Hall Launches New Mobile Site Framework with Mobile App Inspired User Experience

February 27, 2012

Portland, Maine – Hall Internet Marketing, a Maine technology enabled internet marketing firm, is pleased to announce the development of their new mobile site framework, which will allow mobile sites to have a smartphone app inspired user experience.

Hall's lead mobile developer, Tim Howe, developed the new framework in response to the current rise in mobile traffic and smartphone application use. Using jQuery Mobile, Javascript, and HTML5, Hall's mobile sites are enabled to have transitional animation, dropdowns, dynamic buttons, and toggle switches; among other touch-optimized features that mimic the interface of a smartphone app. A particularly useful component includes the ability to bookmark the given site on a smartphone home screen with a customizable shortcut icon (in the same way an app icon is stored on a home screen).

"Using the framework has helped to allow us to build high performing mobile sites more efficiently." said Tim Howe, Web/Mobile Developer at Hall Internet Marketing. "We are always looking to improve the user experience and this lets us give mobile users the look and feel they are accustomed to with mobile apps."

Hall's new jQuery Mobile framework is completely customizable and greatly improves the user experience for mobile users. It improves the website's mobile score on mobile validation sites such as W3C and MobiReady.

About Hall Internet Marketing

Hall Internet Marketing is a 13 year old agency that combines technology and expert services to drive cost-effective Internet Marketing strategies to improve website performance. Hall staff works closely with clients to understand their business objectives, their target audience and the competitive environment to create a comprehensive, tailored online marketing program that drives success. Hall helps some of the largest employers in Maine, well known Fortune 100 companies and innovative technology businesses to drive more sales online.

For more information, visit: http://www.hallme.com/press/