



6 Commonly Asked Questions About Getting A Mobile App

1. I have a mobile website. Do I still need an app?

Everyone by default should have a responsive website, because most online activity these days happens on mobile. If you take that further, however, most mobile activity happens via an app. It's like the next step up. A great example is the Facebook app. People are not accessing Facebook on their phones via Facebook.com, even though they have a mobile responsive site. The Facebook app is just that significantly better, easier to access and manage.

2. Isn't it way too competitive now?

True, there are millions of apps now in the App Store. If you compare it to websites, however, it's still just a drop in the bucket. A keyword that gets countless results in search engines can come up with nothing on the App Store, because the competition is low, meaning there is a lot of opportunity.

3. What's a native app versus a hybrid?

A native app is an app built with the language of a platform. Apple and Google each have their own language which an app can be built fully in. This will usually require different developers. A hybrid approach is when you build from one code base. This obviously is more affordable and is good when a third party intermediary or plugin is involved. An app that offers some access to a website, for instance, can leverage the web part where appropriate and then use native coding when needed. An end user will usually not know the difference, and so the myth that a hybrid approach builds an inferior app is just not the case.

4. Do I have to pay Apple 30 percent?

When purchasing of a service is done outside of an app, and the app is used as a vehicle purely to access the service, there is no need to pay Apple a 30 percent cut. If purchasing, however, is done inside the app, as is the case of some upgrades or when you buy in-game benefits for some popular games, then you have to offer Apple 30 percent of the revenue.

5. How complicated is it to maintain an app?

Apps require ongoing maintenance. New versions have to be submitted regularly, to prevent them being shed from a platform's database. Platforms like Apple are always updating. It's therefore worth subscribing to a maintenance service like TheAppMatch.com that will take care of things in the background while you



concentrate on providing content and service.

6. Would there be an app for me?

You may be interested in having an app but unsure what exactly it would do. Depending on your business, there are various options. A membership, for example, could benefit from an app as a lead-up product, or an all-encompassing membership app that makes using the membership convenient and easy. The team at TheAppMatch.com specialize in coming up with app concepts that will best suit the business and products of would-be clients.

Get paired up with the perfect app for your business at TheAppMatch.com

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