

SurThrivor Volume 1

Mobile

geddon

**Newbie
Friendly!**

**3 Easy Steps
To Ensure Your
Sites Survive
The Next
Google Update**

A BarbLing Production



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Acknowledgments

A public thank you – I've been making my living online now for over 18 years and during this time, have been blessed by the following individuals:

- [Bill Vick](#), [Wallace Harkness](#), [Dennis Becker](#), [Debbie Benstein](#), Theresa Zappulla and more
- I'm also deeply grateful to my colleagues and the super folks from whom I learned including [Marlon Sanders](#), [Paul Myers](#), [Dr. Ben Adkins](#), [Brad Spencer](#), [Judy Ketternhofen](#), [Norma Rickman](#), [Colin Theriot](#), [Coby Wright](#), [Monika Morley](#), [Joe Finn](#), [Igor Kheifets](#), [Kathe Lucas](#), [Denise Hall](#), [Janelle Kleppin](#), [Erica Stone](#), [Tink BD](#), [Jenny Dunham](#), [John Lenaghan](#), [Liz Strauss](#), [Mark Davidson](#), [Suzie Cheel](#), [Joanna Young](#), [Brian Clark](#), [Darren Rowse](#), [Maureen Sharib](#), [Jim Stroud](#), [Judi Sohn](#), [Catherine Lawson](#), [Maki](#), [Wendy Piersall](#), [John Chow](#), [Gab Goldenberg](#), [James Chartrand](#), [Skellie](#), [Crow](#), [Joel Falconer](#), [Melinda](#), [Lorelle](#), [Brad Shorr](#), [Cath Lawson](#), and many more as well.
- Next, I am indebted to: **Donna Gillespie**, author of the life-changing books [The Light Bearer](#) and [Lady of the Light](#) – one of the most superb writers today.

Last but never least:

My family. My wonderful husband, Moses Ling, my terrific kids, my wondrous mooses, my absolutely fantastic parents - none of this would be possible whatsoever without their love and support. This one's for you, folks!

Dedication

To my husband:

Surthrivor: Mobile Edition is dedicated to my husband, Moses Ling...the man in my life who keeps me sane and gives me the truest meaning to my life.

I love you the mostest. Always.

And also.....

Barbara Ling

Fortune favors the bold.

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Surthrivor: Mobile Edition

Published by Lingstar

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The Whole Surthrivor: Mobile Edition Collection

Surthrivor: Mobile Edition is part of the Surthrivor: Mobile Edition Collection.

The main report is:

[Surthrivor: Mobile Edition:](#)

3 simple steps to ensure your site doesn't disappear from Google

- Free ways to mobilize your site
- How to add Google Pixel to track mobile
- MORE!
- [Click HERE to see them all!](#)

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- [click HERE to see it!](#)

Before You Begin: The NEW Search Engine Slant... MOBILE!



It can no longer be denied.

Not only is mobile here, but it's surpassing desktops for Internet usage.

And that means.... more and more people will both find your site via mobile search.... and arrive on your site via a mobile browser.

Here's the thing, though.

Take a look at your computer screen.

It's probably bigger than, say, 12 inches or so?

Now.

Imagine someone on a smart phone visits your site.

Imagining that yet?

Mentally squoosh all that content onto a teeny tiny screen.

That's what a huge number of your website visitors will be seeing. And if your content is not mobile-friendly (ie, it looks *readable* on a teeny tiny screen.....

Your website visitors will **not enjoy their visit as much....**

And leave your site quicker than a toddler consumers 837 holiday chocolates...

And here's why that's important.

Google and other big search engines are measuring "bounce rate" and other things online...

And they're factoring in mobile-friendliness big time into their ranking algorithms.

So! If YOUR online site is NOT mobile friendly, mobile engines will say in **neon serious font:**

This Site Will NOT Provide A Good Visitor Experience! Shun! Shun!

(In other words, you'll losing ranking points so your site isn't found as much online).

Let me repeat that...

(In other words, you'll losing ranking points so your site isn't found as much online).

And **that's why** you want to ensure your content is mobile-friendly.

It's within your best business interests to keep Google Mobile Search and other big ending Mobile Search...

Luckily, it's not difficult to do. With that as an introduction, let's pounce now on exactly how to fix your mobile site for free. Move to:

Step 1.) Make Your Site Mobile-Friendly For Free



Alrighty! There are three main situations marketers have to concern themselves about:

- Wordpress
- NOT Wordpress but some other site-building tool
- Straight HTML

These will be described in the next section.

But first.... let's see IF your site (no matter what it's running!) already IS mobile friendly.

Here's how.

Visit [Google's Mobile-Friendly Test](#).

Enter in your website name and click **Analyze**. Take your time, I'll wait.

If your site is mobile-friendly, you'll see something like:

Mobile-Friendly Test

<http://barbaraling.com/>

Awesome! This page is mobile-friendly.

And if it's not, you'll see something like the next page.

http://mamabear.me/ **Wah!**

All the reasons why its not mobile friendly!

Not mobile-friendly

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set
- ✗ Content wider than screen

This page may appear not mobile-friendly because the robots.txt file may block Googlebot from loading some of the page's resources. [Learn how to unblock resources for Googlebot.](#)

If you've made sure Googlebot is not blocked, you can see [Pagespeed Insights](#) for more details on detected issues. [Learn more about the differences between the two tests.](#)


How Googlebot sees this page

This page uses one resource which is blocked by robots.txt. The results and screenshot may be incorrect.

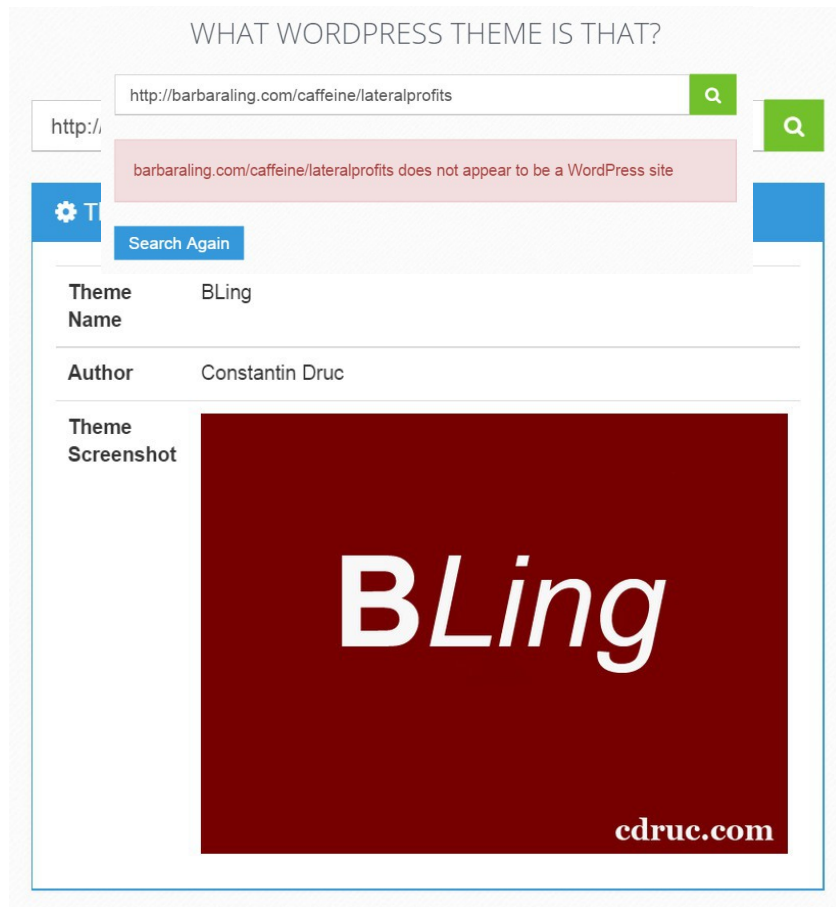
Does this screenshot look in
let Googlebot view the page

▶ [Show resources](#)

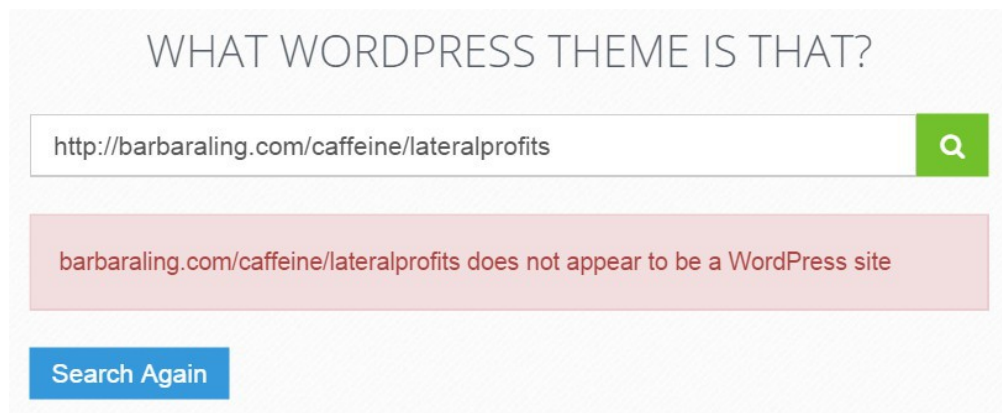
See how the display is like a desktop screen, all squooshed up?



(Don't know if your site is running Wordpress? Visit [What WP Theme Is That](#) and type in your site name. If it's running Wordpress, you'll see something like:



And if your site is NOT running Wordpress, you'll see something like:



If the site IS running WP, chances are.... you'll see a direct link to the

developer. That way, IF you need to contact them later on in this solution, you can).

So! Let's assume your site IS running Wordpress. Move now to:

1.) Wordpress

If your site is running a Wordpress theme, either it is ALREADY mobile-friendly (responsive)....

Or it's not.

Remember how you could tell if it's responsive or not by plugging your site into [What WP Theme Is That](#) and seeing if it looked exactly the same on a teeny tiny mobile screen as it did on your desktop screen?

If it did, it is **not mobile-friendly**.

Luckily, the fix is very simple.

If you don't want to upgrade your theme, you can simply add one of these two make-your-WP-site-mobile-friendly plugins:

- [WP Touch](#) (If you get an error that this plugin sometimes shows mobile theme on desktop, check out <https://www.wptouch.com/support/knowledgebase/optimizing-caching-plugins-for-mobile-use/> – it has to do with caching).

- [Mobile Smart](#)

Wasn't that simple?

Now! One thing to keep in mind...

Many free mobile plugins will monetize their work by adding Google Adsense Mobile to their displays. However, you can often insert **your** Google Adsense Publisher ID instead!

Find out more via:

- Google AdSense
- DoubleClick for Publishers

And that's ALL you have to do to ensure your Wordpress site is mobile friendly.

Cool, aye?

Now!

What if you're like 99.938475983768973967% of folks online (who have been online since the dawn of the dinosaurs, much like myself) and decide that instead of patching your site with a WP mobile plugin, you want to simply overhaul it and bring it into the year 2020?

You have 2 choices:

You can use a free WP mobile-responsive theme....

- Find all the free mobile responsive themes [HERE!](#)

Or you can use a paid WP mobile-ready theme.

I personally use:

Thrive Themes

for my latest ([Simple Family Income](#) site. HIGHLY recommended (and wow, it makes mobile a snap!).

And that takes care of how to mobilize your Wordpress site.

Next! If your site is NOT WP, let's move to:

2.) NOT Wordpress, something else

I confess... I do NOT do much that's not either WP or straight HTML.

However, I did find the following resources for you! Please explore these sites if you need to mobilize:

- Mobile Displays for Joomla!

- [Typo3 Mobile](#)
- [Mobile Templates for Blogger Blogs!](#)
- [Mobile Displays for Drupal](#)
- [Mobile Detection for Craft](#)

That takes care of non-WP Content Management solutions.... and if you're currently running straight HTML sites, check out:

3.) Straight HTML

Customizing your HTML website is 'way beyond the scope of this product solution... but I found the following goodies that can help you out!

- [How to Turn Any Site Into a Responsive Site](#)
- [How to Create a Responsive Website in about 15 Minutes](#)
- [Build a Responsive, Mobile-Friendly Website From Scratch](#)

GEEK alert: In a nutshell, you to ensure that your page's HTML file includes: and specify a responsive CSS file like:

- [Build a basic responsive site with CSS](#)

Alrighty now! Let's review a bit what you've accomplished.

In a nutshell, you know now how to make your site (Wordpress, HTML, Joomla, etc.) mobile-friendly and responsive.

Yay! Pat yourself on the back.... you've done great!!

Now that your site is mobile-friendly, let's **start tracking its stats**.

Move now to:

Step 2.) Start Tracking And Verifying Your Site

One of the easiest ways to track your site's visibility is to use [Google Analytics](#)

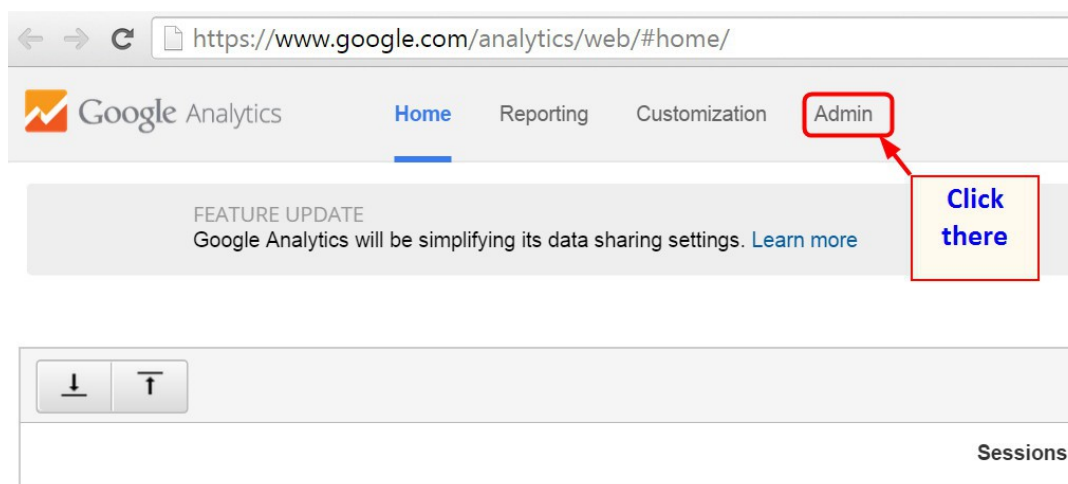
So! Begin by:

1.) Sign Up At Google Analytics

Visit [Google Analytics](https://www.google.com/analytics/). You have to have a Google Account to access it - sign up at [Google Account Signup](https://accounts.google.com/signup) if you need one.

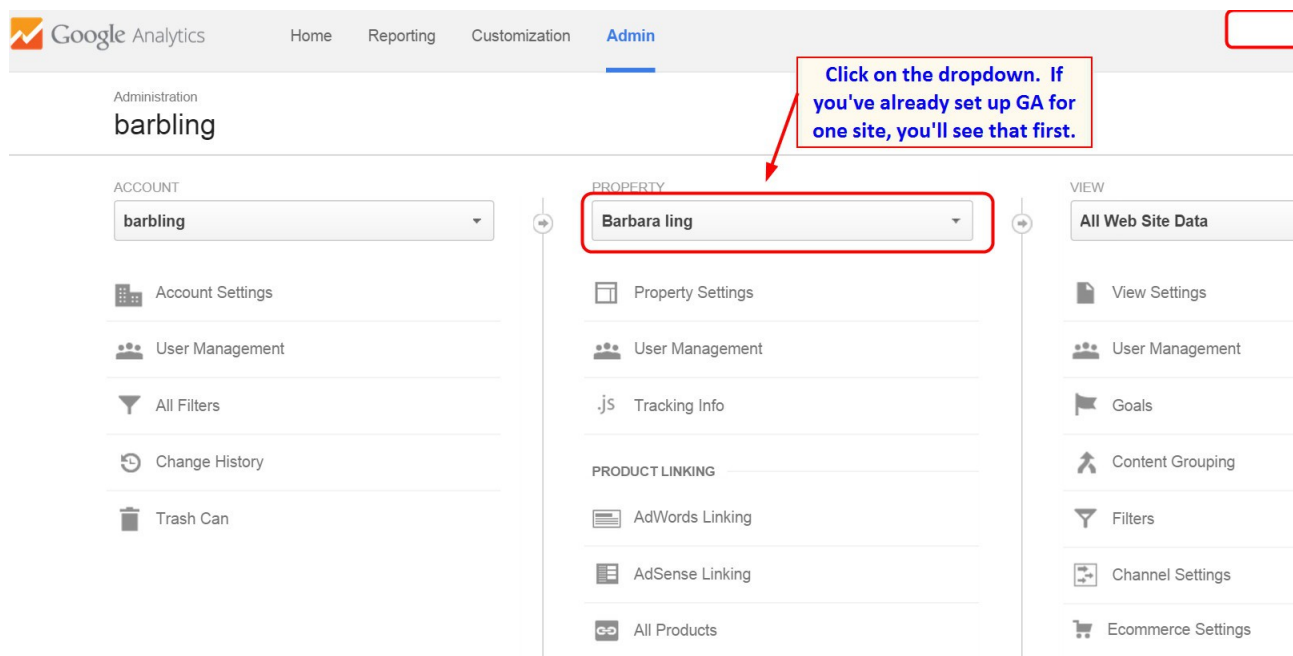
Next, go back to [Google Analytics](https://www.google.com/analytics/).

Click on the [Admin tab](#) like so:



Next, click on the **PROPERTY** tab:

Surthrivor: Mobile Edition



And select **Create new property**:



Next, fill in your website information and get your Tracking ID:



What would you like to track? _____

Website

Mobile app

Tracking Method _____

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tr to complete your set up.

Setting up your property _____

Website Name required

Simple Family Income

Website URL required

http:// http://simplefamilyincome.com

Industry Category ?

Business and Industrial Markets

Reporting Time Zone

United States (GMT-05:00) Eastern Time

You are using 1 out of 50 properties on this account.

Get Tracking ID

Cancel

1.) Make sure "Website" is tracked

2.) Add your website name

3.) Add your website URL

4.) Select Category

5.) Set Reporting Time Zone

6.) Get Tracking ID

After you click "Get Tracking ID", you'll be given the tracking ID you need to include in your website.

Tracking ID

UA-42157238-2

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-42157238-2', 'auto');
ga('send', 'pageview');

</script>
```

This is the code you make sure your website includes.

This is your Google Analytic ID

Woot! You now have your Google Tracking Pixel! Now it's time to:

2.) Add Your Google Tracking Pixel Code To Your Site/Pages

We're cookin' with gas now! (OMG, did I just date myself with that statement? :))

Now it's time to add that glorious tracking pixel to your site.

Need help adding it? Many Wordpress themes already have this built in (all you have to do is enter in your Google Analytic ID).. In addition, check out:

- [How to Install Google Analytics in WordPress for Beginners](#)
- [Google Analytics by Yoast Wordpress Plugin](#)

Sweet!

Let's now take a moment to review where you are.

Your site is mobile-friendly...

And...

It now has a Google Tracking Pixel in it!

The next thing to familiarize yourself with it:

3.) Check Out Google's Webmaster Mobile Tools

Why?

Well, as time continues and more and more of your fans will access your site via their smart phones, it just makes *sense* to learn:

- Who is visiting
- What keyword brought them to your site
- How long do they stay on your site
- ETc.etc.etc.

So! Going over all the goodness Google Analytics offers is 'way beyond the scope of this product solution, but allow me to share with you these great resources if you want to explore it further (if you're on your mobile phone reading this, make sure you bookmark them for later use!)

- [Beginner's Guide: How to Use Google Analytics for Your WP Site](#)
- [The Complete Guide To Setting Up Google Analytics](#)
- [A Checklist Guide for Mobile Analytics Insights](#)

Things you'll want to learn include:

- What are mobile visitors looking for? (Are the keywords that brought them to your site different than desktop keywords?)
- Is this information easily found? (Your bounce rate, the average time spent on pages, etc.)
- Does my website load fast enough so users don't bounce off? (website speed)
- Are my calls-to-action visible on the mobile website and are they effective? (sales, optins, etc.etc.etc.)

And did you know....

You can also submit a mobile site map as well!

Learn about that over at:

- [Add mobile URL info to a sitemap](#)
- [Generate a mobile sitemap](#)
- [Google XML Sitemaps](#)

Once your site is mobile-friendly, the next thing to do is:

4.) Verify Everything Is Mobile Peachy!

SO many things can be done for your mobile and desktop site.... but this product focuses solely upon making your site mobile-friendly.

Thus, let's go thru the main critical things you MUST ensure have been done.

First, re-check your site at Google's Mobile Friendly check:

- [Mobile Friendly Test](#)

Remember our earlier check about how mobile-friendly means your site is easy to view on teeny tiny mobile screens instead of big huge desktops?

- [Configuring Your Viewport](#)

gives you a nice visual way of actually **seeing** what that means.

Want a checklist for mobile-friendly sites?

Ensure technically:

- Its using the right markup language** - XHTML is the computer language that is specifically designed for mobile phones. It means Extensible HTML.
- Googlebot-Mobile has access** - that's the bot Google uses to index your mobile site
- Site is optimized for mobile** - Image sizes are small, above-the-fold content shows in under a second, mobile caching is used.

Want additional help? Check out:

- *A CheatSheet for Mobile Design*
- *Google's 3 Mobile Site Configurations*

and then also ensure user-experience is excellent:

- **Item Size** - Mobile users don't have to needlessly zoom in to view your content
- **Menus Work** - Mobile users can navigate your site in 3 clicks or less
- **Buy Buttons** - Mobile users don't have to scroll 234 times to see the first Buy Button

Wait a sec.

Reread that.

Buy Buttons!

The most important part of making money!

We'll revisit that in a sec....

But to stay on track. Once you've ensured your site is mobile-friendly, it's time to:

Step 3.) Submit Newly Mobilized Site

Sure, you can wait for the GoogleBot to get around to visiting your site....

Or you can simply submit it all over creation.

Here are 2 specific places to submit:

- Google Submit

- Bing Submit

Nowadays, most search engines send out crawling bots so submission just isn't necessary. You can try a place like [FreeSEOIndexer](#) for mass submissions, and don't forget to submit your Mobile Sitemap to Google too via [Add mobile URL information to a Sitemap](#).

Let's take a moment now to review where you are.

You've made your website mobile-friendly.

You've added Google mobile tracking to your website.

You've resubmitted your website to Google.

Congratulations! **You will survive Mobilegeddon!**

And for a quick recap, do this:

1.) Visit [Google's Mobile Friendliness Tool](#) and input your site URL to see if you get a thumbs up or thumbs down.

2.) Next visit [Google's PageSpeed Insights Tool](#) and input your site URL to ensure your site is fast on all devices.

3.) And then check out [Google Analytics Mobile Usability](#) and see if there are any specific issues WMT reports and other data, such as the:

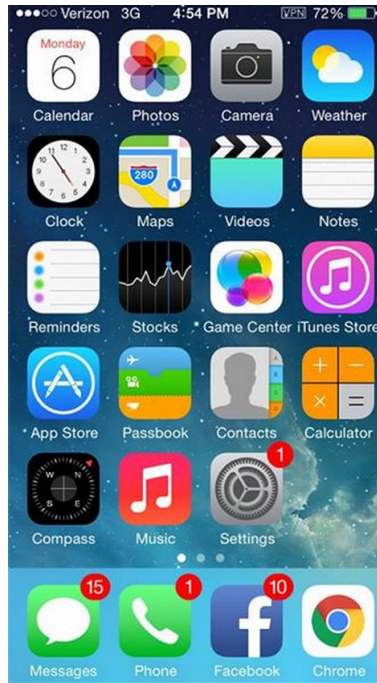
- [Mobile Visitors Overview](#)
- [Mobile Visitors Devices](#)

Good stuff indeed!

Which now brings me to a very special bonus.... one that is worth the price of admission itself!

And that is:

Bonus #1.) If You're New To Mobile Phones



The whole scope of **Surthrivor: Mobilegeddon** is for you to ensure your sites are mobile-friendly.

But what if you're not a mobile-enthusiast?

What if you still much prefer accessing the Internet via a desktop.... and view smart phones with ill ease?

The plain fact is, mobile is here and isn't going anywhere at all.

So might as well embrace it!

Here's how.

1.) See How Your Site Looks On All Mobile Phones

Did you know that besides generic mobile views, you can see how your site looks on all sorts of devices?

Check out:

- [Mobile Test.me](#)
- [Mobile Phone Emulator](#)
- [ScreenFly](#)

But why would anyone **really** want to use mobile phones to access the Internet?

Well, the thing is.... folks do lots more than the Internet with mobile!

There are literally thousands of games and apps you can download.....

That make business life and other thingeess 'way easier.

Think of your mobile phone like a teeny computer you can carry around in your pocket.

Let me repeat that.

Think of your mobile phone like a teeny computer you can carry around in your pocket.

So! Want to play a game?

- There's an app for that.

Want to track your fitness?

- There's an app for that.

Want to edit a movie?

- There's an app for that.

Want to amuse your toddlers?

There's an app for that!

In a nutshell.... smart/mobile phones are gaining in popularity because they're tiny computers you can carry around.

And that of course brings me to the best way to get used to mobile

phones.... do so by:

2.) Get Used To Mobile With These Apps

Got a mobile phone? Never use it?

Alrighty then, get started with mobile by downloading some popular apps and become used to them.

Generally, mobile apps are broken down into:

- iPhone/Apple/iOS
- Android/Google

These are just different mobile platforms.

And the apps on them...

They show up via icons on the screen like the next page.



So in the above screenshot, you can see that my apps include:

- Photos
- Camera
- App Store
- Weather
- Reminders

If you're using an iPhone, you would get apps via the [iTunes](#) store.

If you're using an Android, you would get apps via [Google Play](#).

Mobile phones already come bundled with an App Icon that allow you to access the App store.... but if you need more help about that, check out:

- [How to download apps on Google Android](#)
- [How to download apps on iPhone](#)

And once you're familiar with that, go forth and download these apps and simply... **Get Used To Them.**

Facebook

- [Facebook for iPhone](#)
- [Facebook for Android](#)

Gmail

- [Gmail for iPhone](#)
- [Gmail for Android](#)

Twitter

- [Twitter for iPhone](#)
- [Twitter for Android](#)

Skype

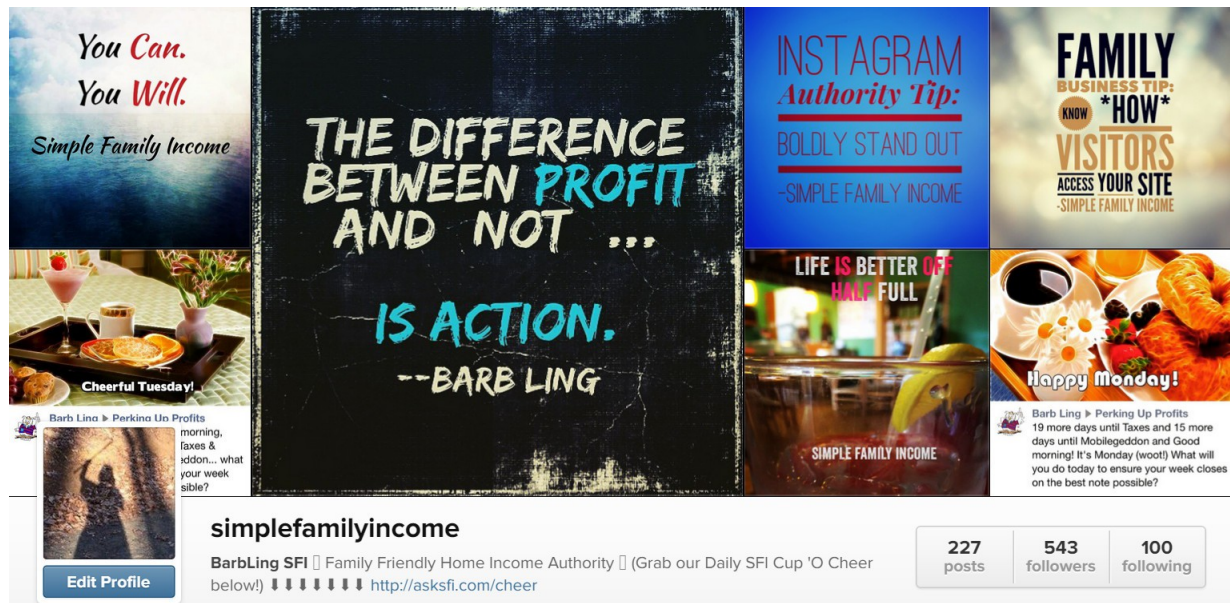
- [Skype for iPhone](#)
- [Skype for Android](#)

And if you'd like to see other nifty uses of mobile apps, check out:

- [Top Business Apps](#)
- [49 of the Best Fitness Apps](#)
- [100 of the best Free Gaming Apps](#)
- [CNN: Which Dating App is Right For You?](#)

And finally for this chapter, what I've personally found to get yourself into the whole mobile social thingee....

3.) Sign Up To Instagram



Yep.

It's huge. As in bigger than FB huge.

You can grab the Instagram app here:

- [Instagram for iPhone](#)
- [Instagram for Android](#)

Basically, Instagram is a visual social network where you share pictures. They can be motivational, they can be personal.... it's a great way to build up a social media presence.

You can check out and follow my Instagram over at

- [Simple Family Income](#)

And to find people to follow, consider:

- [Top 25 Brands to Follow on Instagram](#)
- [10 Instagram Accounts Every Entrepreneur Should Follow](#)

After you've created an Instagram account, you can log onto it via your

desktop. Simply visit the pages I just listed and then click FOLLOW for each person/brand; it will show up when you access Instagram from your mobile device.

Nifty!

Let's take yet another moment and review where you are now!

You've learned how to mobilize your site.

You've learned how to track mobile analytics.

You've learned how to submit your site....

And you've gotten a VERY brief intro to getting used to mobile phones.

What else is there to add?

Well then, why don't we close on:

Bonus 2.) Mobile Marketing Made Simple



Mobile marketing.

In a nutshell, it means marketing via your mobile device....but what do *that* really mean?

Well.

Think about your current digital product solutions.

Lots of them are PDFs or accessible via membership sites, right?

Think about accessing that from a teeny tiny mobile screen.

I know, right?

People are now consuming information on their mobile devices.... so making that information as easy to access as possible is key.

Downloading zip files onto a mobile phone...

Reading PDFs onto a mobile phone....

Yep, there are apps for that.

Another way people are making money from mobile marketing is to create actual mobile apps as well!

Think about it - lots of brands have apps you can download....

And marketers can bundle up PDFs/how-tos/etc. into mobile apps for download as well.

Explaining that in detail is outside the scope of this particular product solution, but here are some additional resources for you:

- [How to Make Money by Selling Free Apps](#)
- [101 Ways To Make Money With Your Mobile Phone](#)
- Tool: [Zapable](#)
- Tool: [Create Cool Apps](#)

And if you'd like ways your mobile phone can help your marketing business:

- [45 of the BEST Mobile Apps and Tools for Marketers](#)
- [Master Mobile Marketing](#)
- [6 Must Have Apps for Digital Marketing](#)

Remember... Mobile is NOW..... and the sooner you move to it, the better!

The prior resources will help you greatly. Woot!

What You Just Learned



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You've just learned:

- How To Mobilize Your Site
- How To Track Your Mobile Data
- How To Submit Your Mobile Site

And enjoyed the two bonus chapters:

- If You're New To Mobile Marketing
- Mobile Marketing Made Simple

But you're not done yet!

Move now to:

Your Next Steps



Your next steps are to **do!**

Review the sections on how to verify your site is mobile-friendly.

If your site is NOT mobile friendly, **MAKE** it mobile-friendly!

Add mobile tracking to your site so you can see your stats for the future.

Re-submit your site to mobile search engines to regain any lost ground.

Give yourself permission to embrace smart phones.... heck, you might not use them yourself, but (and stay with me here, this is key) your customers **WILL**.

Not only will they, but they'll also start using their mobile phones to buy too.

Make sure... they buy from you.

Oh, and should you decide to make mobile product solutions, be sure to join our authority marketing group at <http://PerkingUpProfits.com> and

post them at this image!

Perking Up Profits Presents...

This week's Buy Button Placeholders!

**(The only way a buy button gets
out there is if you create it on
W+/JVzoo/WP first... Here, share
achieving that first step!)**

+ New Product

Add A Product (It's FREE!)



Sell my product or service

Buy Debbie!

(Btw, "Buy Debbie" refers to a colleague's marketing group at <https://www.facebook.com/groups/marketingmorsels/> - highly recommended!)

Conclusion

This concludes the power report “Surthrivor: Mobile Edition”! Hope you enjoyed it bigtime! And please don't forget to network with me:



<http://PerkingUpProfits.com>

<http://facebook.com/barbara.ling.entrepreneur>

Hope you enjoyed this powerful blueprint! I welcome connecting with you on Facebook – please click above to “like” and start to chat!

You're going to love what you discover!

Grow strong,

Barbara Ling

<Http://www.barbaraling.com>

About The Author



Welcome! My name is Barbara Ling, and in a nutshell, I'm all about sharing what I've learned over the past decade about authority and creating and running a profitable business online.

My credentials include:

- **Writing 80+ books/ebooks** about various/sundry ways for people to generate income online (entrepreneur, recruiting, real estate, auctions, Mobile, finding a job, safe weight loss, hidden customers, etc.etc.etc.)
- Being quoted/featured/etc. in various publications/blogs online like:
 - <http://www.forbes.com/sites/cherylsnappconner/2013/08/28/do-press-releases-still-matter-yes-but-not-like-you-think/>
 - [Barbara Ling: Secrets of a Veteran Webmaster](#)
 - [Empower Your Children To Out-Earn Their Professors](#)
 - [Nailing a good contractor](#)
 - [Microsoft Small Business Success Story](#)

There's 'way too much to write here....you can visit my [Barbara Ling About Me](#) page to learn more!

Appendix 1: Other BarbLing Products

There are bunches!

Check out my latest at

- [Internet Marketing Informer 1 Page Cheat Sheet](#)



- [List Building Informer II 1 Page Cheat Sheet](#)



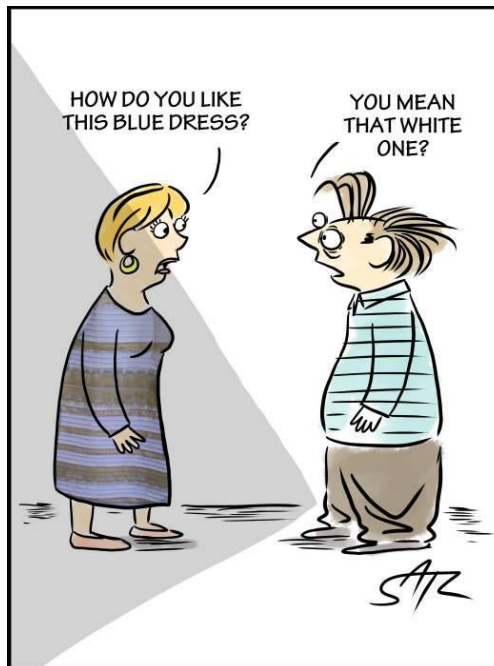
- [Beginners Blogging 1 Page Informer Cheat Sheet](#)



- Alibaba Social Informer



- #TheDress SocialViral Informer



- [Fiverr V3 Social Informer](#)



- [FB Remarketing Social Informer](#)



Lots of goodies you'll find.

Appendix 2: Recommended Resources

Want to know the tools I myself use and/or recommend? They include:

Autoresponder:

- [aWeber](#)
- [GetResponse](#)

List Building:

- [LeadPages \(free class!\)](#)
- [LeadPages Itself!](#)

Copywriting:

- [Script Doll](#)
- [SpeedReadCopy](#)

The BEST Paid Marketing Community!

- [Earn1KaDay](#)

Remember.....

Fortune Favors the Bold.

**Go out and make yourself
fortunate...
TODAY!**

