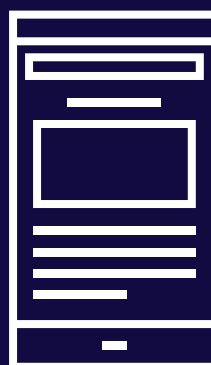FACT SHEET

PROGRESSIVE WEB APPS (PWA)

Progressive Web Apps allow SMB websites to be accessed offline and optionally rendered as an app that can be saved to users' home screen on mobile devices.

BRANDED "APP"

A PWA is an opportunity for the SMB to strengthen their branding. With the option to customize the icon, splash color and text that can be saved directly on the visitor's home screen on supported mobile devices, they can make their brand more visible to returning visitors.
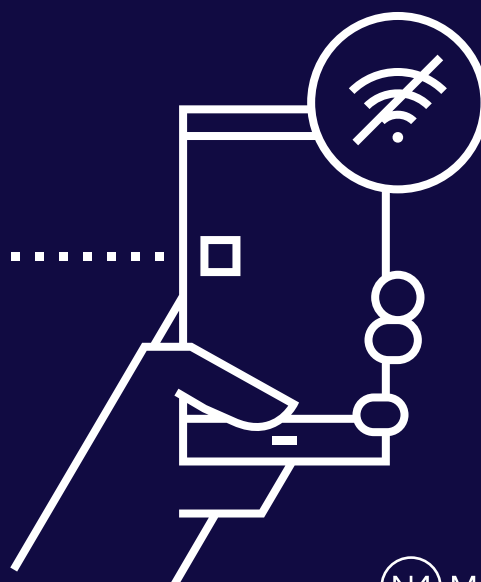
ACCESS WEBSITE OFFLINE

Once a website page has been visited online from a PWA supported browser or mobile device, the page is cached locally in the visitor's browser or device for future use. This allows the page to be loaded instantly when the visitor re-visits the website, even when the visitor is offline.

ADD TO HOME SCREEN

For supported devices and browsers, an "add to home screen prompt" will appear on the visitor's screen when visiting a website with PWA enabled. This will increase the likelihood that the visitor will save the site as an app on their mobile device, and re-visit the website.

MONO

FEATURES

The Progressive Web App (PWA)
feature includes:

- Customizable items:
  - ‣ Icon for home screen
  - ‣ Short text
  - ‣ Splash screen color
  - ‣ Splash screen name (suggested max length is 12 characters)
- ‣ Add to home screen prompt (Browser and operating system dependent feature. Currently not supported by Chrome/Firefox on iOS devices)

THE PWA EXPERIENCE

When using PWA on a Mono website,
the following criteria are met:

- ‣ Pages visited online load instantly when visited offline
- ‣ Website can be saved to PWA supported mobile devices as an app without going through an app store
- ‣ Splash screen with customized color and icon appears upon opening the PWA
- ‣ Website is responsive and served over HTTPS
- ‣ Pages visited online can be accessed offline when using PWA supported browsers and mobile devices
- ‣ Address bar hidden in the PWA (Full screen mode for native app feeling)
- ‣ Schema.org metadata tagging for better visibility in search engines

HOW IT WORKS

A website built on the Mono Platform can be rendered as a Progressive Web App (PWA) which is essentially a local cache of the website that can be saved on the user's device as an app. This ensures fast load times and a smooth user experience regardless of internet access.

You can access the Web App (PWA) section from the Mono Editor in the Settings section. Once the customizable items have been set up, the feature can be enabled.

TECH. REQUIREMENTS

- ‣ The PWA functionality is a free feature available for all website subscriptions.
- ‣ An SSL certificate is required on the website before PWA can be enabled.
- ‣ PWA is only supported by some browsers and mobile devices

CONTACT

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