

PROGRESSIVE WEB APPS (PWA)

A FASTER AND RICHER MOBILE EXPERIENCE

The ultimate mobile experience for faster access and offline engagement.



BOOST OFFLINE ENGAGEMENT

Progressive web apps (PWAs) bridge the gap between visiting a website on browser and a fully native app, and empowers SMBs to render their websites for offline mobile access.

BETTER MOBILE ACCESS

Users can save their favorite SMB websites directly on their smartphones' home screen in a familiar app icon. With offline access, it creates a smoother user experience for website visitors with an unstable connection, and using less mobile data and device storage.

HIGH-SPEED LOADING

53% of mobile users will leave a site that takes more than 3 seconds to load². With PWA technology, mobile users can ensure instant access to their most visited SMB websites, and is valuable for users that need to frequently access content, such as a weekly restaurant menu or fitness schedule.

STRONGER SEO

PWAs are fully indexable by search engines¹, making it easy for customers to find SMB websites and grow organic mobile traffic. PWAs have the added benefit of secure HTTPS authentication, driving better overall optimization and boosting search result rankings.

ENGAGEMENT BOOSTER

By providing a richer mobile experience, PWA has shown to increase user engagement by an average of 137%³. With offline access to the entire website, users can explore on-site content and follow through on calls-to-actions that are relevant, such as calling or emailing the SMB, and drive business for the SMB.

¹ (Google, 2016)

² (Google, 2016)

³ (AppInstitute, 2017)