

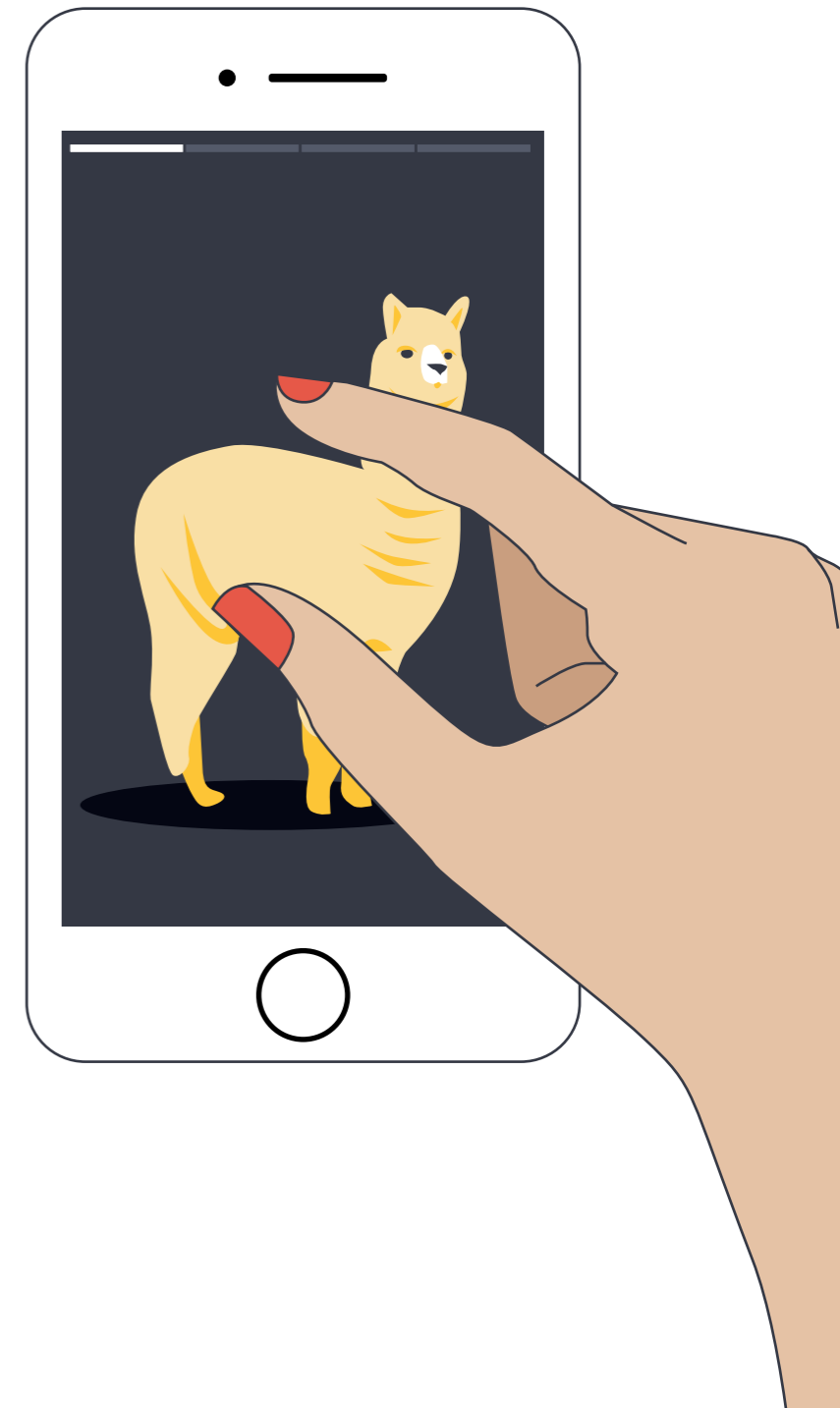
Your Guide to Mobile-Friendly Websites

What is a Mobile-Friendly Webpage?

According to Google, more than half of all searches come from mobile devices. The world is rapidly focusing on mobile, and web developers need to adapt. With the introduction of Google's [mobile-first index](#), which uses websites' mobile versions for SERP rankings, it's important to optimize for mobile **now**.

Pages that are not mobile-friendly often require pinching and zooming for the user to read page content. They may also feature unplayable videos or unclickable links. These issues make for a negative user experience, causing potential leads to bounce.

A mobile-friendly webpage, however, is optimized to be readable and immediately usable on mobile devices. Since mobile-friendliness is a ranking factor, it's a big deal. It can affect your site's keyword rankings, traffic, and user experience.



3 Elements of Mobile-Friendly Optimization

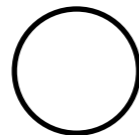
1. Mobile Configuration

If you're starting your mobile site from the very beginning, make sure you consider these questions.

- Will you create separate URLs for use on different devices, so that users on a mobile device must type in a URL different from your desktop URL?
- Will you implement a responsive web design?
- Will you choose a dynamic serving configuration?

When optimizing for the mobile-first world, selecting **a responsive site is highly recommended** by Google. Responsive websites keep your URL and HTML constant across devices. And, unlike non-responsive configurations, content and page flow remain the same on mobile and desktop.

Hello? Anyone there to respond? I highly recommend that you do...

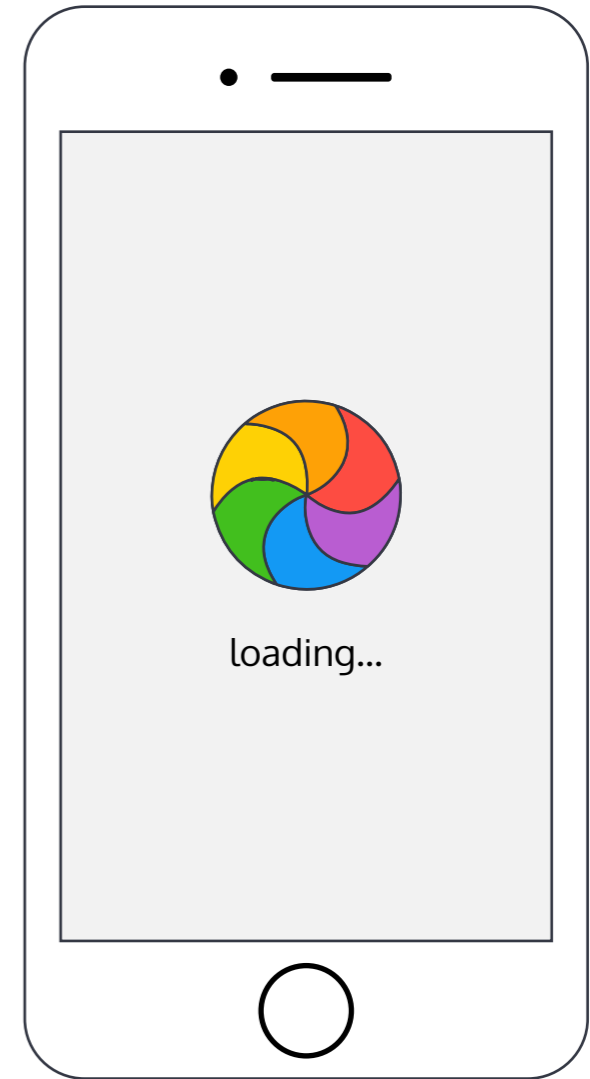


3 Elements of Mobile-Friendly Optimization

2. Site Speed

A mobile web user is 32% more likely to bounce from a page if it takes 3 seconds as opposed to 1 second to load. That likelihood increases to 90% if mobile pages take just 5 seconds to load.

Google, too, prioritizes page speed. Slower pages can be punished with worse SERP prospects. For all these reasons, mobile site speed should be a page's top priority. Some elements that can negatively affect site speed include large images, multiple font files, browser caching, and lots of plugins on a CMS.



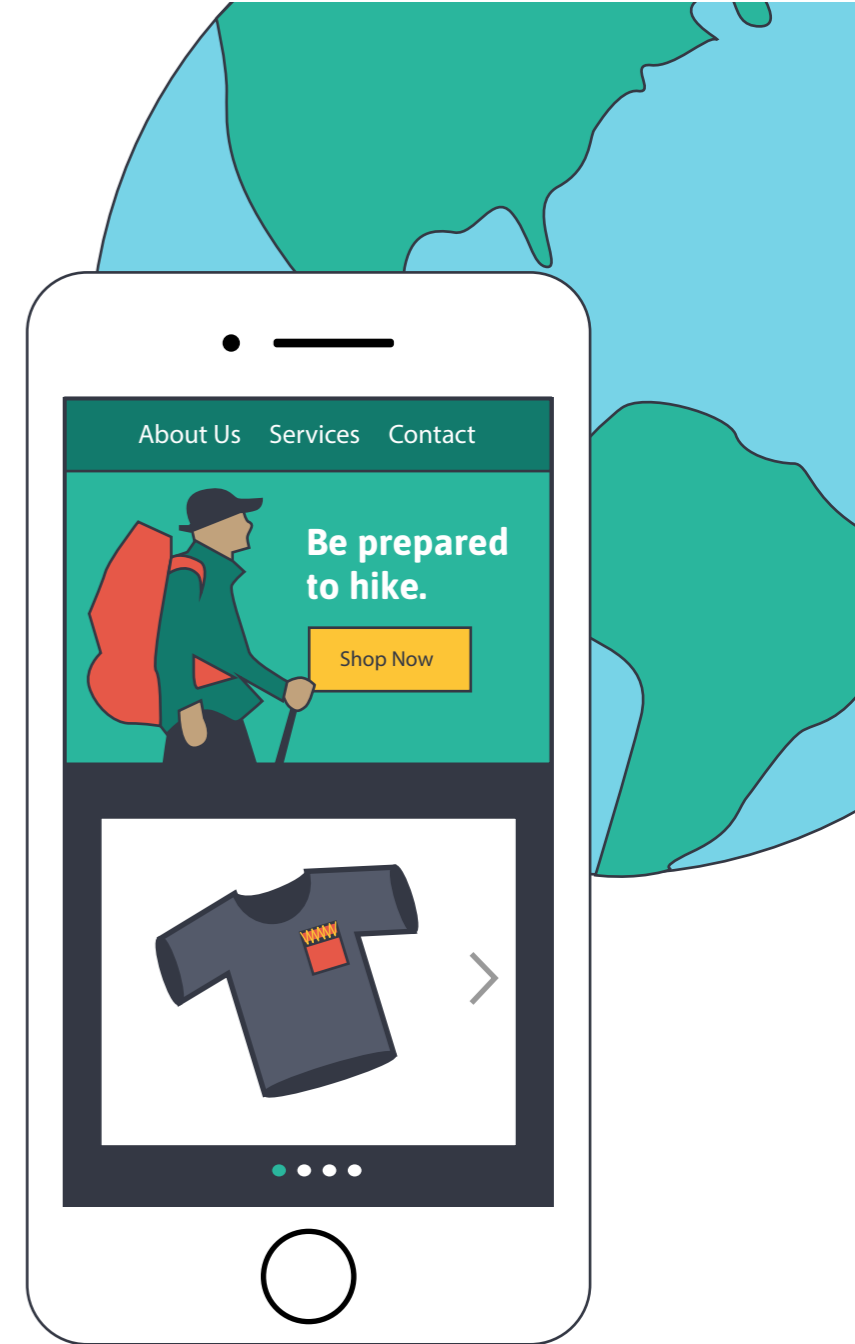
3 Elements of Mobile-Friendly Optimization

3. Design

Failure to optimize design for mobile can mean a negative user experience. This is because, unlike desktop displays, mobile displays are almost always viewed vertically. In addition, mobile devices feature smaller screens. These differences in device format require developers to rethink design for the mobile-first world.

When designing for mobile, keep these pointers in mind:

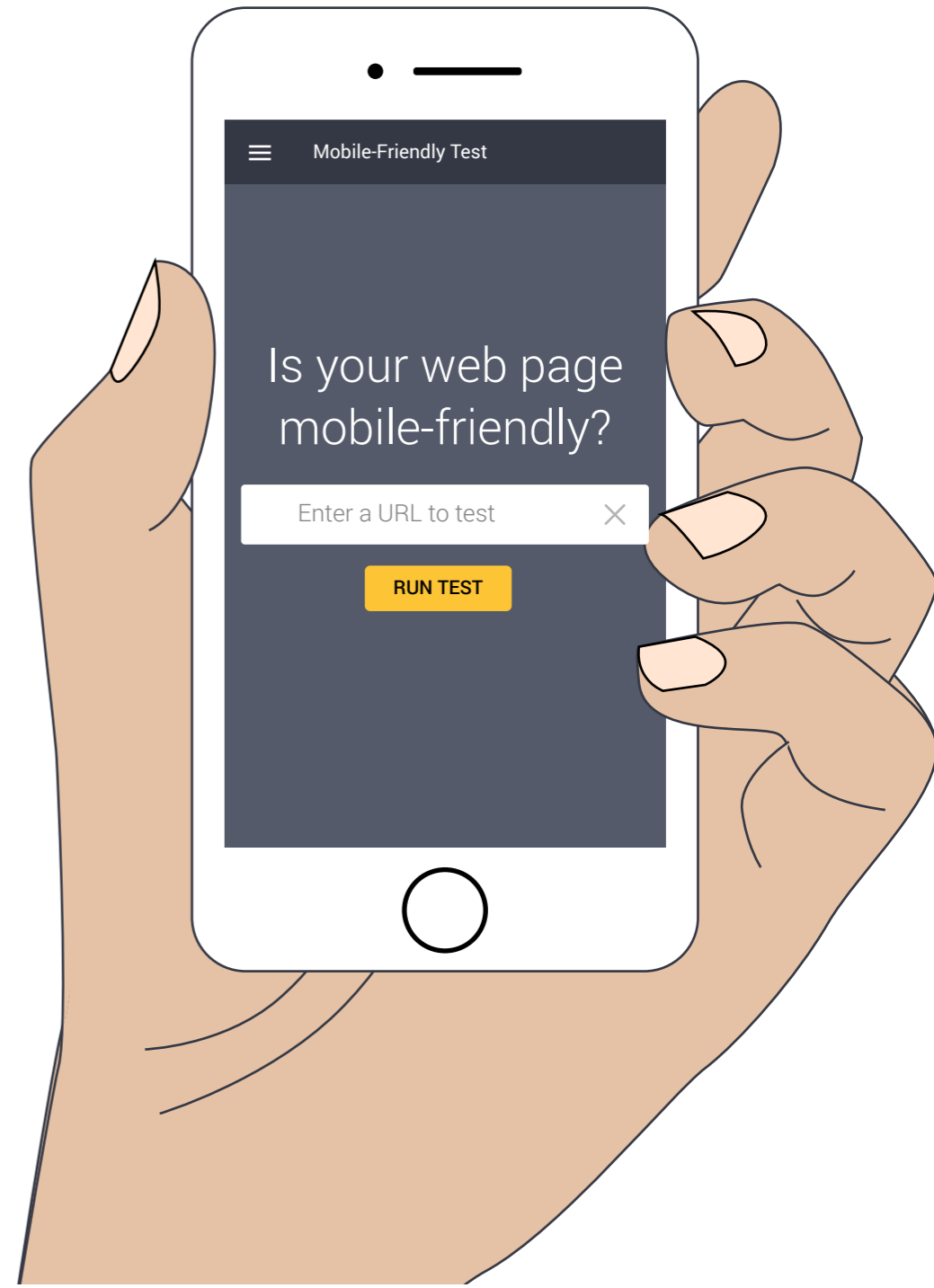
- Ensure your value prop and a CTA button shows above the fold on mobile devices
- Make sure your navigation is easy to use
- Don't go overboard with content and imagery
- Avoid design elements that rely on a hovering mouse



Mobile Friendly Optimization Checklist

Pre-Optimization List

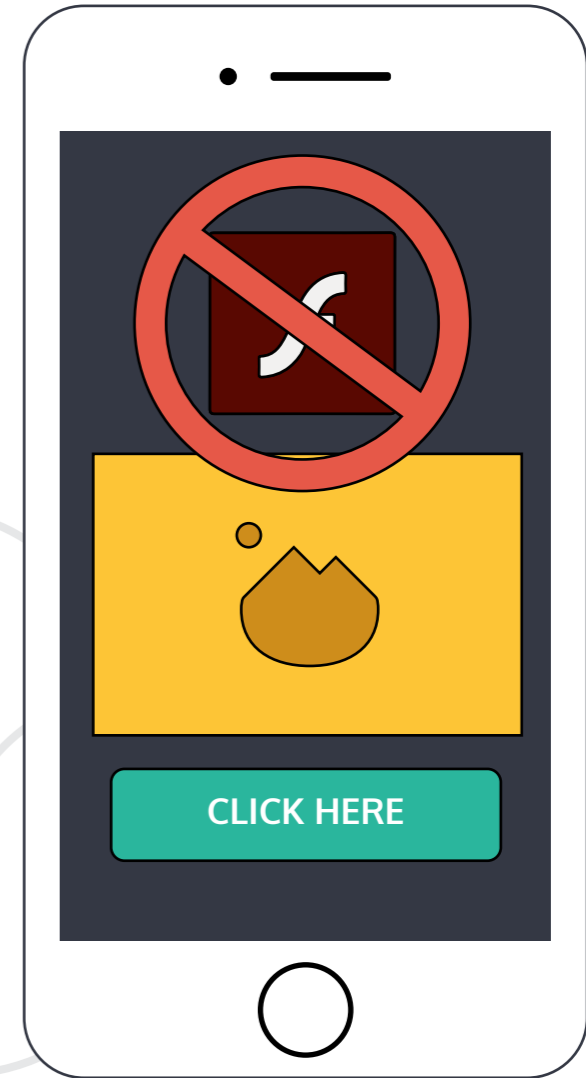
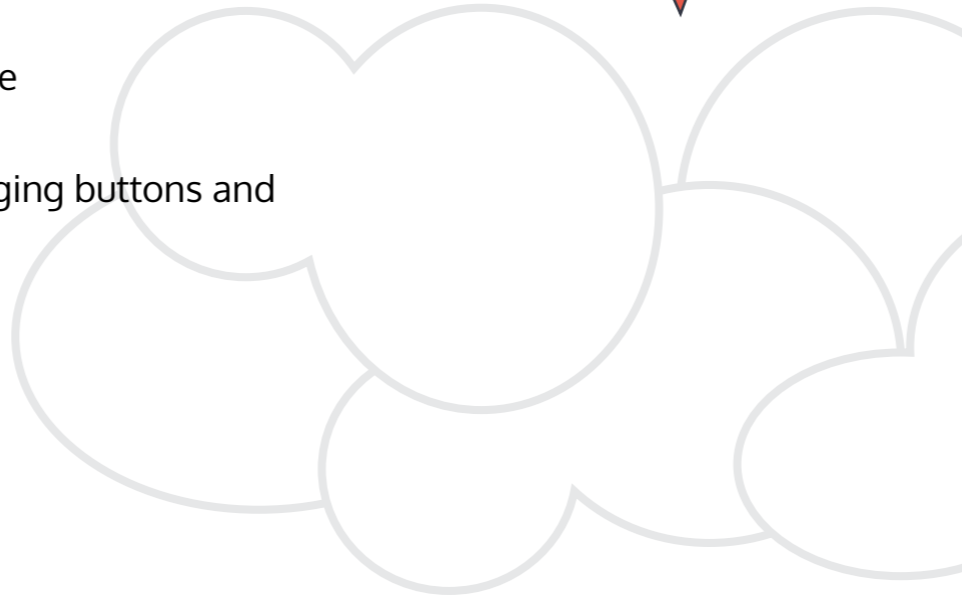
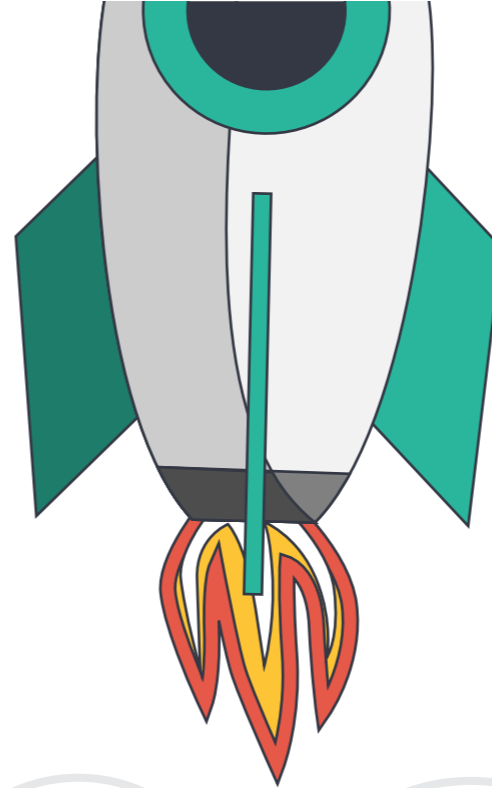
- Test whether your website is mobile-friendly using [Google's Mobile Friendly Test](#)
- Determine whether you can optimize for mobile using your content management software
- Determine whether you prefer to hire a web developer or optimize for mobile yourself
- Choose which mobile configuration to pursue; responsive web design is highly recommended
- Establish a fluid grid plan to size page features according to their proportions



Mobile Friendly Optimization Checklist

Live Optimization Launch

- Set the viewport for all site pages
- Use media queries to detect screen size
- Create responsive images
- Create responsive text size
- Design for touch by enlarging buttons and drop-down menus
- Avoid using Flash player
- Optimize CSS and JS files



Mobile Friendly Checklist

Items to Go Over with Your Developers

- Check and minimize server response time
- Check and minimize page redirects
- Check that the above-the-fold content loads first
- View your webpage on devices of varying sizes
- Crawl your site for any mobile bugs



