

## **Titanium-Jewelry.com's Ron Yates Speaks at Mobile Commerce Forum**

*Online retailer announces redesigned mobile site increased conversion rate by over 250 percent*

Modesto, Calif. (FPRC) October 2011-- Ron Yates, founder and President of Titanium-Jewelry.com, a premier online retailer of men's jewelry, was a featured presenter at the 2011 Internet Retailer Mobile Commerce Forum in Houston, Texas earlier this month. Yates, who gave a presentation entitled "You Don't Have to Be Big to Have a Big Mobile Presence," was asked to speak at the forum following an Internet Retailer magazine interview regarding Titanium-Jewelry.com's mobile website performance.

Titanium-Jewelry.com, which was founded in 2002 by Yates, has seen a user conversion rate increase of 250% in the five-weeks following the redesign of its mobile site in September 2011. Originally launched in August 2010, the company's mobile site saw a spike in traffic from mobile devices by 51%. In addition, the company also saw conversions from mobile visitors increase by 131% and revenues rise by 101% during that time.

Speaking at the convention, Yates stated that he realized a change was needed with the Titanium-Jewelry.com after trying to navigate his e-commerce site with his newly acquired iPhone. After noticing how difficult it was to simply peruse the items on the site, much less go through the arduous task of completing the checkout process on a 2" by 3" screen, he realized that he was leaving money on the table by driving customers away. By creating a mobile version of his website, which allowed shoppers to easily navigate and shop, he found that the shoppers stayed on the mobile site longer and had more engagement, which led to more conversions. Yates also shared some practical tips and pointers that his team learned while building version 1 and version 2 of his mobile site.

Titanium-Jewelry.com has strived to be at the forefront of technology when it intersects with improving the customer shopping experience. The implementation and redesign of its mobile site is the latest iteration this ongoing endeavor.

Titanium-Jewelry.com offers modern jewelry designs from ArtCarved, Benchmark, COGE, Diana Classic, Edward Mirell, Heavy Stone Rings, J.R. Yates, Triton and the Belloria Black Diamond collection for her. Enticing grooms and couples worldwide, the online retailer provides a multitude of styles and metals representing the best selection of palladium rings, titanium rings, tungsten rings, cobalt rings and men's wedding bands for the fashion forward male and female.

Experts in modern men's wedding rings and modern metals jewelry, Titanium-Jewelry.com leads the industry in contemporary jewelry fashions. For more information, please visit [www.Titanium-Jewelry.com](http://www.Titanium-Jewelry.com).

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