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How To Present Progressive Web Apps To Your Clients

AND HELP THEM WIN THE MOBILE WEB

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And Then There Were Three

In the past, not long ago, there were only two options for your clients' mobile web needs: 1) build them a mobile site or 2) build them an app. Both options had their pros and cons, and it was up to you to assess your client's needs and decide which option would be best.

Mobile websites offered the most cost-effective option, but they required an internet connection at all times and lacked the rich functionality of apps.

Native apps offered the best experience and offline interactivity, but due to development costs and terrible engagement rates (especially for small business apps), they weren't always worth the investment. Apps were also subjected to the rules, regulations, and whims of fickle, temperamental app stores.

What was your client to do? Risk the money on an app, or go forth with a mobile site? Would there only be two options for the foreseeable future, or would something come along to meet the growing demand for another option? The mobile internet needed a breakthrough, and in 2015, it arrived with the birth of Progressive Web Apps (PWAs).

Progressive Web Apps are already making their mark as the fastest, easiest, and best way to provide your clients with a winning mobile experience. And they're on track to become not just an option, but the option for mobile internet engagement.
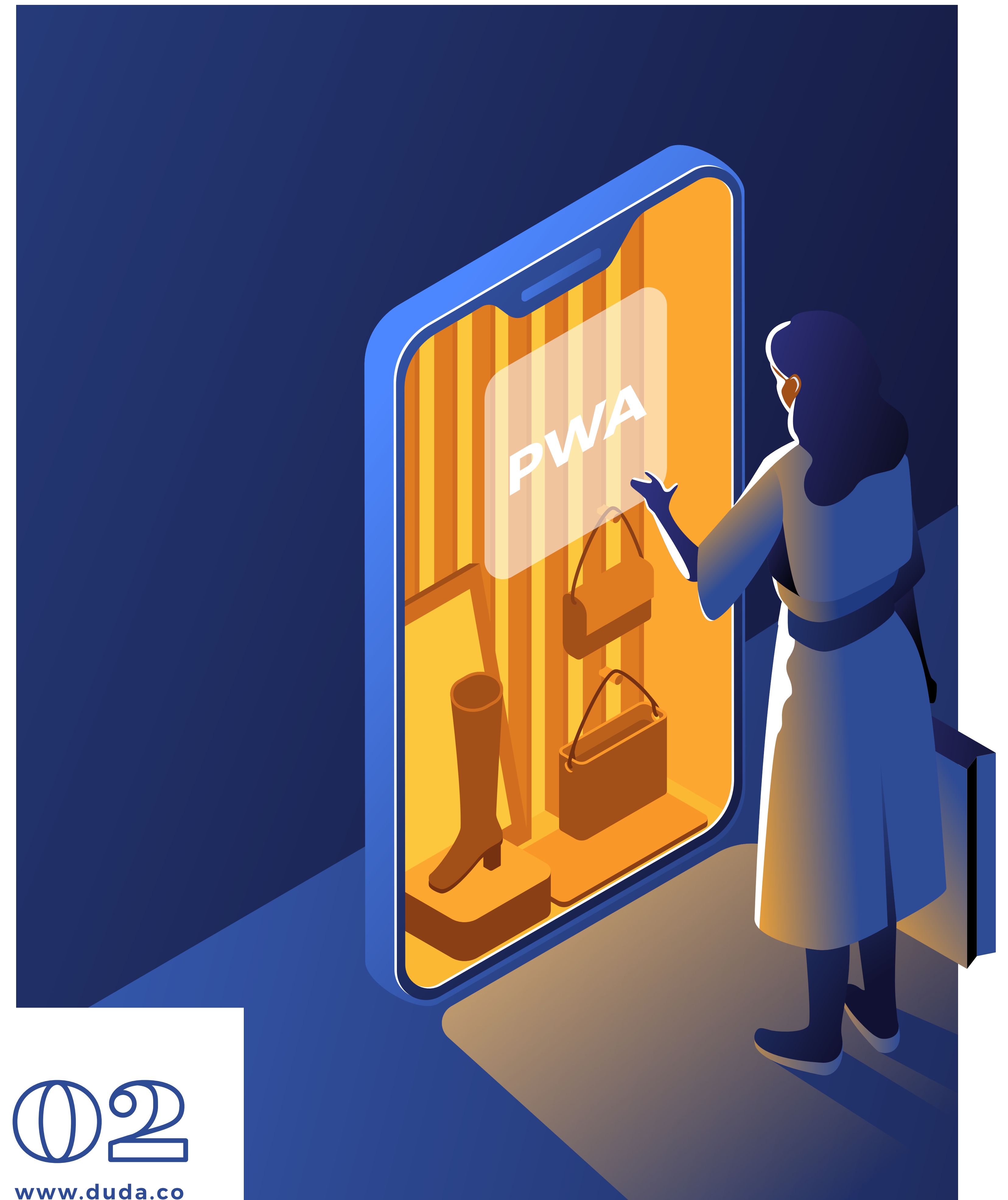
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Introducing PWAs

"... (PWAs are) just websites that took the right vitamins"

Progressive Web Apps were officially born back in 2015. A term coined by Google's Senior Staff Software Engineer, Alex Russell (who's also responsible for the above quote*), PWAs can best be described as **websites that behave like apps**. If you imagine that an app and a website had a lovechild that inherited its parents' best characteristics (and none of the worst), that would be exactly what a PWA is. From one parent (the website), the PWA inherits its easy discoverability (without having to be downloaded) and low maintenance upkeep; and from the other parent (the app), the PWA inherits its rich functionality, offline user interactivity, and engaging experience.

Like a website, a PWA is accessed directly from your web browser; and like an app, it can be installed on your mobile device's home screen and send you notifications. Though PWAs have been around for a few years, they're really starting to hit their stride now, so there's no better time than now to offer PWA functionality to your clients

*Source: https://infrequently.org/2015/06/progressive-apps-escaping-tabs-without-losing-our-soul/

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Understanding How PWAs Work

The magic behind PWAs are 'secret helpers' known as service workers. Service workers are JavaScript files that work in the browser's background, separately from the browser. Service workers follow message commands sent to them by a server to execute tasks like intercepting network requests and enabling API functions such as push notifications, caching, and background syncs.

Since service workers operate in the browser's background, they can connect to the internet and automatically update data — as long as the user doesn't quit the browser. And even if the PWA itself is not open, all loaded content will be updated and then cached automatically for offline access. The end result? An app that is always up to date meets a website that works offline. How progressive!

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The Push for PWAs

Feel free to tell your clients all about how PWAs have the support of big-name corporations like Google, Apple, and Microsoft. You can also let them know that companies that have embraced PWAs are already seeing sizeable increases in engagement and conversions. Feel free to use one or all of the examples below:

GOOGLE: PWA'S PROUD PARENT

Google loves PWAs. They invented the name, support them on the Chrome browser, and in their own words, love them because they're "reliable, fast, and engaging."

APPLE'S TAKING A BITE

With its iOS 11.3 update, Apple now supports PWAs on Safari. This means you can essentially build apps on iOS without having to go through the App Store.

MICROSOFT'S OPEN WINDOWS

Microsoft included PWAs in its Windows 10 rollout by making them available on the Edge web browser.

Source: Why Progressive Web Apps Will Replace Mobile Apps, forbes.com

PWA Success Stories

TINDER SAVES TIME

Tinder saw their load times cut in half compared to their app.*

PINTEREST PRAISE

Pinterest users are spending 40% longer on Pinterest's PWA than they did on Pinterest's former mobile site.*

LANCOME'S LIFTED

Lancome saw their wait times for full page interactivity decrease by 84%, conversions increase by 17%, and mobile sessions increase by 53% when they switched to a PWA.*

FLIPKART'S ON FIRE

Flipkart saw 60% of the customers who uninstalled their app return to use their PWA.*

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The Major Benefits of PWAs

BETTER ENGAGEMENT

Visitors spend more time engaging with PWAs because they deliver an immersive experience on par with the best native apps, complete with offline availability.

INCREASED CONVERSIONS AND REVENUE

The longer your client's prospective customers spend on a site, the more prone they'll be not only to return but also to fill out forms and make purchases.

FASTER LOAD TIMES

Your clients can always count on PWAs for lightning-fast content loading and swift responses to user interaction.

PWA ASAP

Your clients won't ever have to go through an app store or download anything to access their PWA. All they'll have to do is add the PWA's icon to their home screen and they're good to go.

IOS OR ANDROID? YES.

Tell your clients not to worry about which OS to use for their PWAs. PWAs are supported on Google Chrome, Safari, and Microsoft Edge.

A DATA DIET

Tell your clients that PWAs conserve data. PWAs don't need to be downloaded, and once content is loaded on a PWA, it is accessible for offline use.

BUILT-IN SECURITY

Since an SSL certificate is required for PWAs to work, you can let your clients know that encryption is a built-in function of PWAs.

COMPETITIVE EDGE

PWAs are a great way to set your client's SMB apart from the competition. Upgrade your existing clients and start your new clients off right with a top-notch mobile experience.

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The Benefits of PWAs for your Agency

With PWAs, you have a chance to stand out from other agencies by offering a state-of-the-art, exclusive service. Your clients will appreciate having direct access to an innovation not currently offered by many agencies. Present this distinction as yet another benefit.

PWAs are a great service to offer because they can be built in minutes. Your quick turnaround times will delight your clients, fortify your working relationships with them, and enhance your reputation.

Furthermore, since PWAs can be built so quickly, you can offer them to your clients without ever having to worry about finding the extra time and resources associated with building a native app. Instead, you can focus entirely on what really matters: promoting a remarkable service and delivering incredible value to your clients.

Today, PWAs are innovations. Tomorrow, they'll likely be the standard for mobile internet usage. By providing this service to your clients, you're not just staying ahead of the curve today, you're also investing in a viable service that will continue to bring you clients for the foreseeable future.

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All Aboard

PWAs are poised to be the future of the mobile web because they combine everything you love about mobile websites and apps.

PWAs democratize apps by taking them out of the tight grip of an app store and making them accessible to anyone who wants one for their business or organization, especially your clients. Instead of focusing on creating the right app according to Google or Apple's guidelines, you can create the right app according to your clients' needs.

PWA build times are brief, there are no extra costs associated with building them, and they provide a smooth, fast, app-like experience to mobile users. Just have your clients think of the untapped stream of potential conversions and revenue that a PWA would bring and they'll be on board in no time.

Hopefully, we've answered your questions about PWAs and showed you the best way to present them to your clients. So, we'll end this ebook with just one little question for you:

What are you waiting for?

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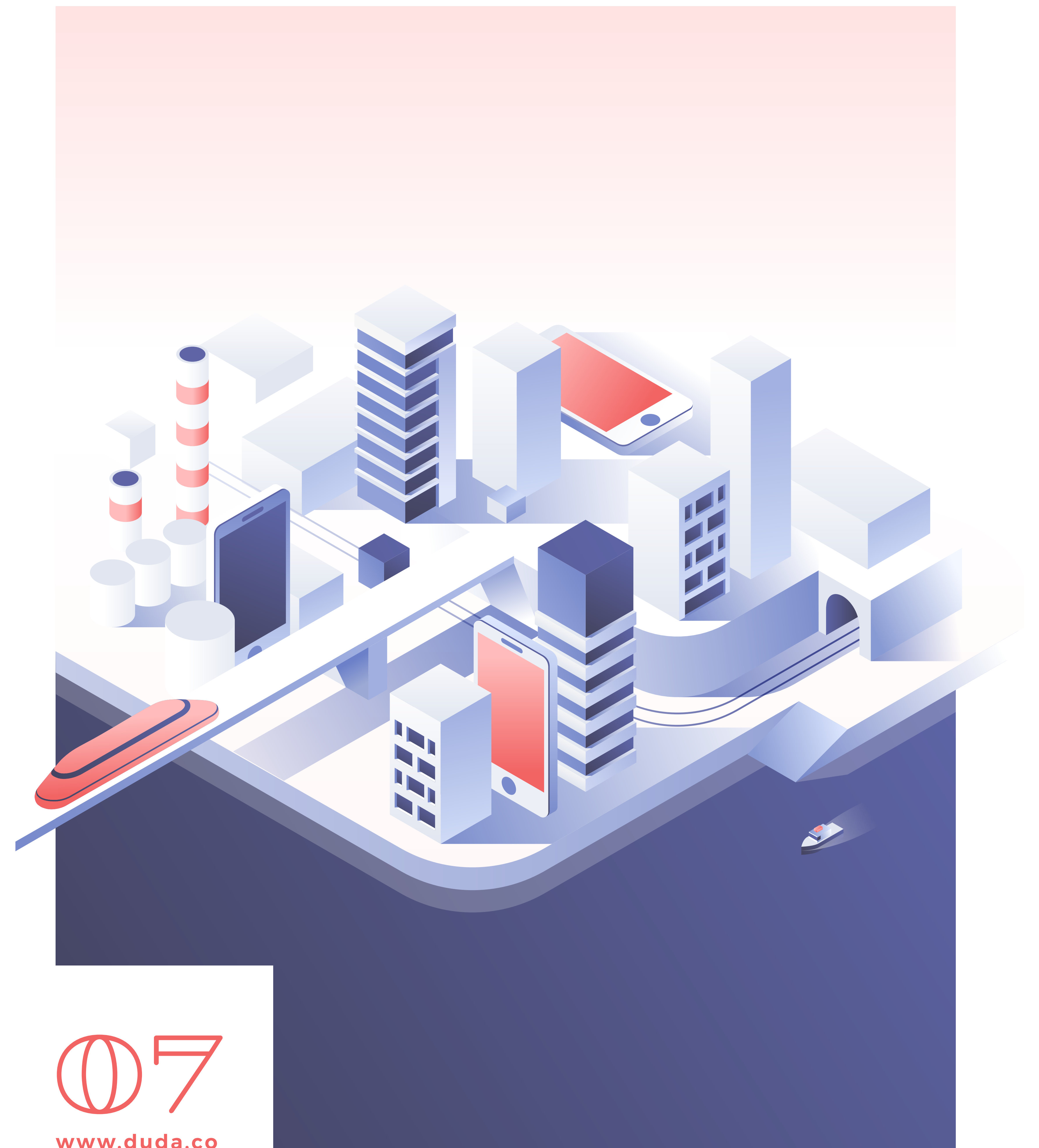
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Thank You

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