

WompMobile Technical FAQ

What are the technical benefits of WompMobile?

- The mobile site has the same exact URL as the desktop website.
- The mobile site automatically and instantly syncs with the desktop website.
- Images are automatically compressed, optimized and delivered in the correct size for each device's screen.
- WompMobile sites are faster and more customizable than comparable responsive websites.
- Complete integration with desktop website's software stack, including CMS, SSL, eCommerce platform, cart, analytics, authentication system, cookies and more.
- WompMobile hosts the mobile assets on a geographically redundant content delivery network.
- WompMobile's platform does not increase potential security vulnerabilities.
- WompMobile's platform allows fast development of top quality mobile websites.
- WompMobile follows Google preferred mobilization techniques and using WompMobile will boost your SEO.

How does WompMobile work?

WompMobile's proprietary, patent-pending platform allows us to build lightweight, quality, mobile optimized sites, fast.

With WompMobile, no redirect is needed, there are no proxies and no "m." domain names.

With WompMobile, mobile browsers communicate directly with the desktop website, the desktop web site responds exactly as it does now, except that the small script tag (that we provide) is included.

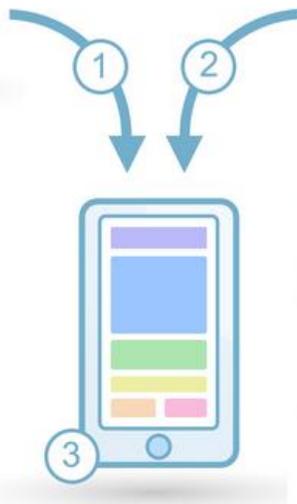
This mobile script tag performs the following:

- Determines if the user is on a mobile device, if the user is not on a mobile device do nothing, if the user is mobile continue.
- Check if the user has opted-out of the mobile site, if the user has opted out do nothing, if not continue.
- Stop the mobile browser from downloading any JavaScript, CSS, images or other assets designed for the desktop website.
- Download mobile optimized JavaScript, CSS and images from the cloud.
- Optimize the user interface for mobile, replace the images with mobile optimized versions and render the mobile friendly user interface in the browser.

Below is an image to help visualize the process:

How it Works

Desktop Site HTML



Blazingly fast
Content Delivery
Network (CDN)

.jpg .js
.css

Closest CDN
Data Center

- 1 Mobile device accesses desktop site HTML with mobile tag
- 2 Mobile tag tells device to download light, mobile optimized scripts, styles and images from nearest CDN data center
- 3 The desktop site is displayed with mobile optimized style, dynamically resized images, and touch friendly features

Are WompMobile sites secure?

Yes. WompMobile does not use a proxy. Secure content from your servers, and data submitted by your mobile visitors never touches any WompMobile servers.

WompMobile's "servers" are actually a cloud based Content Delivery Network (CDN). The WompMobile CDN contains no private information from your site or your users.

WompMobile's engine is 100% JavaScript based and runs directly on the mobile device. WompMobile's JavaScript engine is served from WompMobile's CDN. Since our CDN has a different domain than your website, mobile phone browsers will not allow our script to leak information. WompMobile would never do anything to compromise the security of your website or your clients. However, if we did have a rouge script that tried to leak information the mobile browser would not allow it.

All modern browsers have a [Same-origin policy](#). The Same-origin policy restricts scripts that originate at another domain from transmitting data. If the WompMobile script attempted to leak your visitor's information, the visitor's browser will throw a "cross-site scripting" exception and not allow it.

By design, WompMobile's platform does not increase the attack surface area and does not introduce new potential security vulnerabilities.

Note: While we are developing mobile sites, WompMobile does use a proxy. When you are reviewing your mobile site in our staging environment (before it goes live) the mobile site is not secure.

How will the WompMobile site integrate with my desktop site?

Since WompMobile's engine is JavaScript based and the mobile device communicates directly with your desktop site, all functions from your desktop website continue to work as intended.

- Analytics: Mobile traffic appears in your existing reports. Since WompMobile does not use a redirect, all referrer information will remain accurate (this is not true with "m." sites).
- Content Management System: You can update your WompMobile site using the same system that you use to update your desktop website. When you change the desktop website's content (pictures, prices, categories, descriptions, etc.) the mobile site will automatically and instantly update too.
- Advertising Platform (such as AdSense): Ads from your ad platform will appear on your mobile site, and you will receive revenue when visitors click on them, just like on the desktop site. You may create ad units with ads sized specifically for your mobile site.
- Cookies: The mobile site uses the same cookies as the desktop site.
- SSL: The mobile site uses the same SSL Certificate as the desktop site.
- ECommerce: The mobile site uses the same eCommerce platform and shopping cart as the desktop site.
- User Authentication: The mobile uses the same User Authentication system as the desktop site.

Why are WompMobile sites faster than responsive sites?

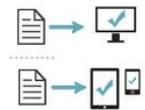
Responsive websites send the same content to all devices and use CSS media queries to instruct the device to display content in various ways depending on the screen size.

WompMobile enabled sites deliver different content to different devices. With WompMobile images, CSS and JavaScript designed for desktop visitors is delivered only to desktop visitors. Mobile-specific images, CSS and JavaScript are sent to mobile users. WompMobile sites are often two to three times faster than comparable responsive sites.

Responsive Loading



Adaptive Loading



Can WompMobile work with Responsive sites?

WompMobile's service is JavaScript-Adaptive, which can work in conjunction with a responsive or non-responsive website. Adaptive sites load faster and provide a better user experience than a responsive-only design, which is why [JavaScript-Adaptive is Google's recommended configuration](#). WompMobile has had great success increasing the performance of responsive websites.

Do WompMobile sites require JavaScript?

For the WompMobile site to be shown, the mobile browser must support JavaScript. JavaScript is enabled on over 99% of all smart phones.

If JavaScript is not enabled on the mobile browser, the desktop site will be shown to the mobile user.

How will the WompMobile platform affect my SEO?

WompMobile's platform will dramatically improve your SEO. Starting April 21st 2015, Google is penalizing sites that are not mobile friendly.

Google will recognize that your site has a lightweight mobile version and Google will rank you higher in mobile searches because of this.

WompMobile will also decrease the time it takes for your website to load, and increase your website's Google PageSpeed Insights score, which will have a positive impact on your SEO.

Can mobile users opt out of the mobile site?

Yes, mobile users can click the “Show Full Site” link (typically placed in the footer of the mobile site) to opt out of the mobile site. Clicking this link will place a cookie on the visitor’s device that will stop the mobile site from displaying. By default, the opt-out cookies last for 5 minutes, however expiration time of the opt-out cookie can easily be customized. You may also place a “View Mobile Site” link on your desktop site that allows any visitor to view the mobile site (we can provide the code for this link).

Does WompMobile have to host the mobile site?

WompMobile must host the mobile site’s assets. WompMobile’s platform is tightly integrated with our CDN. The following WompMobile benefits would not work if the mobile assets were hosted in another location:

- WompMobile’s platform is engineered to only download the JavaScript and CSS that is required for each specific page. WompMobile’s JavaScript engine must know where to download the mobile site’s JavaScript, CSS and images. Our platform must also know how these assets are organized on the server.
- WompMobile’s platform will automatically locate, optimize and resize images from your desktop website and place them on our CDN.
- WompMobile’s development team can easily publish updates, fixes and changes to our CDN.

What happens if the WompMobile servers go down?

WompMobile integrates with Microsoft and Amazon for our CDN. All files are redundant and stored in over 20 different data centers around the globe. It is very unlikely that the CDN will become unresponsive (this has never happened in WompMobile’s history). However, if the CDN does become unresponsive, your site will still be available to mobile users. However, the desktop site will be shown to mobile users instead of the WompMobile mobile optimized site.

What changes do I need to make to the desktop site?

No major changes are required to the desktop site. A small script tag that we provide must be added to the desktop site. The process of adding the script tag is very similar to how you would add an Analytics script tag to your site. The WompMobile script tag should be placed just inside the opening `<HEAD>` tag of the document and it should be on every page of your site. WompMobile’s staff is happy to add the script tag to your site, although we will need the permission and credentials to do so. Adding the script tag normally takes just a couple minutes.

Are any DNS changes required?

No domain-name or nameserver changes are required.

Can WompMobile support complex forms, validation, client side scripts and/or AJAX?

Yes! We have successfully converted very complex user interfaces to mobile.

Which method are you using for detecting mobile users?

We use the UserAgent to determine if the WompMobile site should be enabled. We typically use the following to test the UserAgent when WompMobile is used for Smartphones only:

```
/iphone|ipod|phone|mobile|mini|silk|iemobile/i.exec(navigator.userAgent)
```

We use the following to test the UserAgent when WompMobile is used for Smartphone and Tablets:

```
/iphone|ipod|ipad|phone|mobile|mini|silk|iemobile|android/i.exec(navigator.userAgent)
```

Once the WompMobile platform is enabled we use a combination of UserAgent detection and screen-width to determine if we should display a Tablet or Smartphone layout.

Which browsers does WompMobile support?

The WompMobile platform supports the following browsers:

- All versions of Chrome
- All versions of Safari
- Firefox 4+
- Opera 11+
- Internet Explorer 10+

Additional browsers such as Dolphin can be supported if requested.

Does WompMobile provide a complete “turnkey” solution?

We aim to offer a full turnkey solution. The minimum client involvement is described in the sample timeline below:

Client Consultation – Week 1 – Within one business day of the receipt of the client agreement and deposit, design team account manager schedules the client consultation. This consultation is generally a 10- to 60-minute review of the client’s goals for the mobile site, including any specific designs or requests for the mobile website. The consultation is most often with the client’s marketing or branding team as the goal is to address design and user interface; no technical expertise is required.

Development – Weeks 1-4 – The WompMobile team develops the first iteration of the new mobile website, based on internal expertise, industry best practices and input from the client consultation. This phase can last anywhere from two to four weeks, depending on the scope of the project. Intermittent client check-ins can be included in this phase, but are not required.

Quality Assurance (QA) – Week 4 – The mobile website is put through internal QA before being presented to the client.

Client Review & Testing – Week 5 – The client receives a link to view and test the mobile website. At this stage in the development process, the test site is operating on a proxy and will be slower than when it goes live. The proxy allows us to provide the customer with a working mobile website while still in the development phase. The client team uses, reviews, and tests the mobile site in order to provide feedback to the WompMobile team.

Revisions – Weeks 5-6 – The client team provides feedback and revision requests to the WompMobile team which are addressed and implemented. There are most often two rounds of revisions during this process, however, WompMobile will provide additional revision rounds as required until the project is to the complete satisfaction of the client.

Client Signoff & Launch – Week 6 – WompMobile provides the client with the JavaScript snippet to be placed on the desktop website with complete placement instructions. This process generally takes about 5 minutes to implement, and WompMobile is able to implement on behalf of the client if needed and/or desired.

Additional client involvement can be accommodated if desired, including:

- Daily check-ins during the development process.
- Client may be responsible for developing mobile specific icons, images, banners, text and other creative elements.
- Client may develop and maintain mobile specific HTML Pages.

Which optimization techniques does WompMobile apply?

WompMobile aggressively optimizes all of our sites. The following optimizations are built in to the WompMobile platform and included on every mobile site:

- The WompMobile “Engine” is a single JavaScript file. This single file contains all of the JavaScript for the mobile site, all of the HTML templates, the site wide CSS (CSS for headers, footers, navigation, etc) and the landing pages' CSS. We combine the common and landing page CSS, HTML and JavaScript in to a single file to take advantage of better GZip optimization and reduce HTTP connections.
- WompMobile loads non-landing page CSS on a page by page basis as the user navigates the site
- Images are automatically compressed, optimized and delivered in the correct size for each user's screen
- All JavaScript is minified and compiled using Google's closure compiler
- All CSS is minified
- CSS is added inline
- All assets are GZipped and stored on our CDN (we integrate with Microsoft's Azure CDN)
- We store all HTML templates, CSS and JS in HTML5's localStorage (when available). In our test localStorage is about 40% faster than the HTTP cache.
- Remove any unnecessary Images, JS and CSS from the desktop site so they are not downloaded to the mobile device

On a project by project basis we will also provide the following optimizations:

- Use AJAX navigation and window.history instead of the browser's navigation (this can yield substantial load time improvements)
- Defer JavaScript downloading and execution until the page has been painted
- Use of icon fonts where appropriate
- Serve WebP images to supported browsers
- Lazy-load assets or pre-load assets as required

Optimization is ongoing and we are working on many new technologies and techniques, as we discover new optimization techniques they will be tested and offered to our clients for inclusion in their mobile sites.

To Learn about Mobile Design Best Practices download our free White Paper here:

<http://www.WompMobile.com/Whitepapers>