

QR Codes

explained

What is a QR Code

HOW QR CODES WORK

Why Should My Business Have A Mobile Website

Its all about the experience

Best QR Code Scanners

Reviews and best practices

Tracking

Statistics for QR Codes
and how to use them

Designed for Tablet Reading





THE SECRET OF THE QR CODE?

What it is and how to create one

<https://qrcodesaustralia.com.au>

QR Code + Mobile Website = Good Marketing

A QR Code (stands for “Quick Response”) and is a mobile phone readable barcode that’s been big in Japan forever, broke into Europe a while back, and is now getting traction around the world.

A QR Code can contain a wide range of information and is being used by businesses all over the world as a marketing tool. Dynamic QR Codes can be reused

If you have a smart phone, you can simply point your camera at the QR Code and get redirected to a link or information. Older phones can download an app to scan QR Codes.

[Contact us](#) for any help

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So lets get really simple. A **QR Code is a graphic** which redirects when scanned to a website or information such as contact details, email or other information.

There are Static and Dynamic QR Codes. Static are one time generated QR Codes and Dynamic are multi use changeable and trackable QR Codes

[Watch Video Explanation](#)



QR Code Creation

There are a number of ways you can create a QR Code. There are free QR Code generators online.

If you do not need to change the info in your QR Codes these are perfect however if you want to change say the url etc.. then it is better to use a dynamic QR Code service.

QR Codes can be created with various bits of information.

URL to website or any mobile enabled site like Facebook, Youtube ect.

Address

Make a Phone Call

Email Address

V Card

Google Maps

Mobile Apps

iTunes

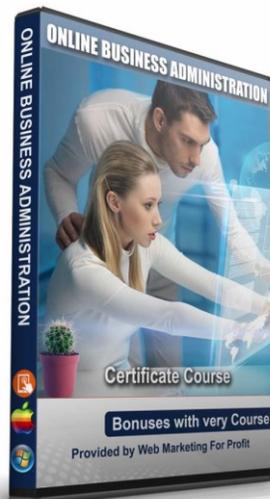
Plain Text

and more

We do this all the time and make a dedicated page even for videos etc so we can then use an analytics program to track the results.

7 Great Free QR Code Generators

1. [QR Code Australia](#)
2. [Kaywa QR Code](#)
3. [QRStuff](#)
4. [GOQR.me](#)
5. [QR Code Generator](#)
6. [QR Code Monkey](#)
7. [QR-Code-Generator.com](#)



These **free tutorials** will help you understand the process and give you a good head start to developing your own online business.

[Click Here](#)



QR Code Creation Cont.

When generating a QR Code it is important to understand what you will be using it for.

There are a number of great free generators around which all provide different services.

Some like [QR Codes Australia generator](#) produce simple QR Codes that you create and download a png, svg & pdf graphic. Great for websites.

Dynamic generate photoshop ready EPS, SVG or PDF & PNG files for printing in brochures and banners etc.

Tracking Non Dynamic Codes

Best practice dictates that you create your QR Code and direct it to a specific page on your website so you get all the credit.

You probably don't want to use a code that dumps people on your home page expecting them to find their way around. Use the code to take them to specific pages relevant to how the code was used such as:

A product listing or detailed product description page

Support page or FAQ sheet for a specific product (put the code on packaging or instruction sheet)

An order form or online store

A coupon code

An event announcement page

Your online portfolio (put the code in your brochure or on your business card)

Your email newsletter sign-up form

Videos

Find Priceless Information
in Our Video Library.



Just a few examples of how QR Codes are being used. By using both a QR Code and an optimized Mobile Website the possibilities are limitless. Click the graphic to view a QR Code YouTube video.



<https://qrcodesaustralia.com.au>

Your Biz On Mobile

Mobilize Your Business with a Mobile Website



<https://qrcodesaustralia.com.au/mobile-website>

When you scan a QR Code it will most likely be on a mobile device and so the resulting pages should be mobile enabled and use https.

Sending visitors to a normal website means they will need to zoom and pan which is a sure fire way to loose visitors.

A mobile website is designed to adjust to the smaller screen sizes and there are **three basic ways** to achieve this.

Stand Alone: this is where you build a separate mobile website and then add a redirection script to your main site to send mobile users to this separate site.

This is perfect for old sites and sites that do not need to provide a wide range of information to mobile visitors eg. restaurants, trades etc.

Here is an [example](#)

Auto Generated: these are programs that take content from your site and automatically generate a mobile website such as Go Mobile, Duda mobile and many more. Biggest problem is that you have little control over the format and design.

Responsive: This is the latest system by which a website will rescale itself to whatever device is viewing the page. These are simple to do with websites built on Wordpress.

They can also be done with other sites by adding custom CSS and a little bit of tweaking. Many of the hosted solutions will also provide mobile ready pages.

MOBILE



Your Biz On Mobile

Mobilize Your Business with a Mobile Website



<https://qrcodesaustralia.com.au/mobile-website>

If you're not optimized for mobile, either with a mobile website, or a mobile app, you may see your business suffer in the coming months or years.

People are simply doing more business via their mobile devices, and having a website simply isn't good enough anymore. Small businesses need to focus on mobile apps & mobile websites more than ever.

App or Mobile Site

This is an age old question so lets see which one is best for you.

If we look at what apps most people use on their mobile devices we find that the average is 6 to 10 apps. Very few are local business apps with the most used being apps belonging to banks.

Websites are cheaper and a lot

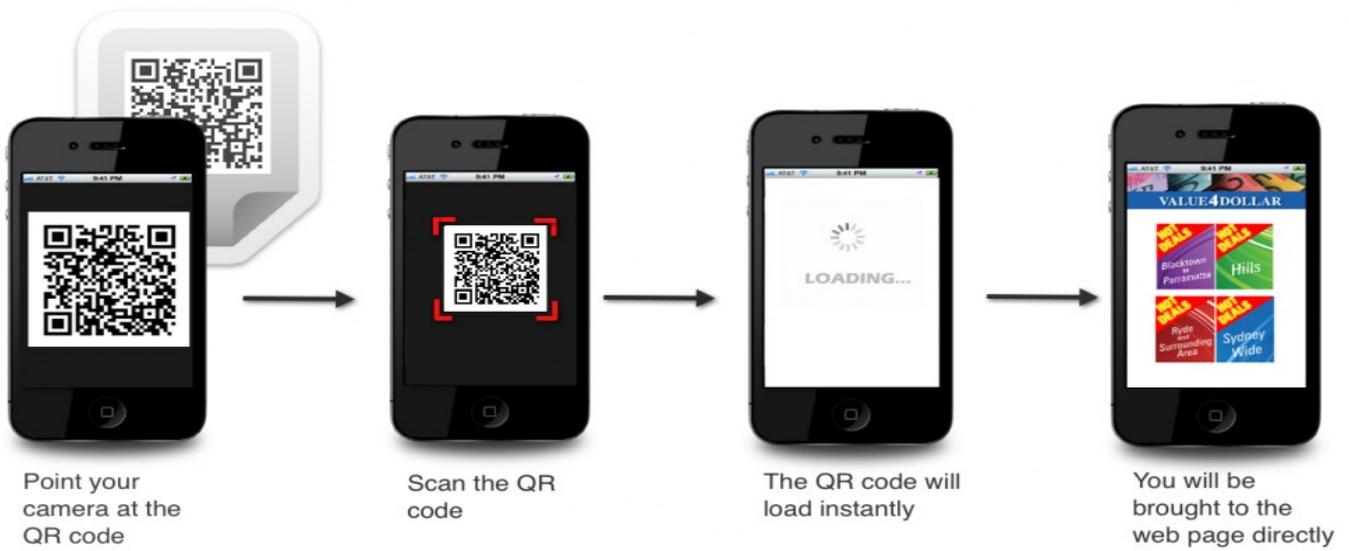
more versatile than apps in that changes can be initiated immediately and can be viewed on all platforms.

Unfortunately, many businesses have paid thousands for apps which are used a few times then discarded. A mobile website is searchable like a normal website and will turn up much more often than an app.



QR Codes Australia
Mobile Website

Whichever way you decide to go a QR Code can be one of the quickest ways to send a whole range of visitors to either option.



QR Code Readers

Most new phones today already have a reader in the phone so it is just a matter of pointing your camera at the QR Code and it will redirect you to what it contains.

If you have an older phone then you can use one of the many free QR Code readers.

[Kaspersky's QR Code Reader and Scanner](#) iOS and Android
Free

[Trend secure Micro Scanner For Android](#) Free

There are many more scanner and just go to the app store of your choice and do a search for QR code Readers.

[Order your Dynamic Tackable QR Codes Today](#)

[Qr Code reader for iPhone](#)

Its important when generating a new QR Code that you use a few apps to scan it to make sure it works properly.

Nothing worse than printing a number of cards or flyers etc and it not working.

QR Codes for Business

Place it anywhere you place an image. In printed material to direct your reader to digital content, on products for additional information and so much more. Its a way of linking the physical world to the digital.

[Read this article](#)

Total: 110

Changes: 0%

Record High: 5

Devices				
Device	Hits	Changes	Time on site	Action
Windows Phone	6	No change	00:00:00	View trends
Android Phone	40	No change	00:00:00	View trends
HTC	3	No change	00:00:00	View trends
IPhone	61	No change	00:00:00	View trends

15 Page 1 of 1 Displaying 1 to 4 of 4 items

QR Code Tracking

Static QR Code: The actual destination website URL or information is placed directly into the QR code and can't be modified. Little to no tracking available

Dynamic QR Code: The information is added to a database and works exactly the same as the static QR Code however you can change this information at a latter date. Usually provides additional tools such as basic tracking.

Dynamic QR codes greatly extend the useful life of a single QR code since, once published, where it sends the user to can be changed at will without it having to create a new QR code. A single QR code image can be deployed permanently in-the-wild and

then simply re-tasked as and when required – link it to your own website this week, a YouTube video next week, your Facebook page the week after that, etc, etc.

Or to different offers or coupon pages on your own website as each new promotional program is released over time.

QR Code Tracking is usually a paid service which provides a range of different metrics for each code.

One of the best services is [QR Codes Australia](#) which is based in Australia however provides dynamic codes for businesses globally.



Mobile Tracking Analytics

Detailed Analysis of your QR code campaign

[Order your Dynamic Tackable QR Codes Today](#)



QR Code Decorating

You can create a QR Code Graphic then decorate with any graphics program.

You can add graphics, colour and even distort the QR Code to some degree.

When doing this there are some key parts of the code that should not be touched.

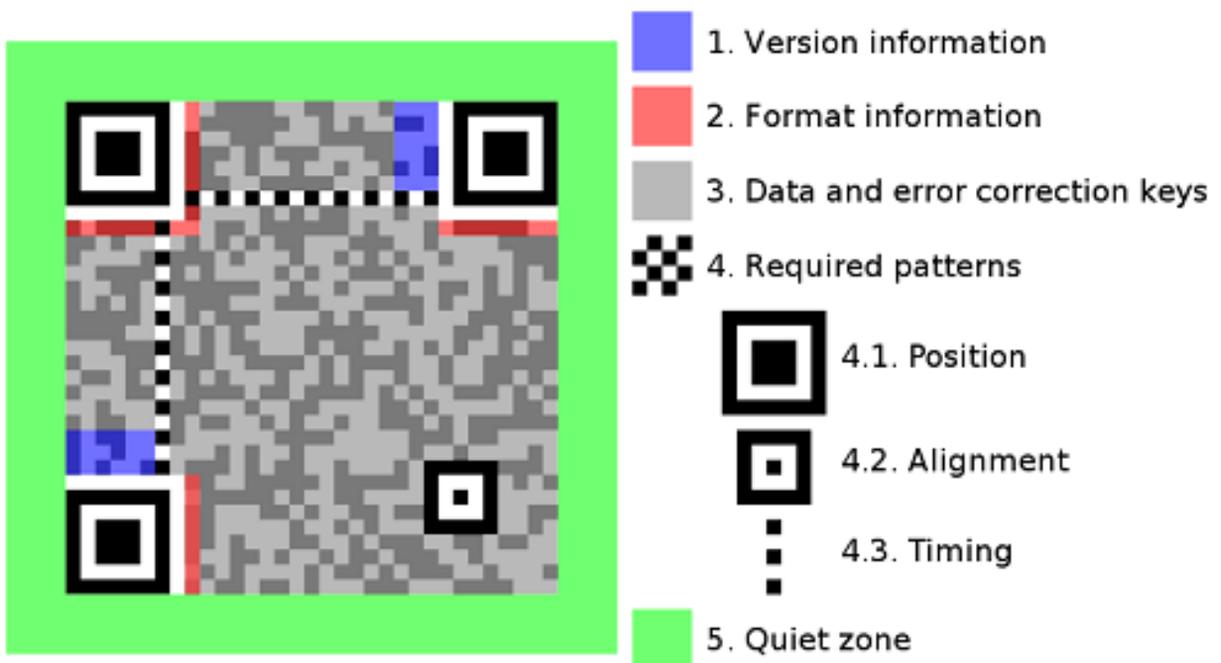
You can see in some of the QR Codes above various changes

Both colorful and graphically.

The important thing is when you make any changes **you test it** before releasing it.

Many of the services around these days allow you to do some of this right in the program to create the QR Code.

There are also some companies that specialize in decorating the Code however most graphic artists can do it. **Best to do in graphics software so it can be changed**





Today, we will tell you how to make attractive QR codes. Let's have a look at QR codes in a bit more detail.

The arrangement of the small black boxes in QR codes determines the information it contains.

But the colour of the code doesn't matter, as long as it is readable by a QR code reader.

Always use the darker colours so it scans well.

I always add the colours, Logos and any background after creating the code so I can change and adjust later.

Decorate Your QR Code
<https://www.onlinephotosoft.com>

Your Host Quentin Brown

[Order Your Dynamic QR Codes Here](#)



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I created these **Beginner Photoshop Tutorials** for a bunch of young people in Thailand so they could learn the basics and get a better job. I provide the resources and it is a **donationware or free program.**



Australian Dynamic QR Codes