system (CMS) or using mobile web development services such as goMobi, mobisiteGalore, Winksite and Mofuse.

— Redirecting mobile traffic and optimizing, promoting and troubleshooting mobile websites.

—Developing mobile apps for iOS, Android, Windows Phone and Blackberry, using either native software development kits (SDKs) or app development services such as AppMakr, Widgetbox and IbuildApp.

—Developing web-based mobile apps and converting web apps to native apps.

—Distributing, promoting and monetizing mobile apps.

—Mobile web marketing tactics including QR codes, location-based marketing, mobile advertising and SMS advertising.

—New and upcoming mobile technologies to plan for now, including augmented reality, search apps, near field communication (NFC) and context aware applications.

More than just a how-to, *The Bootstrapper's Guide* helps you formulate the right mobile web strategies and plans to advance your particular goals for your business. Throughout *The Bootstrapper's Guide*, straightforward checklists and worksheets help you make key decisions about your mobile web strategy, focus your options, and weigh costs and benefits. Special sections on measuring results and analytical tools help you assess the effectiveness of your mobile web strategy and identify the mobile web tools that are creating the best results for your business. Quick summary boxes and decision guides lead you directly to the information you need.

The book's companion site, **TheBootstrappersGuide.com** puts even more resources at your fingertips, with links to development tools, tutorials, templates, services, apps and worksheets to help you plan and implement your mobile web strategy.

The Bootstrapper's Guide to the Mobile Web is the essential manual for all professionals who want to put the Mobile Web to work building their business. Without getting bogged down in unnecessary technical detail, *The Bootstrapper's Guide* cuts to the heart of the matter: strategies and tactics to create a successful mobile web presence that makes money for your business.

Book Details:

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Internet Marketing, ISBN 978-1-61035-052-5

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About Deltina Hay

Author of *The Bootstrapper's Guide to the Mobile Web*



Deltina Hay is a veteran Web developer, publisher and a pioneer of social media, Web 2.0 and Web 3.0, especially as it applies to small business and the publishing industry. She is an avid writer, presenter, educator and blogger.

Hay's deep working knowledge of mobile web concepts, as well as how to apply them in the real world, make her writings and presentations some of the most exciting and accessible in the industry today. As the facilitator of many of Drury University's graduate digital marketing courses, she educates businesses and students on the strategies, technologies and tools for creating a sustainable and optimized presence in the Mobile Web, the Social Web, and beyond.

As a publisher, small business owner, author and bootstrapper in her own right, Hay knows firsthand the amount of traffic that proper online optimization and marketing can drive to a website, as well as the millions of potential customers and readers it can reach and influence. Her writings are filled with practical training in mobile web tactics due to her in-depth knowledge of the tools. She intuitively knows how to apply mobile web technologies because she can actually develop and adapt those technologies for business purposes.

A long-time advocate of open source technologies, Hay has been programming and/or developing for the Web for over 25 years. Her graduate education includes computer science, applied mathematics, numerical analysis, fluid dynamics, nonlinear dynamics and psychology. Hay joined the International Marketing Standards Board's Global Board of Advisors in 2010.

Already in its second edition, Hay's book, *The Social Media Survival Guide*, is used in countless colleges and universities as the basis of their social media and digital marketing courses.

Though a native Alaskan, Ms. Hay lives in Austin, Texas, with her two cats Wolfgang and Ludwig. When she is not in a wireless cafe contemplating the future of the Internet, she is hiking in a Texas State Park, contemplating silence.

For more information on *The Bootstrapper's Guide* series, see TheBootstrappersGuide.com.



For more information on *The Bootstrapper's Guide to the Mobile Web* (Quill Driver Books, May 2012) or to arrange an interview with author **Deltina Hay**, please contact Jaguar Bennett at Quill Driver Books, (800) 345-4447, Publicity@QuillDriverBooks.com.

*“Direct and no-nonsense”; “An indispensable toolbox”;
“An amazing resource”*

Praise for *The Bootstrapper’s Guide to the Mobile Web*

“The Bootstrapper’s Guide to the Mobile Web includes no extraneous text. It’s a practical guide served straight up, an indispensable toolbox crammed with no-nonsense methods and practices for getting your website mobile. The motivational infomercial riffs one often finds in books of this type are thankfully absent. For any website owner or developer less than 100 percent expert in mobile website and app development, *The Bootstrapper’s Guide to the Mobile Web* is an unintimidating go-to resource. The price of *The Bootstrapper’s Guide to the Mobile Web* is a fraction of an hour of tech development — invariably money well spent. Fifteen minutes of development time saved recoups investment in this book. Read armed with a highlighter and a notepad to compile a list of resources and page references most relevant to your build.”

—Ted Sturtz, *New York Journal of Books*

“In this nuts-and-bolts book, social media marketing expert Hay (*The Social Media Survival Guide*) guides the do-it-yourselfer through getting mobile from start to finish, covering everything from style and best practices to creating apps and your own QR codes. In addition, she discusses the native-app vs. Web-app debate and the pros and cons of each. Worksheets are included for the first two sections to help readers create their mobile Web site and apps, and the book’s many QR codes link to content on a companion Web site. Hay writes in a direct, no-nonsense manner.”

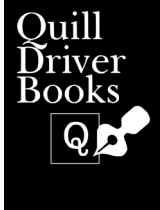
—*Publisher’s Weekly*

“The mobile web is your BIGGEST opportunity to improve your business. Deltina Hay has provided the roadmap. Dig in. Now.”

—Chris Brogan, President, Human Business Works

“Deltina Hay’s book, the first of three coming out, is an amazing resource for anyone who likes to roll up their sleeves and get down to work. If you’re looking for fun anecdotes and fluffy prose you have come to the wrong book. However, if you really need to know how mobile will affect your business and would like to have the tools to be one step ahead of your competition, then you are going to love this book.”

—Bob Garlick, *Business Book Talk*



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