

# Press Release

May-2015

## THE MLA JOINS THE TECH REVOLUTION BY LAUNCHING A MOBILE-FRIENDLY SITE



- The Master Locksmiths Association launches mobile-friendly version of the company's Find a Locksmith website
- Launched in April 2015
- Aimed at improving the functionality for site visitors and making it easier for people to find their local MLA approved locksmith
- Mobile internet usage remains a significant growth area in the UK and beyond

With the increasing demand for mobile internet devices, the MLA thinks it's about time it joins the tech-savvy consumer. The new site promises to provide a much more user-friendly interface over its more clunky counterparts. The improved ergonomics boasts quicker search times for customers who need a locksmith, with a simplified 'Find A Locksmith' page. Between the 1st of January and the 27th of March 2015 the MLA website saw 62% of traffic come from mobile and Tablet devices, versus 38% of traffic from traditional Desktops. The popularity of mobile devices along with Google's announcement of changes to their Search Engine parameters – something that came into force on the 21st of April 2015 and sees a new algorithm taking into account criteria such as; text size, the space between links and whether the content displays across a screen of a mobile device – made the decision to generate a mobile-friendly site that much more important.

### So What's All The Fuss About? – The Global Marketplace

Mobile-friendly sites were introduced on Smart Phones back in 2007. Driven by strong demand for health and banking services in the developing world and advanced services – such as business search, leisure and Social Media – in the developed world, mobile internet services has seen surging global demand. With this in mind, it's never been so crucial for organisations to adapt their digital marketing accordingly. In 2015, research shows that about 80% of people use a Smart Phone, whilst 47% use a Tablet.

Meanwhile, it also appears that consumer's attitudes are changing too, with 22% of people who believe connecting to the internet with Smart Phones is important. Whereas, 29% of laptop users and 17% of Desktop users believe it's important. With similar levels of opinion for both traditional and mobile internet users, it's testament to the growth in technological innovation across the communications industry.

It's clear from the 1.9 billion mobile users versus the 1.7 billion Desktop users that mobile-friendly sites will increasingly play a part in organisation's strategies within the UK and beyond. What's more, with emerging devices – such as Apple's 'Smart Watch' and Nike's 'Fuelband' fitness wristband – it shows that mobile internet is here to stay for the foreseeable future!

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For more information you can contact:

Dr Steffan George  
Development Director  
**Master Locksmiths Association Ltd**  
Tel: +44 (0) 1327 262255  
[Steffan.George@locksmiths.co.uk](mailto:Steffan.George@locksmiths.co.uk)

Guy Fox  
Marketing Officer  
**Master Locksmiths Association Ltd**  
Tel: +44 (0) 1327 262255  
[Training@locksmiths.co.uk](mailto:Training@locksmiths.co.uk)

### About The Master Locksmiths Association

Since its inception in 1958, the MLA has since grown to become the principal trade body representing locksmiths and promoting standards within the locksmithing industry. Without regulation it's challenging to maintain security standards. Subsequently, in 2009, the MLA transformed security standards within the locksmithing arena by becoming the driving force behind security vetting for locksmiths. Working closely with the House of Commons, an amendment to the Rehabilitation of Offenders Act (1974) means that a DBS (formally CRB) disclosure can be conducted for MLA member locksmiths; safeguarding consumers more effectively.

