The Ultimate Mobile-Friendly Website Checklist

UpwardCreative

Helping your thrive with independent **UX**, **website** & **brand design**

PUBLISHED BY:

Upward Creative
7 Charlton Court
London Road
Gloucester
GL1 3QH

Call: +44 1452 473072
Skype: Upward.Creative
Email: stuart@upwardcreative.com
www.upwardcreative.com

© Copyright 2012-2021
Upward Creative. All rights reserved.
My be shared with copyright and credit left intact.

About Upward Creative

UpwardCreative.com is the website of self employed Website and Graphic Designer, Stuart Gamblen, where small businesses, start ups and entrepreneurs come to get ideas and help with:

UX design
Web design and...
Branding

NOTE: If you're new to Upward Creative, you can click one of the links above for free, instant access to my most popular articles and case studies on the topic that interests you most: UX, WordPress website or brand design.

If you like what you see, you can subscribe to my UX, web and brand design newsletter and get new case studies and articles in your inbox every month...

Increasing leads and sales is great...

It's the holy grail for most business owners and entrepreneurs:

But how do you increase small business leads and sales with mobile-friendly web design?

How do you make sure your business is NOT losing money because of your websites poor design and user-experience (UX) on the 7.19 BILLION mobile devices being used? (No thats not a typo!)...

You use my mobile-friendly website checklist to help you identify and **avoid performance problems from the start**, or to **fix them TODAY**...

In this fact filled guide and checklist, you'll discover:

- How to increase your leads and sales by up to 50.3%
- The two-click mobile-friendly website test...
- The 14-step sales-boosting, mobile-friendly website health check...

- The minimum font-size you must use for maximum legibility and sales...
- And much, much more...

I wrote this checklist and short guide to help you to better understand mobile-friendly web design and how you can use it to increase leads and sales...

Now, with this information, you can make an informed, intelligent decision.

If you have any questions about mobile-friendly web design or websites in general, you're invited to email me on **stuart@upwardcreative.com**, call me on **+44 1452 473072** or reserve my complementary website consultation here now.

I've dedicated my business to educating and helping organisations thrive with design. I'll be happy to help you in any way.

Cordially,
Stuart Gamblen
Independent UX, Web & Brand Designer, Upward Creative

What is a Mobile-Friendly Website Exactly?

A mobile-friendly website is a single website that dynamically optimises the layout and display of it's content in relation to the screen size it is being viewed from.

You'll hear many terms used in reference to mobile-friendly websites, including...

- Responsive web design
- Smartphone-friendly web design
- Mobile-responsive web design
- And so on...

But as long as the source is referring to a **single website that adapts to all devices**, and NOT an independent site built ONLY for mobile devices, then they're refering to the same thing.

To clarify further, here's a expanded definition from Google...

“ The use of mobile devices to surf the web is growing at an astronomical pace, but unfortunately much of the web isn’t optimized for those mobile devices. Mobile devices are often constrained by display size and require a different approach to how content is laid out on screen.

There is a multitude of different screen sizes across phones, “phablets”, tablets, desktops, game consoles, TVs, even wearables. Screen sizes will always be changing, so it’s important that your site can adapt to any screen size, today or in the future.

Responsive web design, originally defined by Ethan Marcotte responds to the needs of the users and the devices they’re using. The layout changes based on the size and capabilities of the device. For example, on a phone, users would see content shown in a single column view; a tablet might show the same content in two columns. ” - **Google**

As a web designer, I prefer the term **responsive web design**. As I think the name implies and better describes a single, dynamic site that adapts (to all devices). But for the remainder of this guide I"ll continue to use the term mobile-friendly for consistency, it's non-tech nature and growing use by Google.

Above: A single, mobile-friendly website when viewed across different devices. Notice the difference in layout between desktop, ipad and phone despite this being just a single website.

Why is a Mobile-Friendly Website so Important?

A mobile-friendly or responsive web design is paramount if you wish to increase traffic, leads and sales for your website or small business.

Here are 5 of the most compelling reasons to build a mobile-friendly website rather than a traditional website today ...

1) A mobile-friendly website remains user-friendly on all devices and screen sizes.
Because responsive websites are easy to use on mobile devices they reduce website abandonment and increase website engagement. Increased time on site turns more visitors into leads and sales and also improves search engine rankings.

> *“ The biggest advantage of responsive design is that your site will look good on both desktop and mobile browsers by adapting to every type of browser it encounters using the same HTML, CSS, and JavaScript code.”* - Google

Responsive Web Design:

Mobile-friendly

- Easy to read text
- Finger-friendly links
- User-friendly

Traditional Web Design:

Not mobile-friendly

- Text too small to read
- Links too close together
- Difficult to use

2) Over 50% of website traffic comes from mobiles devices.
If your website isn't mobile-friendly it could be loosing up to 50% of potential sales. Or put another way, if you had a mobile friendly-website you could be achieving up to 50% more sales.

> *" Mobile now accounts for 50.3% of all e-commerce traffic."* - **Shopify**

> *" Over half of traffic to retail websites is now coming via smartphones and tablets and mobile commerce now accounts for 36% of UK e-retail sales, , rising to 40% for clothing and apparel websites"* - **Ecommerce Week**

3) Websites that are not mobile-friendly are penalised by Google.
As of April 21st 2015 if your site is not mobile-friendly it will experience a lower search engine position and you'll receive less traffic, leads and sales.

> *“ Starting April 21 (2015), we will be expanding our use of mobile-friendliness as a ranking signal. This change will affect mobile searches in all languages worldwide and will have a significant impact in our search results. ”* - **Google**

4) Smartphone and mobile devices usage is exploding.
As technology progresses more and more people are using there phones and tablets to search for information, interact, connect and buy.

> *Mobile Data Traffic To Grow 300% Globally By 2017”* - **Tech Crunch**

5) Consumer spending on mobile devices is huge.
Online spending via mobile devices is massive and it’s only set to increase as technology rapidly evolves, making it easier to purchase online, and more and more people adopt the convenience of shopping with smartphones and tablets.

> *“ Total estimated online spend during Q2 (May to July) was £24.2bn, with £8.7bn spent via smartphones and tablet devices”* - **eCommerce Week**

Yes, mobile usage is a big deal.

If you dont have a mobile-friendly website design, you’re missing out on traffic, enagement, leads and sales.

Grab Your Complementary Website Rescue Strategy

Get 100% personalised critique of your current homepage to give you the top (cheap or free) tactics you can implement right now to double or even triple your leads. Plus much more:

Grab My Website Rescue Strategy Now

(Limited places available. Please apply now.)

How to Quickly Check if a Website is Mobile-Friendly

Do you want to check if your existing site is mobile-friendly?

Or if your competitors sites are mobile-friendly?

Or perhaps compare a traditional and mobile-friendly website?

Here's how to test to see if a sites mobile-friendly in two simple steps...

1) Click here to visit the Google-Mobile Test. You should see a page like this...

2) Enter the web address of the website you wish to test and click the blue “Analyse” button.

That’s it!

If your site is mobile-friendly you should see a page like this...

If your site is not mobile-friendly, then you'll see a page with instructions explaining what needs to be done next to make it compatible, like the one below...

It’s as simple as that.

Hopefully you’ve passed with flying colours. If not, you have some work to do with the help of my checklist, which we’ll get to soon.

If you have passed (or don’t yet have a site), read on to find out how you can make your current site (or new one) even more mobile and sales friendly...

How to Get The Most Out of Your Mobile-Friendly Website Checklist

1) Print off the checklist now (pages 23-26).

2) Next, type your website address into any smartphones internet browser.

If you don't currently own a smartphone then visit www.responsinator.com and type in your websites address in the top left hand side to simulate how any existing website looks across a range of mobile devices.

3) Compare the checklist points against your chosen website and tick off all the checklist points that your website is able to meet.

4) Pin the checklist next to your computer screen to remind yourself of any changes that need to be made to make your site more mobile-friendly.

5) Implement and check off each of the unchecked boxes to make sure your site is optimised to be as mobile-friendly and generate as many leads as possible.

Remember, the more checkpoints you're able can tick off the more mobile-friendly your website is. The more mobile-friendly your website is, the more leads and sales your website will drive for your small business .

14-Point Mobile-Friendly Website Checklist

- [ ] **Minimal Design and Content**
  Mobile users have screen size constraints and are often looking for quick, on-the-go information. A great mobile-friendly website, when viewed from a mobile device, should only show content that is highly relevant whilst hiding anything else that isn't.

- [ ] **Simple, Easy to use Navigation**
  The best mobile-friendly websites have a very clear, user-friendly navigation, that's easy to use at any screen size. Make sure your navigation isn't difficult to use and trying to do to much or be to clever.

- [ ] **Highly Legible Text**
  If your visitor can't read your site because your font's illegible, you'll lose them. Nothing is more frustrating for visitors than having to strain to read your mobile website. As a general rule, make sure your site uses a minimum font size of 16px.

- [ ] **Flash Free**
  Adobe Flash is a "no go" when it comes to easy viewing; it's not user-friendly and has been known to even lock up certain mobile devices. It's also impossible for search engines to read so will rank very badly in search results.

- [ ] **“Click-to-Call” Phone Number**
When visitors are using small screens, on-the-go and are busy it’s important that they’re able to contact you with minimal fuss. To avoid losing sales make sure visitors on mobile devices are able to call you simply by clicking the phone number on your site.

- [ ] **Designed For Touch**
Mobile device users use touch rather than a mouse. To avoid frustration and visitors leaving your website, make sure that all tap targets are finger-friendly. Google recommends and least 48 pixels tall/wide, or if smaller, at least 32 pixels apart.

- [ ] **Clear Calls-to-Action**
A call-to-action is a button that clearly explains to your visitor what they should do next. To make more sales every page on your site should have a clearly defined goal thats presented in an eye catching, command based call-to-action.

- [ ] **Dynamic Content and Layout**
Mobile-friendly sites are “responsive” in nature and dynamically adapt their content and layout to suit the device they’re being viewed on. Make sure your site content reflows and resizes between between mobile, tablet and desktop.

- [ ] **Single Column Phone Layout**
  Mobile phone screens are usually far to small to display multiple columns that sit side-by-side. For optimal legibility, make sure your website content rearranges itself in a single column when viewed from a smartphone.

- [ ] **No Left to Right Scrolling**
  Having to scroll left or right and read wide blocks of text increases user frustration and site abandonment. Ensure your site does not scroll horizontally and that all written content is between 50-75 characters (50-60 ideally) in width to increase website usability, leads and sales.

- [ ] **No Zooming Necessary**
  Users should never have to zoom or pinch their phone or tablet screen in order to read your website content. Make sure the content your site presents is immediately legible, regardless of device.

- [ ] **Minimal Animation and Graphics**
  To many images will slow down your website's performance. Eliminate images that do not add value if possible – except for your company logo. As far as other images, use them sparingly and make sure they are compressed so they take less time to load.

- [ ] **Fast Loading**
  Mobile phones are not as powerful as desktop computers and often have to rely on slower internet connections. Optimise your images, content and site to account for this. Every second your user waits your loosing money. Under 2 seconds is a good benchmark.

- [ ] **Requires Minimal User Input**
  The longer it takes for your website visitor to fill out a form the less likely they are to complete it, particularly with mobile visitors using small screens. Unless you are trying to qualify prospects make sure your forms and checkout process are as simple as possible.

Grab Your Complementary Website Rescue Strategy

Get 100% personalised critique of your current homepage to give you the top (cheap or free) tactics you can implement right now to double or even triple your leads. Plus much more:

Grab My Website Rescue Strategy Now

(Limited places available. Please apply now.)