

Citylets launches new app as scales tip towards mobile browsing

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The number of people visiting residential letting website [Citylets](#) on mobile devices has increased significantly year-on-year, with the site launching a revolutionary new iPhone App to cope with the demand.

A significant shift in browsing habits has seen a huge year on year rise in mobile web traffic (including tablet) to Citylets and a slight dip in desktop browsing for the first time. Mobile traffic now accounts for around 30% of all visitors to Citylets.co.uk.

As such, the App has been developed. Citylets claim that it's the first ever mainstream UK residential property portal App to allow consumers to search for agents as well as properties.

Developed by the same people behind one of Scotland's most successful Apps of all time – the STV Player – the App will allow users to browse properties like never before.

Citylets founder and MD Thomas Ashdown commented:

“The new Citylets iPhone App is a considerable leap forward from our first version which is now nearly two years old. The inclusion of Agent search is one of the key new features as well as the general aim of bringing iPhone App browsing more in line with the desktop site both in terms of functionality and presentation.”

Citylets is still the only mainstream property portal in Scotland to have both iPhone and Android apps, and Ashdown went on to reveal that an iPad App will also be revealed later this year. He said:

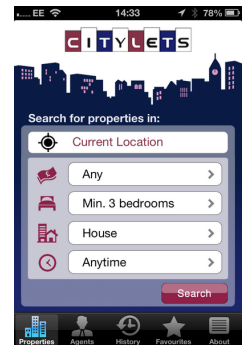
“Whilst the main website renders well on tablets, we will be releasing tablet Apps to provide consumer choice starting with the iPad which currently accounts for around 1/3 of all mobile browsing.”

Despite the fact that desktop browsing has dropped slightly, more people than ever before have been visiting the Citylets site, leading Ashdown to conclude that user habits have changed forever. He commented:

“Overall traffic is 20% up on last year but we have witnessed a watershed moment for mobile browsing which, in addition to increasing numbers of visitors using our Apps, has resulted in the first ever year on year dip in desktop browsing- albeit very minor. Mobile has definitely arrived.”

The new App can be downloaded from the iPhone App Store now.

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Company Contact:

[MediaCo](#)

T. 0870708949

E. Austin.Young@media.co.uk

W. <http://www.media.co.uk>

Additional Contact(s):

barrie.moran@media.co.uk

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